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

Victrola XVI, $200
Mahogany or oak
The Hoffay Talking Machine
"The World's Musical Instrument"

is now being demonstrated and the remark of the trade who have come and heard it, is—

"YOU WOULD NOT KNOW IT IS A MACHINE PLAYING!"

Victor and Columbia records sound just as good, if not better, than the Edison records—Edison records sound just as good, if not better, than the Victor and Columbia records.

DOES this convey to you the absolute perfection of this machine for demonstrating to the public, whatever records you sell?

If you sell records of all makes—so much the better! A QUICK SALE in every case!

Records of ALL makes are played without detaching the reproducer. Our proposition is coming up shortly.

You are invited to call. Appointments in advance preferred.

The Hoffay Talking Machine Co.
500 Fifth Avenue, New York City

CARL LINDSTRÖM
BERLIN, GERMANY; ST. CROIX, SWITZERLAND

MOTORS FOR TALKING MACHINES

SHIPMENTS BEING RECEIVED REGULARLY FROM SWITZERLAND

BIG STOCK OF ALL TYPES OF MOTORS ON HAND

MOTOR No. 4

NEW YORK OFFICE: 45 Broadway
CHICAGO OFFICE: 2701 Armitage Avenue
INSURANCE RATES ON RECORDS.
Buffalo Talking Machine Dealers' Association Takes Up Subject at Meeting and Appoints Committee to Discuss the Matter with the Companies—A Luncheon Followed Business.

(See the Talking Machine World.)

BUFFALO, N. Y., May 15.—Record companies are trying to get the effect of cooperation through organization proved more beneficial in the talking machine trade here than just at the present time, the Buffalo Talking Machine Dealers' Association meeting this week, lining up strong to bring about a decrease in the high insurance rates now imposed upon record stocks.

More than thirty-five dealers from Buffalo and western New York attended the meeting in the Park Hop, and more was accomplished for the benefit of the members at the one meeting than has been in the many of the past.

A well-known insurance expert appeared before the association and outlined a plan which it is expected will ultimately mean the reduction of the rate from $5 to $1 per thousand dollars.

The dealers present were against what they claim is an exorbitant rate as in comparison with the rates in other sections of the country. It is held by the members that the insurance rates on records in other cities range from $1.50 to $1.25.

President Wade Poling, of the piano department of the J. N. Adam Co., presided at the meeting, and appointed a committee of three to go through the whole problem and to report back at the next meeting. Those named on the insurance investigating committee were: W. D. Andrews, Al Schwegler and B. E. Neall, all men prominent in the talking machine world of Buffalo. The issue was given over in detail in discussion after the insurance man had pointed out how maintenance expenses could be cut by adopting a plan to decrease insurance expenses.

It seems that records have been listed at the same rate as films, and that this rating was given many years ago, when wax records were in use and were inflammable. The Buffalo dealers declare that the records now in use are not inflammable and should not be classed as such, thus keeping insurance rates down.

The insurance matter was the special order of business, although routine work was carried out after a luncheon had been served in Buffalo's popular restaurant hotel.

A NEW STORE ON BROADWAY.

R. B. Caudwell, vice-president and a director of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, who has been connected with the company for the past eleven years, announces in this issue that R. B. Caudwell will probably remain in the Victor business. His successor has not yet been appointed.

R. B. Caudwell, receiver in bankruptcy for Vincent J. Doyle, Victor dealer, formerly in business at Jersey City, N. J., sent out checks to the creditors this week in payment of a first dividend of 5 per cent.

KNOWING WHAT CUSTOMER WANTS.


We chance to be in a talker shop the other day and met a very obliging clerk who was waiting upon an extreme young lady. What struck us most forcibly was the ease with which he was able to satisfy her wants without the slightest apparent preliminary suggestions which usually precede record sales.

He evidently knew her favorite artists by heart and was in a position to satisfy her craving for good music intelligently and promptly.

After the lady had purchased to the extent of her pocketbook, she was handed a catalogue of the current month's records and informed that the selections which would most appeal to her were marked therein.

"Stop in when you are downtown, and I will be very glad to play them for you," he remarked courteously, and gave her the address of the store in the Park Hof, and more was accomplished for the benefit of the members at the one meeting than has been in the many of the past.

"Kind sir, pray tell me," quoth the writer, pulling the aforesaid clerk by the sleeve, "why is it you are able to sell the fair one $40 worth of records in no time to me, as to her musical tastes? It would appear to the uninformed that you are a mental telepathist."

He grinned again and, seeing his command properly understood, continued: "I found that we were wasting valuable time in preliminaries while playing records for patrons. We did not seem capable of holding their attention from the start, even though they had visited the department room many times before so I immediately sought for a solution of the problem. After some hard thinking, I finally hit upon the anticipation stunt, about which I have told you.

"Of course, you understand that a new customer has to be initiated and his tastes determined, but when this is done my plan proceeds at once to make good. After I have gained a very fair idea of my patron's wants, I do not forget all about him until he comes again, as most dealers would do, but instead I enter his name in my little red book and opposite it a letter designating the kind of selection he liked best.

"If he be fond of sentimental selections, the letter S will be in his entry. If he desires should run along humorous lines, the letter H would appear, etc. It's a slick, old man, to keep such a record, and you just saw for yourself how it helps a fellow out.

"I believe every seller should endeavor to keep posted on his customer's needs, as it will to a large extent do away with the long concerts that generally accompany record sales."

AGENCY PLACED IN SASKATOON.

(Special to the Talking Machine World.)

WINNIPEG, MAN., May 6—Robert Shaw, the en- ergistic Columbia man in the West, with headquar- ters at Winnipeg, reports the opening up of a Columbia agency by the International Specialty Co., of Saskatoon. This firm has four new premises opposite the McMillan department store. Mr. Shaw is elated over the arrival of Columbia Gra- sonolas in the neighborhood through the medium of circulars, personal letters and advertisements in the programs of near-by theaters, and the audiences test the ca-

A NEW $500,000 CORPORATION.

The Tiffany Motor Co., New York, has been incor- porated under the laws of Delaware with a capital stock of $500,000, for the purpose of manu- facturing, selling, renting and leasing motor phonographs. The incorporators are Thomas M. Logan, Theodore H. Bane, of New York, and William R. P. Desaureau, Englewood Cliffs, N. J.

The Talking Machine World
Vol. 11. No. 5.
Price Ten Cents
ST. LOUIS DEALERS EXCEEDING LAST YEAR'S RECORD.


(Special to The Talking Machine World.)

St. Louis, Mo., May 10.—Local talking machine dealers are beginning to talk of exceeding the business of corresponding months of last year. Several say that such records were made during April, and there is no outstanding reason for this result except that they went after the business. The departments that made these records are, and were last year, established departments. They possibly in every case handle more makes of machines than a year ago, but the range of prices and character of the business are the same. Others assert that the record business exceeds a year ago, but the range of prices possibly in every case handle more makes of machines than a year ago, and that jobbing business is better. So it will be seen that talking men here are not suffering.

The ten-cent records and the $10 talking machines have formed a new topic for talking machine men. For the most part, "Plano Row" dealers assert that the low-priced goods are "killing the game." By that they refer especially to the laterly cut rolls and machines that play these rolls. The department store dealers and others who do not put their best efforts of salesmanship into the high-priced goods say that these low-priced goods are stimulating the market by popularizing the various kinds of music played and commented upon. This is looked upon as an excellent field for publicity work. Mr. Gabler was accompanied here by J. F. Reilly, manager of this work. Upon the arrival of the party President Silverstone, of the Silverstone Music Co., which store they will make their headquarters, invited them into his retail hall and gave them two hours' laboratory work that they might fully understand the special advertising work that is being done, so that they might be fully qualified to answer all questions arising from this publicity.

The cash offer spoken of last month as about to be offered by the Famous-Barr Dry Goods Co. came out with a liberally spaced ad announcing that 1,000 "Masterola" machines were on sale in that store and extolling them as the ideal for outdoor and that orders would be taken for future delivery in time for summer homes and outing parties.

Both of the department stores mentioned are selling the ten-cent talking machine rolls in competition with the ten-cent stores and are doing a nice business. The Stix, Baer & Fuller has placed its records in the regular talking machine department, while the Famous-Barr has placed its ten-cent stock in the basement, where a miniature music department is maintained.

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Generally speaking, the Columbia Co. is well pleased with present business conditions and Wholesale Manager Salmon reports that factory shipments now are of such a volume that all orders are being filled promptly, and that the local warehousers have enough to meet all local trade requirements. For a long time the Columbia Co. was doing business under a considerable handicap, J. J. Bennett, the ambassador, has moved from southern Illinois, where he created so many new dealers, over into Kentucky, where he is making much the same kind of a record in the tobacco-growing districts.

Retail Manager Duffy reports an excellent record business for the last month and excellent prospects for machine business now that deliveries can be guaranteed. "While the dancing season is about over and we expect a falling off in the excellent records for dancing that we have been pushing," said Mr. Duffy, "we fully expect the new records we are receiving from the company to maintain our sales by building up the demand for general records. The late records have been so excellent that we hear frequent comment from our customers as to their fine quality. This is going to help in spring sales, and will enable us to retain the many customers we have gained in the dance records."

In both the retail and wholesale departments of the Columbia Co. it is said that the "Favorite" model is most in demand.

The Columbia Margaret Wilson record, 25 cents of the price of each record going to the American Red Cross fund, has met with excellent sale here and a neat sum has been turned in from the local warehousers.

Lambert Fried!, of the foreign record departments, was the guest of the local warehousers for several days during the last of the month on a business-promotion trip.

AN AUSTRALIAN VISITOR.

O. L. Remington, general manager of Wm. McLean & Co., Melbourne, Australia, is now investigating machinery methods and new developments in this particular field in the United States. He is accompanied by an engineer from his country, and he is looking over the industrial centers of the United States with the object of thoroughly investigating kinds of machinery best adaptable to Australian and New Zealand trade.

CONCERTS SPLENDIDLY ADVERTISED.

(Special to The Talking Machine World.)

Halifax, N. S., May 8.—N. H. Phillips Co., at their Halifax warerooms are continuing their Friday afternoon complimentary Columbia Grafonola concerts, which are being splendidly patronized.
Victrola supremacy—
all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola is supreme.


Bertlaner 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 unequaled Victor tone.
FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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

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

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


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

And with genuine Victrolas from $15 to $250 it is easy for every Victor dealer to reap all the advantages that come with such supremacy.

Victrola supremacy is universally acknowledged

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

And with genuine Victrolas from $15 to $250 it is easy for every Victor dealer to reap all the advantages that come with such supremacy.

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

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


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.
HE term industrial pioneer applies with singular fitness to Edward D. Easton, founder of the Columbia interests, who passed away on April 30.

Endowed with keen intellectual and perspective talent, while a young stenographer in Washington he saw the immense business possibilities which opened up through the commercialization of the new method of engraving and producing records of sound.

The words which he noted in his diary at that time emphasized more pages of explanation the business vistas which this young man saw in the new invention: “Saw the laboratory model of the new talking machine. I have determined it is a great opportunity for a profitable and large occupation.”

He organized the American Graphophone Co., which acquired the all and Taft’s patents which were issued in 1886, and later assumed its presidency and the direction of its affairs.

When viewed from the vantage ground of present success and impenetrability, it is difficult to understand and appreciate the tremendous obstacles which faced this ambitious young man, who saw with prophetic vision the future of a great industry.

Financing a new and unknown proposition was not easy, because there were few who could view its business possibilities as young Easton, but with grim determination he set out to accomplish things, and the world knows that he never halted in his industrial endeavors until death claimed him.

At the start it was public indifference, it was financial difficulties, it was patent litigation, but undaunted he kept straight on despite the obstacles which faced him and developed a business which was a credit to his business powers and which stands as a monument to his enterprise.

He was a pioneer in a new and unexplored land. He drew about him men with whom he was personally acquainted and inspired them with his confidence in the future of the industry. He possessed not only business faculties of a high order, but he knew men, and his ability to gauge their capabilities and to command his organization so that it should be strong in every way, was one of the marked features of this truly remarkable man.

He was a believer in organization, and to create an organization it was necessary for him to acquire a financial strength to carry out his plans. This he succeeded in doing and the development of the Columbia business became his life’s aim. Year by year he toiled and saw the talking machine acorn which he had planted in earlier years grow to enormous proportions. He saw the Columbia business become his life’s aim.

As the industrial enterprise developed his keen business instinct developed in like proportion and the Columbia products became wider and wider known.

He contributed largely to the development of the talking machine industry, and to say that he first saw the possibilities of the commercialization of the talking machine is to pay but it just tribute to his far-sighted business talent.

He had the proud satisfaction which comes to few men of that of seeing his ideas worked out successfully into practice, and from a small beginning of three or four machines a day he has seen the gradual development of the enterprise, the destinies of which were guided by him, to a point where it occupies many acres of floor space and employs thousands of operatives.

He was a pioneer in a new and unexplored land.

So well balanced was the Columbia organization that he had the intense satisfaction of knowing that when the death summons came to him the great organization which commenced with him would move on without the slightest break in its splendidly organized machinery.

He believed in permanency and in every man doing his part, and the great Columbia enterprise will stand as a monument to the life and accomplishments of Edward D. Easton—to the foresight and resourcefulness of that young stenographer who years ago saw possibilities in the talking machine as an educator and enterprising and resourceful that young stenographer.

BUSINESS conditions are showing steady improvement, and even the most pessimistic must be forced to admit that the trade tide is coming in. The high water mark has not been reached by considerable, but many of the trade flats which have been exposed for a long time are now covered by the incoming tide of prosperity.

The talking machine trade through the depressed times has been particularly fortunate and we do not know of a single industry which has enjoyed similar activity. The manufacturers have been forced to work day and night to fill the orders which have been pouring in upon them.

Surely, such a condition must be encouraging and stimulating to talking machine men everywhere, and the indications are that there is going to be no slowing up of trade.

On the contrary, there is a well-founded belief that the business is only in its infancy.

Undoubtedly the dance craze, which has swept all America, has been of vast aid to the talking machine business, but after giving factor liberal credit for impelling power, that is not all, however. The talking machine has impressed itself upon all America as being a wonderful entertainer, admitting that the dance fad has swept all America.

They have utilized their windows for advertising purposes in a very effective and interesting way. They have gotten up effective and refined means of publicity in a series of special musical programs and all of the efforts put forth have been resultful in increased business on account of the growing interest in the talking machine.

It was his custom to take world-wide trips so that he might be in close touch with the interests over which he presided. Distance was nothing to him, but Columbia service and success was his absorbing aim.

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Clever work in various lines in recitals and dances has enabled the talking machine men to increase to an extraordinary degree the interest in the talking machine. Educational work along these lines has resulted in almost phenomenal sales.

Piano merchants have realized the business building powers of the talking machine, and those who were inclined to look upon it as a creation of ephemeral growth have now taken a different view and are taking on the talking machine in numbers never approached in the business.

One of the best illustrations of the present position of the talking machine in the musical world is illustrated by the exhibits at the Panama-Pacific Exposition.

The exhibits of the leading houses have been illustrated and described in detail in these columns, and they tell a history of special industrial growth which is unparalleled in any other trade.

If we go back to the former great expositions of the world we will find that leading talking machine manufacturers created attractive exhibits, but they did not occupy the dominating position which they hold, at the Panama-Pacific of 1915.

In this connection it is interesting to note the position of the talking machine men as compared with piano manufacturers.

At the Panama-Pacific there are numbers of pianos displayed in the various State buildings and in connection with other exhibits, and certain local San Francisco representatives of piano manufacturers have exhibits, but in the entire Panama-Pacific Exposition there is not a single comprehensive piano exhibit launched by manufacturers.

This condition has never been witnessed at any other great Exposition in the world, and when visitors wander through the various buildings and look for complete piano exhibits, like in days past at expositions, they will be disappointed. In place they will find the talking machine splendidly environed and attractively presented to the thousands who throng the booths and recital halls daily. Naturally, it will create the thought in the minds of visitors as to whether or not the talking machine has actually crowded pianos out.

A PIANO manufacturer of national prominence remarked to us recently that now that the Exposition was such a pronounced success he regretted that he had not considered favorably the idea of presenting an exhibit commensurate with the standing of his institution.

A good many piano manufacturers viewed the success of the Exposition with doubt. They thought that the war and other conditions would militate against its success as a magnet which would draw thousands of visitors from all sections of the country, but it has worked out differently. Every day adds to the number of visitors, and the piano exhibits, which should convey to visitors an adequate idea of the size and extent of the piano industry, are lacking. So it would seem that the condition as illustrated at the Panama-Pacific would bear out the statement that the talking machine has seriously affected the piano business.

The talking machine manufacturers realized the advantage of the Exposition to them and they did not hesitate to go in and spend vast sums in creating exhibits of marvelous attractive powers. The practical result of their work has already been demonstrated in many ways.

The records of single exhibitors show that thousands of people have been entertained by talking machine music daily. This is reflected in an increased demand for the product and increased respect for the talking machine itself. Talking machine manufacturers have not over the country profit by such magnificent exhibits. Their educational effect is far-reaching, and when the members of The Talking Machine Jobbers' National Association meet in San Francisco they will indeed feel proud of the representative exhibits which the manufacturers have created in the World's Fair City.

The artistry of the fine instruments on display, their physical attractiveness and wide diversity of form, added to the rare quality of tone, all of which are brought out at the recitals which are held at the Exposition, are certainly doing much for the whole industry in a forceful and attractive way.

Lectures are being delivered by musicians of note. Every possible sidelight on music is being covered in these lectures. There are lectures on opera, on the development of music, on folk songs and different musical instruments, as well as explanations and instructions for the children.

These practical demonstrations show the tremendous possibilities of the talking machine, and as a result the dealers on the Pacific Coast are doing a splendid business.

The fact that the Exposition authorities have officially designated July 24 as "Victor Talking Machine Jobbers' Day" is in itself a great compliment to the talking machine jobbers who will make that city their exposition camping ground in July.

Sure, he is a hustler! Who is "he"? Why, Chairman Wiswell, of the Traffic Committee of the Talking Machine Jobbers' National Association. He is getting out the kind of literature which is decidedly attractive, and a number of jobbers have already secured reservations on the Talking Machine Special train which leaves Chicago on July 13.

In order to make the special train possible there must be a guarantee of one hundred and twenty-five persons, and it is believed that there will be more than that number who will go out on the special, for which a most enjoyable itinerary is prepared, including some most entertaining side trips.

One thing is certain, every jobber who can afford the time and expense to take this trip to California will be amply repaid. The

(Continued on page 10.)

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
CHAS. H. DITSON & CO.
NEW YORK
Morgan Kingston’s solo Columbia Double-Disc records, formerly priced at $1.50, have been reduced to $1. His solo records, formerly priced at $1, are now 65 cents. It only needs a normal vision to see the business there is in these really good tenor solos at these reduced prices.

(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

EDITORIAL—(Continued from page 9).

trip is a most enjoyable one, and will long be remembered by those who journey westward.

Don’t delay. Write Wiswell; he is waiting to hear from all jobbers who will attend the meet in the World’s Fair City.

Wiswell and his bunch of aids will be on the job from July 13 until the special reaches the Golden Gate.

Are you on?

THE public exploitation of talking machines has thus far been free from that class of bargain advertising which has seriously affected the piano trade.

The maintenance of these rules has held the talking machine business up to a high plane, and it has also acted as a shield against stock depreciation.

Any attempt to lower the price standard of talking machines through public exploitation by listing exchanged or used machines at cut rates is not calculated to have a strengthening effect upon the business, and if this plan were adopted broadly the whole industry would be seriously injured?

The moment a Merchant has to fall back upon cut rates for business, rather than upon illuminating trade arguments, he is venturing upon ground which is dangerous, because no one can tell just how far such a condition may go. That is one reason why we have always believed in price maintenance. It has been the bulwark of the industry and any deviation from this principle, whether by department stores or regular merchants, cannot have other than a serious effect upon the trade.

The public will pay fair prices for talking machines, and every man in business is entitled to a fair margin of profit upon reputable products, which he may sell to the public.

We believe that the strengthening influence of price maintenance cannot be too forcibly emphasized upon the talking machine industry. It has not only worked out as a protection to the manufacturers and to the merchants themselves, but to the public as well, and it should be staunchly maintained in order that the same trade stability may continue.

LAST month an important meeting of talking machine forces, jobbing and retailing, was held in this city. In this connection we might add that the change in the name of the local association to “The Talking Machine Men” has been heartily applauded. The organization includes jobbers and dealers of New York, New Jersey and Connecticut.

A number of important matters were taken up for serious discussion at their various meetings, one of the most vital being the charging of interest on deferred talking machine payments.

The opinion of those present at the meeting was favorable for the adoption of the interest-bearing plan. The general opinion expressed was that there should be interest charges of 6 per cent. on all deferred payments.

Probably the talking machine men of New York City, through their failure to charge interest on installment accounts, have lost more money than any other city in the country. An enormous business has been transacted here, and the fact that many of the concerns have charged no interest has naturally meant a very material loss to the different establishments.

In outside points interest charges are being made on talking machines sold on the installment plan, and there is no question but that a large amount of the business in New York and tributary territory will be conducted hereafter on an interest-bearing plan.

The banquet held at the Hotel Gregorian was the most successful of any which has been held in this city by the talking machine forces, and there is no question, with the present interest in the organization, but it is destined to grow and become a strong factor in our local trade life.

WE have received a number of communications similar to the subjoined, which is from E. N. Upshaw, secretary of the Elvey-Austell Co., Atlanta, Ga., who writes:

“Your editorial in the current issue of The Talking Machine World is indeed a strong one and should be read with profit by every talking machine dealer in the United States.”

Most talking machine men read World editorials.

DO YOU WISH TO PLAY EDISON OR PATHE DISCS?

Attachment Complete with Permanent Sapphire Needle

PRICE (NICKEL) $2.00
GOLD PLATED $2.50

(Sample to Dealers Upon Receipt of $1.00)

GOLD PLATED $1.50

Specify whether for Edison or Pathe Records.

Extra needles either Style 75c. each.

LEXTON SPECIALTY CO., 216 West 99th St., N. Y.
THOMAS A. EDISON HONORED.

Presented with Gold Medal by Civic Forum as an "Inventor and World Benefactor"—Highly Complimented by Noted Personages.

"Inventor and World Benefactor" was the inscription on the gold medal of the Civic Forum which was presented to Thomas A. Edison on May 7 in Carnegie Hall as a national testimonial. President Butler, of Columbia University, who presided and made the presentation, said:

"This gold medal is not awarded for any particular achievement, but for distinguished services and great scientific achievements and in recognition of a great career, which has a place among the very highest in the roll of human history."

Not all the friends and admirers of the inventor and scientist who went to the hall to pay him honor were able to get inside. All the seats were promptly filled by those who came early, and men and women stood when Mr. Edison and the others on the stage arose as the presentation was made.

Mr. Edison whispered conference with Dr. Butler, who announced:

"Mr. Edison has whispered to me that "actions speak louder than words in admiration.""

President Wilson sent this message to Mr. Edison:

"Washington, D. C., May 6. — Coach C. C. Childs, of the football and track squads of the Indiana University, believes that "all work and no play makes Jack a dull boy" just the same when Jack is training for college athletics as when he is doing other work, and consequently one of the methods adopted for the entertainment of the training squad is a large talking machine with a plentiful supply of records. The coach also has a talking machine installed on the track oval, and the football and track men are put through their raps to the accompaniment of the latest dance music. The music, it is said, is of great aid to the hurdlers in regulating their stride."

COCUS FIBER TO IMPROVE TONE.

German Patents Principle for Using That Material in Cabinets and in Connection with Tone Arm—Said to Eliminate Shriphasis.

To eliminate the shriphasis and deaden the metallic sounds of the talking machine, says the Scientific American, a German inventor has just patented a principle of tone-protection that employs a lining of cucus-fiber for the cabinet, in which that is hermetically sealed, washers and other accessories of the same material for the chalenges of the tone-arm and all other points of metal contact and a fiber base for the record. He asserts that by this principle the surviving musical tone is immeasurably enhanced in quality.

REMARKABLE IDEA OF JUSTICE.

Man Who, It Is Claimed, Sold Records to Keep from Starving Put Into Jail for Debt and for Indefinite Period—Behind Bars Since November—Efforts to Secure His Release.

(Special to The Talking Machine World.)

MONTREAL, Que., May 4.—A rather peculiar instance of "justice" has been brought to light through the application made before Justice Beaudoin to have Frank L. Chapple freed from Bordeaux Jail in Montreal, where he has been held since November last, or to have a drogadas, a creditor at whose instance he was jailed, pay an allowance of not less than 70 cents or more than a dollar a week for his board with Governor Landrault. Chapple had brought some talking machine records from Dougadas, and before he had paid for them, had sold them for $35, considerably less than the purchase price. Dougadas had then secured an order of the Superior Court known as the "writ of capias," committing Chapple to jail until such time as the debt should be settled. J. McGinn, counsel for Chapple, represented that his client had, previous to selling the records, gone into liquidation and had sold them only because he had nothing else between him and starvation. He also pointed out that a man can only be held for debt so long as his creditor pays for his board at the jail. Judgment on the matter will be given later by Mr. Justice Beaudoin.

The Ibera Phonograph Corporation was incorporated at Albany this week with a capital stock of $5,000, and the interested parties are T. F. Crimmons, P. Finer and E. A. Brown, all residents of New York City.
A Real Musical Instrument

Music lovers have waited for years for the New Edison Diamond Disc Phonograph.

It represents a degree of perfection in tone reproduction which the musical public have hoped for, but until the coming of the New Edison never had heard.

The New Edison has brought the phonograph within the scope of a real musical instrument.

It represents the latest advance in the music trade. The dealer who identifies himself with the New Edison stamps himself immediately as the progressive merchant of his community.

He makes the strongest bid for discriminating patronage.
New Edison Diamond Disc

Mr. Edison's goal in his 38 years of work in perfecting the phonograph was the attainment of absolute fidelity of tone. An artificial reproduction that the musically critical would recognize as true, human, natural.

An immediate and tremendous public appreciation testifies to the fact that Mr. Edison had reached this goal.

The diamond stylus reproducer, the New Edison Record, and many other distinctive features have combined to make the New Edison Diamond Disc Phonograph perfect—a real musical instrument. They are convincing points of superiority that the consumer quickly appreciates.

It is to the interest of every up-to-date dealer in musical instruments to become thoroughly posted on the details of our merchandise and our proposition. Full particulars will be sent upon request.

THOMAS A. EDISON, Inc., 279 Lakeside Ave., ORANGE, N. J.
Boston, Mass., May 9—Business in this city and throughout New England is good—much better, apparently, than many other departments of activity can report. In many places dealers report inability to find enough high-priced machines to fill the demand, and this applies to the Victor, Edison and Columbia lines. With companies there is a growing tendency to push the sale of records rather than machines, for it is felt that the machine business is developing abnormally and that now is the time to push the records.

To Develop Record Trade.

The Columbia Graphophone Co. is one of those that proposes to go after the record business, and a letter bearing the signature of Manager Arthur Erisman is being sent out to all the New England dealers. In this circular dealers are advised that a new and up-to-date catalog has been put out, that a number of records have been cut, and urging dealers that if they do not already carry a full stock they should figure out just what it will cost to put in an entire line.

It is of interest, too, that a new department has been established, known as the personal record department, of which Henry D. King is manager. The work of this department will be to specialize on the making of individual records for societies, fraternal orders, clubs, churches, political associations and all other special records, and in the circular also sent out by Manager Erisman dealers are advised that “this will certainly make a good souvenir or keepsake for a great many people.” It is generally believed that this will prove a great novelty and be productive of considerable new business.

Visited the Edison Factory.

Manager Skillman, of the Boston quarters of the Pardee-Ellenberger Co., was over in Orange, N. J., on April 19, and spent a brief time inspecting the Pardee-Ellenberger Co., was over in Orange, N. J., at the time, having come here as one of the soloists at the Handel and Haydn centennial festival in Symphony Hall. Miss Miller gave a free recital, having as accompanist an Edison diamond disc phonograph, and a great many persons seized the opportunity of comparing the human voice with its reproduction. As Miss Miller has several records of her voice on the Edison, the demonstration proved something quite unique.

Inaugurate Credit Certificates.

The K. H. White Co., a large department store, which has a good sized talking machine department, featuring Victor and Columbia machines, has arranged a new system for the benefit of its customers who find themselves in certain other designated cities. For the convenience of its patrons who have charge accounts it has arranged with one of the leading stores in each of the cities of San Francisco, St. Louis and Cleveland for the interchange of certificates of established credit, thereby making it possible for one to open a charge account and receive the usual courtesies of a department store without the inconvenience and delay of making formal application for an account. The R. H. White Co. announces to its patrons that if they are contemplating a visit to any one of these three cities they may obtain a certificate which, when presented and countersigned, will establish a customer’s identity and give the usual privileges of a charge customer. This system is of special advantage to those who are thinking of visiting the exposition on the Coast.

Impressive Business Data.

Manager Erisman states that, looking over the books of the Boston office of the Columbia, he has found that the February business was equal to the whole of the year 1911. Certainly that’s going some! Mr. Erisman was over in New York lately, whither he has to go periodically as a member of the product committee.


Business with the Eastern Talking Machine Co. continues to show an improvement month by month, and the April business was exceptionally large, and already May has in a single week given pronounced indication of what the month is likely to be both in the sales of records and machines.

Represented Noted Inventors.

There was great entertainment at the last meeting of the Luncheon Club, of this city, of which Mr. Erisman is a member. Another member is Charles E. Ogsto, head of the C. E. Ogsto Co., furniture dealer, which carries a large line of Victor, Edison and Columbia goods. The dinner of the club was at the Hotel Somerset, and these two men, seated at the head of the table, were objects of great curiosity, as Mr. Furbush was made up to represent Marconi and Mr. Os- good as Thomas A. Edison. It was not until toward the close of the dinner that, taking off their make-up, they were recognized. It had been Mr. Ogsto’s intention to carry the idea much further, and to that end he had communicated with Mr. Edison to get a record of his voice, so that he could make a speech (with the machine hidden behind him), but at the Edison factory there was no record exactly suitable for this purpose. This feature of the impersonations was only one of a merry evening.

Have “Some” Bowling Team.

The boys at George Lincoln Parker’s talking machine shop in the Colonial building, where both the Victor and Edison machines are carried, have a bowling team which is the envy of many other teams of this city, and they are out to win anything in sight, as they say. The team in Mr. Parker, John H. Allen, who is head of the talking machine department; L. S. Porter and Charles H. Moody, and with them also is Aaron Eck, who is a good bowler. Already the Parker team has beat the Eastern Talking Machine Co.’s team, taking three points, and the Henry F. Miller Co.’s Victor team, taking four points. On Friday night, the last day of April, the Parker team played the Chickering & Sons talking machine team, again taking four points. The George Lincoln Parker team is open to any challenges from city bowling teams.

Increases Sales Force.

Harry Rosen, of School street, has just taken on two new salesmen, Joseph Berig, who has been with the United Talking Machine Co. of Brockton, and G. E. Malanati, of Quincy. Both are experienced men in the business, Mr. Rosen plans to go over to New York City later in the month.

The Edison Diamond Disc Phonograph embraces some remarkable features, such as the permanent point, requiring no change of needles; a record with a surface that never wears, no matter how frequently used; playing twice as long as any other made. These are most desirable points, but they sink into insignificance when it comes to the matter of tone. It is here that the superiority of the Edison Diamond Disc is most apparent. It reproduces not only the fundamental but all the beautiful overtones in such a remarkable way as to beggar all description.
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

Just now he is making a special study of the small, low-priced talking machines, and it is of interest that he possesses a sample of about every type of talking machine that has been put upon the market.

Show Windows Entirely Made Over.

The show windows of the Arch street quarters of the M. Steinert & Sons Co. have been entirely made over, and now one is able to see the exhibits of Victor machines and records and Victor literature under the best conditions possible. Manager Herbert L. Boyer reports that the spring business in Victor goods has started off very encouragingly.

Henry F. Miller Co. Progress.

Manager Batchelder, of the Victor department of the Henry F. Miller Co., and his staff of hustlers have had little time to themselves these past few weeks, for with customers visiting the well-appointed warerooms and calls for goods over the 'phone everyone is kept on the jump. Now that the street is back in its normal condition and travel back and forth is more pleasurable, many new customers are finding the Miller headquarters very convenient to drop into.

The Winner for April Sales.

John O'Hara, of the retail staff of Manager Erismann's Columbia headquarters, was the lucky one to win out in the competition among the salesmen in total sales of grand opera records for April, and as a reward he was privileged to spend a day at the Bridgeport, Conn., factory. To-day was the day and off John started bright and early. Everybody who knows this accommodating and efficient salesman will want to hear of his impressions of the great Columbia plant. Incidentally, April was the largest grand opera month in the history of the New York Columbia office.

To Manage the Music League.

Tosti Russell, son of Henry Russell, manager of the Boston Opera Co., has left the employ of the Columbia Co., where he was manager of the foreign record department. Young Russell has gone to New York, where he is to be manager of the Music League of America. In his place Manager Erismann has appointed A. J. Antranag, a capable man, who has been in Egypt in the employ of the British Government. He began his duties on May 1. Visitors to the Columbia office will also miss the face of Clyde Skinner. He has been given the management of the Columbia department of Fred W. Peabody's Haverhill store.

RIGHTS GIVEN BY A PATENT.

Some Interesting Pointers on the Often Mis-understood Privileges Bestowed by a Patent.

Patentees constantly complain that the Patent Office gives them a patent which infringes another and an earlier patent, thus leaving them with a patented invention which they can neither make, use nor sell. The Scientific American, answering many such complaints, explains the mystery as follows:

"This matter would be clear if patentees understood the law under which patents are granted and the rights which are conferred upon them by the patent when granted.

"The law requires that a patent shall be granted for a new and useful invention. Such an invention is patentable, even though it is a part something which is patented in a prior patent.

"Now one who obtains such a patent should know that he cannot make, use or sell it, provided the prior patent is still in force, without the consent of the owner of the prior patent, for his patent or the patented thing infringes such prior patent.

"We believe that much of the confusion arises from the words of the patent grant which purports to confer upon the patentee the exclusive right to make, use and vend his invention.

"This is not what the patent secures to him, but what is given him is the right to exclude all others from making, using or vending his patented inven-

tion. This right he may enforce by his patent, even though he cannot make, use and sell it himself. "So that it follows that his patent for a new and useful invention will be given him by the Patent Office, even though it does infringe a prior patent, and also his patent may be absolutely good and valid even though he cannot make, use or sell his own invention."

ORDERS FROM SOUTH AMERICA

For Bagshaw Needles Helped by "Made In America" Slogan.

W. H. Bagshaw, Lowell, Mass., on one of his recent large orders for needles for the South American trade was required to print on each envelope the words: "Made in America." The buyer emphasized the fact that the quality of Bagshaw needles and the fact that they were made in America sponsered for the specific quality that they wish and insist in selling these goods throughout that country.

This shows also in an indirect way just how the efforts of the campaign "Made in America" are securing results, for not only is this slogan required on needles, but a number of other products all over the country are being labeled in a similar manner.

Riches have wings, generally to enable them to fly in the wrong direction.

HOW MUSIC HELPS STUDY.

Co-Eds of Cincinnati University Learn French Lessons to Strain of Marsellaise on the Talking Machine—Other Advantages Set Forth.

Time was when even the click of a French heel was tabooed in the sanctum sanctorium of femininity, known as the girls' room, at Cincinnati University.

Any co-ed who spoke above a whisper within its precincts or walked therein without soft tread was frowned upon. Whistling or singing of popular tunes was abhorred. Discussion of politics was absolutely discouraged. A scholastic calm and a death-like silence pervaded the whole apartment.

But that was long ago, long, long before the energetic woman's league purchased a Victor XI sold by Rudolph Wurlitzer Co., and placed it in a prominent corner of the afore-mentioned sanctum.

Now, a visitor to the girls' room can open the door almost any time and hear strains of "Along Came Ruth" or "Cecile." And right around it, with chairs and tables backed away, girls may be seen one-stepping and fox-trotting as if they were going to be examined for a bachelor's degree in the terpsichorean art the very next hour. But just as many girls may be bending over books, French dictionaries and laboratory schedules as during the old order.

In fact, some of the professors believe the girls study more than formerly. The girls say they do because they have all been converted to the new psychological theory of rhythm impression.

"We are not writing a book on psychology just now or we would explain the 'rhythm impression theory' more fully. But the gist of it is that music, the proper kind, you know, that is 'psychopathically attuned' to the subject that the student is trying to learn, greatly aids the memorizing of facts.

Of course, you have to pick out the right music to go with your lesson. The University co-eds have not worked out the theory absolutely yet, but they all say the 'Marsellaise' aids the study of French wonderfully.

History, they find, needs something slow and smooth-flowing like "Eumoresque." So far, they say they have found nothing to aid the study of psychology itself. They admit a roomful of girls dancing the fox trot while they are reciting the faculties of the mind, really aids concentration, any-way.

The girls talk politics, now, too.

Miss Helen Klein is president of the Woman's League. The members of the league earned every cent of $100 their purchase cost them and consider their efforts well worth while.

W. H. BAGSHAW
LOWELL, MASS.

63,000,000 needles in 10 days is a big achievement—a record that has never been approached by any concern anywhere—and it emphasizes the facilities of our plant.

This immense production is on a quality basis only and we guarantee Bagshaw-made needles to be the best for all records. Ask us to quote on your requirements.
TALKING MACHINE EXHIBITS INTEREST VISITORS


(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., May 7.—The extensive publicity work which has been in progress since the opening of the Panama-Pacific Exposition is beginning to have a stimulating effect upon talking machine business generally. The downtown dealers in closing sales find that a large percentage of the customes have visited the exhibits in the Palace of Liberal Arts, and through the demonstrations there have made up their minds to purchase immediately. The effect is noticeable both for records and machines.

Increased Shipments of Edison Machines.

The Phonograph Co. of San Francisco, which operates the Edison Shop on Geary street, has been receiving goods from the factory again the last month in sufficient quantity to relieve the shortage of stocks to a considerable extent. Some $600 models—a style which was entirely out for several weeks—were included in the last shipment; also a fair supply of $150, $100 and $80 machines. Manager J. S. Baley says the record situation is gradually getting better also, and he does not anticipate serious difficulty from now on in supplying the demand for either machines or records. He is very hopeful also, and he does not anticipate a fair supply of $150, $100 and $80 machines. Machines are still being featured, a new one being printed each week. Another grand salon concert machine is expected shortly, which is said to be the highest priced and most elaborate talking machine ever placed before the public. Six other new styles are expected also, for display purposes along the windows of the concert hall.

Success of the Columbia Display.

Marion Dorian, treasurer of the Columbia Graphophone Co., has returned to San Francisco to spend some little time at the exposition, Mortimer D. Easton, who has had charge of the booth, having returned East. Before leaving Mr. Easton spent a pleasant vacation of a few days at Del Monte with Mrs. Easton. At the Columbia booth interest has been stimulated by special events, most successful of which to far has been a series of dancing exhibitions by a professional, who also offers to teach any of the spectators the latest steps. The arrangement of this display with the wide platform in front is well adapted to such performances, and so much interest has been shown in the dances that the officials of the Liberal Arts building have offered to co-operate with the Columbia interests in giving a tea dansant on the platform in the near future. "Have you ever heard music played backwards?" is a question frequently asked visitors at the Columbia booth, and those who have not enjoy that novel experience there.

Better Facilities at Sonora Booth.

Success of the Columbia Display.

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Interesting Personal Items.

W. S. Gray, general manager of the Pacific division of the Columbia Graphophone Co., has been out of town practically all month. He first made a tour of inspection of the company's interests in the Northwest, and then left for a visit to the factory, immediately upon his return from the North. He is not expected back from his Eastern trip until the middle of the month.

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.
First records by Ferrari-Fontana, the famed dramatic tenor, are announced in the Columbia list for June. A whole lot of talking machine owners have been waiting for the announcement of these records.

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

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to the Victor department, has been East the past month. L. S. Sherman says the talking machine end of their business was very satisfactory in April, the only difficulty being to get enough goods.

Word has been received by Edison interests in this city that Harry L. Marshall will be here shortly on his first visit in the capacity of special representative of the phonograph sales department of Thomas A. Edison, Inc.

A. H. Pommer, proprietor of the Pacific Phonograph Co., jobbers of Edison products, is the proud father of a son and heir, who has been christened Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to the Victor department, has been East the past month.

By actual count 125,822 people had visited the Victor Temple of Music at the Panama-Pacific Exposition by April 26. Few places in all the beautiful grounds excited a stronger or more satisfying influence upon the visitors. Long after the exposition has closed its doors there will be many thousands who will recall the restful and refreshing hours spent in this dignified abode of the Muse. Among the special features which have been provided for the entertainment of visitors to the Victor Temple is a program of interpretative dances, given recently by the child pupils of Mlle. Louise la Gai, a famous dancer who has been prominent in the ballet of the opera in Paris. The initial performance was a presentation of the "A Wakening of Spring" and, done by eight children, it proved to be a marvel of beauty, grace and interpretative art. Mlle la Gai believes, and there are many who believe with her, that the interpretive and classic dances given with the beautiful classic music so easily accessible with the Victrola are in the highest sense educational.

This performance was attended by no less than 5,600 persons, which number has been closely approximated on other occasions. Other memorable days in point of attendance were St. Patrick's Day, Easter Sunday, Patriots' Day, Shakespeare Day, and the May day fest. On St. Patrick's Day three thousand persons stayed over night in New York and then motored back to New Brunswick and Perth Amboy in the morning.

The Piquet Piano Co., Bridgeport, Conn., is one of the latest additions to the ranks of Columbia representatives in near-by territory. This concern is one of the most successful piano houses in Connecticut and is in a position to develop a profitable business with Columbia products.

AT LAST!

THE

"Playsall"

(TRADE MARK)

Patents Pending

(As Attachment for Victor Machines only)

"PLAYSALL" fills a want that has been felt wherever Talking Machines have been sold, ever since Up-and-Down-cut records were conceived, and which many bright minds have tried—and failed—to meet.

"PLAYSALL" represents Perfection, Simplicity, Ease. There is no possibility beyond it for the purpose. A child can manipulate it. Nothing is to be connected or disconnected for the varying purposes.

List Price, $2.50 nickel-plated, or $3.00 gold-plated.

DIAMOND POINTS, list $4.50

SAPPHIRE POINTS, list $1.00

Any dealer will be furnished ONE nickel-plated attachment, for demonstration, on receipt of $1.50 with order. After that regular trade quantity-discounts. For trade quotations, address MECHANICAL DEVELOPMENT CO., 106-108 Reade St., New York, N.Y.
We Are Now Equipped to Supply to the General Trade In Any Quantity

THE SENSATIONALLY SUCCESSFUL

"Little Wonder" 10c. Disc Records

(PLAY ON EITHER COLUMBIA OR VICTOR MACHINES)

Price $70 per Thousand, Net Cash, F.O.B. Bridgeport, Conn.

CATALOGS AND SHOW CARDS FURNISHED FREE ON REQUEST

Complete List of "Little Wonder" Records to Date Includes:

SONGS

16. "It's an Easy Thing to Put a Ring on a Finger," Duet.
17. "Follow the Crowd," Solo.
25. "Mimic, 1st Par. ','. Quartette.
26. "At the Ball That's All," Duet.
34. "California and You," Quartette.

INSTRUMENTAL

102. "Believe Me of All Those Endearing Young Charming," Solo.

NEW RECORD SUPPLEMENTS ISSUED EACH MONTH

RECORDS PACKED IN CARTONS OF 25 RECORDS OF ONE SELECTION

ORDERS FILLED ONLY ON A CARTON BASIS

FILL IN, TEAR OFF AND MAIL

HENRY WATERSON, Strand Theatre Building, 1571 Broadway, NEW YORK

Please Ship by (Freight) (Express) the Following "Little Wonder" Disc Records.

Name

Address

City State
THE WORLD "LOST" DEPARTMENT

Talking Machines Lost, Strayed or Stolen Should Be Listed Here.

Early in 1914 one of the leading talking machine jobbers made the suggestion to the Editor of The World that a department for tracing lost talking machines be opened in these columns. He suggested at that time that we make a minimum charge of 50 cents for each three-line notice contained in this publication regarding lost, strayed or stolen machines.

In the grind of business this suggestion was lost sight of until early in the present year when a number of others solicited us to commence this feature. We have decided now to open a "Lost" department commencing with the May World, and we shall make the charge of 25 cents for each three-line notice sent in. Three lines additional will be 50 cents, but there will be no necessity for making it six lines unless there is something special to emphasize.

In each and every case the 25 cents should accompany the order. It can be in postage stamps or coin. It matters not. The point is, we shall keep no accounts for the department. When the order is sent in it will be checked off, and in order to receive attention payment must accompany it.

The notices will assist dealers in tracing lost machines. These may have been stolen or some delinquents in instalments may have moved away, forgetting to leave their address.

The names of the parties desiring to advertise need not be designated unless so desired. They can all be keyed at The World office, and as soon as the machine is traced notification will be sent to the advertisers without additional charge.

Necessary particulars can be made in a threeline notice, including the key, so The World will be at once of material assistance in tracing lost machines no matter where located.

This paper is read in every city and hamlet in the land, and dealers, believe, will look to the "Lost" department for specific information, because they will find it co-operative to the fullest extent.

Address all communications to: Lost Talker Department, care The Talking Machine World, 373 Fourth avenue, New York.

LINDSAY'S NEW HOME IN QUEBEC

Prominent Piano Music House Has Taken Possession of Handsome New Quarters in That City—Large Victrola Department.

(Special to The Talking Machine World.)

Quebec, Can., May 8.—The past month has witnessed the opening of the handsome new building erected by C. W. Lindsay, Ltd., as headquar ters for its piano and music business in the City of Quebec. The structure is one of the largest, highest and most modern business buildings in the Ancient Capital and is situated at the corner of St. John and St. Eustache streets, with a frontage of about 40 feet on the first named thoroughfare. It is six stories in height and having been built expressly for the company's purposes, the needs of every department have been carefully planned. Passenger and freight elevators run from the basement to the top, and the space not needed for the company's extensive interests has been released to desirable tenants for office purposes.

The Lindsay building is a distinct addition to the city's commercial architecture. The second floor is devoted to their Victrola department in which product they enjoy an immense clientele in Quebec City.

NEWS FROM SOUTHERN CALIFORNIA.

Business Slowly Up Somewhat—May Be Due to Unseasonable Weather—Machines Still Short—New Department for a Broadway Department Store—Mrs. Ilson Lecturing on the Edison—Other Items of Trade Interest.

(Special to the Talking Machine World.)

Los Angeles, Cal., May 8.—There seems to have been a temporary slump in business during the latter part of April. There does not seem to be any apparent cause for this, as the preceding months were all better than the corresponding months of other years. However, things are picking up again, and all local dealers believe that April will finally show an increase over last year.

The weather has not been up to the regular California standard for April on account of the rain and cold, and no doubt this has had its effect on business.

Local jobbers are still experiencing difficulty in getting goods from the factories. Sherman, Clay & Co., Victor jobbers, are not establishing any more agencies at present on account of the shortage. Mr. Ruggles, their manager, has just received two carboids of machines this week; also a large shipment of record shorts.

The Columbia Co. has kept up its machine stock very well, but is still behind on record supply.

The Southern California Music Co., Edison wholesale, is now receiving shipments of Edison disc machines in Models 90, 150 and 200 in mahogany, fumed and golden oak. Its record stock is also gradually getting in better condition to supply the dealers with selections that they have not been able to get for several months.

The Broadway Department Store has just completed its beautiful new auditorium, which is to be used as a concert hall in conjunction with the talking machine department. It has a seating capacity of 400 and has a fully equipped stage and several sets of scenery. Mr. Guyette, manager of the talking machine department, has given several concerts on the Edison diamond disc and Columbia machines, and each time the hall was filled to its capacity.

Mrs. Ida Maude Ilson, acting as the representative of Thos. A. Edison, Inc., is at present in this city giving lectures before the schools and various clubs here.

Mrs. Ilson is a woman of great personality and high ideals. In no way does she commercialize her work. In fact, her lectures and concerts are all free, or are given on the benefit plan. She does not conform her talks to any particular class, as while in Los Angeles and vicinity she has given lectures before the most exclusive clubs in this city and Pasadena, and also for the prisoners at the county jail. Mrs. Ilson, besides being a direct representative of the great inventor, is also a personal friend and a booster, too.

In her work Mr. Ilson uses the new Edison Diamond Disc Phonograph as an aid to her in giving her lectures on the "Psychology of Music."

While in our midst Mrs. Ilson has been a great benefit to the schools in this vicinity and especially to the teachers of music. It is with regret that we hear of her departure for the North in the near future.

NEW INCORPORATION.

The Pathe Shop of New Haven, Conn., Inc., was incorporated last week, under the laws of Massachusetts, with a capital of $20,000. The incorporators are Oliver A. Wyman, Helen E. Harrington and Helen G. O'Connor.

THE RHYTHMIKON

STANDARDIZES RHYTHM OLD THEORIES UPSET

The Rhythmkon is the best canvassing proposition ever offered to the Talking Machine Trade.

PRICE $12.00

We want representation at once

Send for Particulars

The Rhythmkon Corporation

Metropolitan Opera House Building

NEW YORK

TRITON PHONOGRAPH CO.

41 UNION SQUARE, NEW YORK

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 soundbox, 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 MOTORS

Due to UNSEASONABLE WEATHER and喬 BENEFIT to the schools in this vicinity and especially to the teachers of music. It is with regret that we hear of her departure for the North in the near future.

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Tone Arms

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

Today we want to call your particular attention to our Pathe Pathephone, model #200, and want to state emphatically and unqualifiedly that this is the best talking machine in the market today, with no exceptions whatever.

The Pathephone's wonderful tone quality, distinctive and attractive lines, make it readily salable. It plays any and all disc records, no matter of what make, and it will play them better than you have ever heard them played before.

This machine, together with Pathe records, will give you superior music in both volume, tone and reproduction. You can be readily convinced by listening to it.

It has better tone control than is found on any other machine. The Pathe method is to restrict the volume at its inception, instead of muffling the sound down, after it has reached its full volume. Therefore, you will not get a muffled sound reproduction.

The smaller models are in every relation, superior to corresponding models of other makes.

We are making new agents lately, and we are ready to make advantageous connections with the right people all over the country.

Address us or any of the following jobbers:

Atlantic Talking Machine Co., 220 Devonshire St., Boston, Mass.; Curtis C. Colyear, 507 South Main Street, Los Angeles, Calif.; Fisher Piano Company, Euclid Ave. and Huron Road, Cleveland, Ohio; Ben H. Janssen, 132nd Street and Brown Place, New York City; Pathephone Shop of New Jersey, 8 Park Avenue, Paterson, N. J.; Pathe Pathephone Shop, 17 North Wabash Ave., Chicago, Ill.; The Stilwell Co., 316 East 53rd Street, New York City.

PATHE FRERES PHONOGRAPH CO.
The police say that this aids the language students enjoy and try to learn. The new Columbia machines are used to a large extent in the study of languages. The Kensington grade school in Kansas City has already sold a great many of the machines and their success is assured. Mr. Pratt will retire from all active business.

Miss Pottle, the head of the music department there, is the light, strong, freight-saving ATLAS CASE AN北方 spruce cleats. Investigate, and save money. Look for this label stamped on every case.

The Recognized Standard Case for Talking Machine Cabinets

This is an "ATLAS" Packing Case Made Only By NELSON & HALL CO., MONTGOMERY CENTER, VT.
SOSS HINGES are used on THE Aeolian Vocalion as well as on the famous Pianolas manufactured by the Aeolian Co.

When you fail to see an unsightly hinge protruding you know SOSS IS THE ANSWER.

WRITE TO-DAY FOR CATALOG G.

THE SOSS MANUFACTURING COMPANY,
435-443 ATLANTIC AVE., BROOKLYN, N.Y.

Made in numerous sizes for use on Talking Machine and Music Cabinets, Pianos, Player Pianos and Benches.
REQUIREMENTS OF THE SALESMAN.

Enthusiasm, Sympathy and Knowledge—With These Accomplishments He Can Win Trade


It is a significant indication of the remarkable prosperity of the talking machine business at the present time that during the past few weeks quite a number of Victor dealers have visited New York with the purpose of becoming fully posted on the latest developments in wareroom arrangement and decoration in order to utilize these ideas in enlarging their Victor establishments or departments.

Several of these visitors called at the new home of the New York Talking Machine Co., 119 West Fortieth street, New York, where they received valuable information in answer to their inquiries. C. Fred Clothett and W. P. Shaw, of C. F. Clothett & Sons, Albany, N. Y., called at this establishment and other Victor warerooms in New York with the idea of getting some plans for a new Victor department they are opening in Albany. They are taking their Victor department from its present location on the second floor in the main building and placing it in a large store adjoining, where nothing will be handled but Victor products.

Marcellus Roger, Worcester, Mass., is planning to remodel his store and devote the entire first floor to the Victor line. W. A. Tustling, head of the Tusting Piano Co., Asbury Park, N. J., told the New York Talking Machine Co. about his new establishment, which is one of the finest piano and Victor buildings in New Jersey. Fred Barlow and Wm. A. Stahl, of the George A. Barlow & Sons Co., Trenton, N. J., are looking over the booth equipment of the leading local Victor houses with the idea of equipping an addition to their building to adequately house Victor products. Wm. Knabe & Co., 151 Fifth avenue, New York, are now busy engaged in remodeling their warerooms, to accommodate a Victor department, which promises to be one of the most attractive in the trade. George Keller, of Wm. Keller & Sons, Easton, Pa., visited New York to get ideas for enlarging their Victor department.

A BRAND-NEW SONG TITLE.

The limit to which popular song writers will go in the search of titles for their latest efforts is indicated by the latest song advertised by a New York concern. The title of the piece is "If I Were a Big Victrola and You Were a Little Talking Machine." The lyrics and melody of the new song are in keeping with the title, which makes discussion unnecessary.

To think you have attained contentment is to lose it. The only true happiness is the realization of your failures and new efforts toward the still more unattainable.

Happiness is merely the art of making what we get fit our desires.

YOUR TIME WILL COME

It is only a question of TIME when ALL VICTOR DEALERS will realize that BLACKMAN DEALERS are "Making Good."

Don't wait until next December to find out WHY—DO IT NOW.

WHAT WILL YOU DO?

Blackman TALKING MACHINE CO.
97 CHAMBERS ST. N.E.
NEW YORK, N.Y.
VICTOR DISTRIBUTORS
New York Talking
Machine Co.'s New Home
Prominent Victor Distributor Now Settled in
Attractive and Commodious New Quarters at
119 West Fortyeth Street, Where Efficiency
Is the Watchword—Two Big Floors Occupied
—How The Space Is Divided and Equipped.

During the past few weeks the new home of the
New York Talking Machine Co., Victor distribu-
ter, at 119 West Fortyeth street, New York, has
been visited by Victor dealers from all parts of
the country, who have thoroughly inspected every
section of the company's two floors in response to
a general invitation extended last month. These
visitors have unanimously praised the detailed per-
fecion of every division of the company's new
quarters, as in both furnishings, equipment and
general lay-out the home of the New York Talk-
ing Machine Co. represents the last word in modern
office efficiency.

When the directors of the company definitely ar-
ranged to remove from the former quarters at 81
Chambers street, New York, it was decided, among
other things, to eliminate the retail department en-
tirely in the new offices, and concentrate activities
solely on the wholesale division of the Victor busi-
ness. This step has enabled the company to co-
operate even still further with its dealers than it did
in the past, and in laying out the various depart-
ments to be located in the new home, maximum effi-
ciency in the handling of orders and taking
care of the dealers' needs was deemed paramount
to other considerations. V. W. Moody, sales
manager of the company, directed the installation of
every known improvement which would enhance
the value of the service rendered the dealers, and
as the offices now stand, they are beyond criticism
in any particular.

Two complete floors, the fourth and fifth, are
occupied by the New York Talking Machine Co.
in the Lewisohn building at 119 West Fortyeth
street. This building is a modern fire-proof struc-
ture, which numbers among its tenants well-
known and successful companies in various in-
dustrial spheres. The building extends clear back
to Forty-first street, and its equipment is perfect,
there being daylight on all four sides with prac-
tically a total elimination of artificial light. There
are four freight elevators on the Forty-first street
side and four passenger elevators on the Fortyeth
street side. In addition the New York Talking
Machine Co. has its own private automatic elec-
tric freight elevator connecting its two floors.

The location of the Lewisohn building from a
transit standpoint is ideal, as it can be reached
easily by all modes of travel. The Broadway and
Sixth avenue street cars pass but a few doors
from the building, while the subway and elevated
stations are only two short blocks away. Out-of-
town visitors arriving at the Pennsylvania Ter-
minus have but a short walk or a few blocks ride
on the car to reach the building, and, in short,
the transit facilities could hardly be improved
upon.

The two floors occupied by the company con-
sist of 30,000 square feet, the floors being so ar-
ranged that every department of the general offi-
ces is in close proximity to each other, so
that the employees are enabled to transact routine
affairs with little or no lost motion. The fifth
floor is given over to the executive offices, which
face this Fortyeth street side and to the record
stock racks and shipping department. The fourth
floor is utilized as a machine stock floor together
with reserve record stock and a repair department.
The executive offices were arranged according to
the most up-to-date ideas in office lay-out,
there being an absence of unwieldy and light-
projection roll-top desks and a total elimination
of any furniture which might detract from the
comfort and convenience of the employees. New
mahogany furniture was installed for use in every
section of the general offices, and, as will be
seen by the accompanying photograph, the effect
as a whole is decidedly pleasing and attractive.
The general decoration scheme followed is the
THE TALKING MACHINE WORLD:

Colonial period of architecture, and the use of mahogany and white enamel produces a most harmonious setting.

A feature of the executive floor is the comfortable reception section which occupies the center of the general office space. This section has been furnished with expensive rugs and comfortable, wide furniture, so that visitors may feel perfectly at home immediately upon entrance.

Alongside of this reception section are four Unico booths which were installed for the convenience of visiting dealers. These booths are handsomely furnished and decorated, and add materially to the attractiveness of the executive offices.

The stock equipment of the two floors is worthy of particular attention as representative of the most advanced improvements in this field. Every section is of the latest steel fire-proof construction, and Sales Manager Moody devoted considerable time and thought to the perfection of a system which would be practical and as neat as possible. The illustration herewith showing a section of the filing or stock racks indicates the flexibility of the system as a bin can be used to a height of one inch or five inches as may be desired.

FACTORY FOR PATHE FRERES.

To Occupy Large Plant at Belleville, N. J., for Record Pressing—Will Afford Needed Facilities to Meet Growing Record Demand.

E. A. Widman, treasurer and general manager of the Pathé Frères Phonograph Co., 29 West Thirty-eight street, New York, announced this week that the company had closed arrangements to occupy an extensive factory at Belleville, N. J., which it will utilize as a record pressing plant. This increased factory production will be of immeasurable value to the company and its representatives, as the demand for Pathé discs has increased by leaps and bounds since the dealer and general campaign was inaugurated last year.

PITTSBURGH DEALERS ORGANIZE.

Permanent Association Formed by Representatives of Majority of Talking Machine Concerns in That City and Vicinity at Meeting Held in That City Recently—French Nestor Elected President of the New Association.

Several in This Talking Machine World.

PITTSBURGH, PA., May 8.—The talking machine dealers of Pittsburgh and vicinity formed a permanent local organization two weeks ago at a meeting in the W. F. Frederic Piano Co.'s store and, in point of attendance and enthusiasm displayed, the gathering surpassed the fondest expectations of the trade. Although the idea of organization was definitely adopted only a few weeks ago, nineteen concerns, comprising all of those most prominent in the city and surrounding territory, took part in the meeting. The business transacted included the election of officers, the appointment of an executive committee and the discussion of the various evils which it is one of the purposes of the association to correct.

Dear Mr. A. S. B. Little,

1400 South 5th St.

Springfield, Ill.

PASSSED BY THE MILITARY CENSOR.

N. Z.

Letter to

Mr. A. S. B. Little

1400 South 5th St.

U. S. A.

Springfield, Ill.

NOTE—I am not in the talking machine business, and both my partner and myself have more professional engineering and valuation work than we have time to take care of. We are therefore willing to let some good company take over this patent, paying us a small royalty on attachments that they sell.

Write to A. S. B. LITTLE, Box 406, Springfield, Illinois.
Introducing the

MASTROLA

The Price is only

$10.00

Plays All Records

The MASTROLA represents the last step in the popularizing of the Talking Machine. It exhibits all the advantages of being the latest, the last word in Talking Machines. It is the final flower of all invention, experience and improvement in this field of musical development.

It is the Talking Machine simplified, shorn of all non-essentials which add to the cost, but add nothing to the value of the instrument.

The MASTROLA has all the fine tonal qualities of higher priced instruments. You marvel at its power and volume.

The MASTROLA is a sales maker and a sales leader for enterprising stores. It is a profitable and satisfactory Talking Machine to handle because of its quick selling features—size—finish—appearance—quality and exclusive, patented ideas.

To Retail at

$10

MASTER TALKING MACHINE CORPORATION

Exclusive Distributors

381 FOURTH AVENUE, NEW YORK
FINAL PREPARATIONS FOR SAN FRANCISCO CONVENTIONS.


In less than two months from the date this issue of The Talking Machine World makes its appearance, the special train bearing the delegates to the ninth annual convention of the National Association of Talking Machine Jobbers to be held in San Francisco on July 22, 23 and 24, will be bound for the Pacific Coast. The itinerary of the special train which leaves Chicago on Tuesday, July 19, and after stops at Colorado Springs, Salt Lake City and San Diego arrives in San Francisco on July 21, was published in full in The World last month.

There are a number of important matters to be considered by the jobbers in view of the many unexpected developments in the trade during the past year or so, and as many of the Association as possible should make it a point to attend the session. In addition to the usual convention features there are the two great attractions—the Expositions in San Francisco and San Diego, to make the trip well worth while to every talking machine man who strives to make it.

The special train offers many unusual opportunities for those who travel by that means to see much of the country on the eight day journey from Chicago to San Francisco, at an expense of only a few dollars more than that involved in the regular four-day non-stop trip.

NEW QUARTERS FOR STEWART CO.

Stewart Talking Machine Co., of Indianapolis, Victor Distributor, Leases Seven-Story Building to Accommodate Its Growing Business—Lively Time for Columbia Branch.

(Exclusively to The Talking Machine World.)

INDIANAPOLIS, Ind., May 5—Announcement was made to-day by the Stewart Talking Machine Co. of the leasing of a seven-story building at 18-20 West Georgia street for the warcroom and whole sale department of the company. Now the company has found it necessary to lease an entire building for its own use. Stewart Co. gets into its new quarters will have 35,000 square feet of floor space, which the company believes is the largest floor space of any exclusive Victor jobbing house in the United States.

The Stewart Talking Machine Co., handling the Victor line of talking machines, started after the wholesale business in the Middle Western States in 1906. The wholesale quarters opened at that time were outgrown several years ago when large quarters were leased in the Wilson Industrial building. Now the company has found it necessary to lease an entire building for its own use. Modern equipment for the handling of orders will be installed and the number of employees will be increased. The company expects to get into its new quarters within the next few months in order that everything will be in readiness for the fall trade.

Alexander M. Stewart is president of the Stewart Talking Machine Co., and W. S. Bar ringer is manager.

Indications are that the Columbia Graphophone Co.'s branch here in charge of A. W. Roos will have a record breaking month as far as sales of machines and records are concerned. In other words, business is very good.

The Kipp-Link Phonograph Co., distributors of the Edison line in this city and who have met with great success in featuring both the Edison machines and records, have just opened the second floor of their building on Hammond street, which has been fitted up and equipped in the most elaborate manner. The feature of the second floor is the main room of the recital hall, provided with comfortable upholstered chairs and which accommodates a goodly audience at the regular Edison recitals given by the company.

In addition to the recital hall there are three sound proof rooms provided for the demonstration of machines and records. Each of the rooms is decorated in a different style and very comfortably furnished.

HANDSOME QUARTERS IN BANGOR.

Chandler & Co. Open New Recital Hall and Private Rooms to Demonstrate the Edison Diamond Disc Phonograph.

BANGOR, Me., May 10—Chandler & Co., distributors in Eastern Maine for the Edison Diamond Disc Phonograph with headquarters in this city and who have met with great success in featuring both the Edison machines and records, have just opened the second floor of their building on Hammond street, which has been fitted up and equipped in the most elaborate manner. The feature of the second floor is the main room of the recital hall, provided with comfortable upholstered chairs and which accommodates a goodly audience at the regular Edison recitals given by the company.

In addition to the recital hall there are three sound proof rooms provided for the demonstration of machines and records. Each of the rooms is decorated in a different style and very comfortably furnished.

RETURNS FROM WESTERN TRIP.


Jos. Wolff, secretary, Sonora Phonograph Corp., 87 Reade street, New York, has returned from a Middle Western trip covering not only a number of their representatives, but visits to the various cabinet factories.

Mr. Wolff reports business as looking up very satisfactorily all along the line, and that if they can only eliminate the main trouble, which is delivering phonographs to the various dealers and jobbers who need them for their clients, the officers of the concern will feel relieved.

"My trip was a short one," added Mr. Wolff, "and I was obliged to cover as much ground as I possibly could in a short time, but my observations of conditions prompt me to predict that this year will total a good volume of business."

LOCKING PLATE FOR SOUND BOXES.

The Peerless Specialty Co. of Philadelphia, Pa., is the maker of a locking plate for Victor sound boxes, particularly for use in demonstration rooms, which insures them from being stolen. They are most effective in this connection, and should make a wide appeal to dealers throughout the country. The selling rights are in the hands of Clement Becroft, 300 W. Susquehanna avenue, Philadelphia, Pa.

Prepare Now for Fall Victor Business

- During the next few months you, Mr. Victor Dealer, will have an opportunity of arranging our plans for your 1915 Fall and Winter Campaign.
- Service should be the key-note of this Campaign, and it is in this important field that we can help you.
- We have made a careful study of the requirements of the Victor dealer during all seasons of the year and realize that you must receive first-class service from one end of the year to the other.
- We are ready to co-operate with you in every possible way, and base this co-operation on 10 years of service on the "firing-line."

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.
TO HANDLE VICTOR EXCLUSIVELY.

The Blackman Talking Machine Co. Discontinues the Edison Cylinder—Will Concentrate Its Activities Solely on Victor Line.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, which has been a distributor of Victor and Edison cylinder products for many years, announced this week that the company had decided to discontinue handling the Edison cylinder line, and in the future will concentrate its activities solely on the Victor business. Edison cylinder goods will be sold as long as they continue in stock, but no orders will be filled for new records or new types of machines.

In announcing this change, Mr. Blackman said: "Our relations with Thomas A. Edison, Inc., during the past thirteen years, have been pleasant and cordial, and our decision to discontinue handling the Edison cylinder line is merely one of those things which come about through the process of evolution."

"Our policy has always been that of working for the interests of our customers and promoting their welfare, and we could not see how we could continue as Edison jobbers without handling the Edison disc line, and we decided some time since that this was somewhat inadvisable in view of our main business, which has become almost entirely Victor."

"May I bring this to the attention of all those Edison dealers interested in quick and frequent turnover of capital."

The Looschen Piano Case Co., whose extensive factories cover practically over two square blocks at Broadway, Thirty-first and Thirty-second streets, Paterson, N. J., has for the past year been making talking machine cabinets in connection with their piano case business, but not until now has it made this formal announcement to the trade. The reason for this has been that the officials have been studying carefully the requirements of the talking machine industry with the result that they are in a position to give the trade what it wants when it wants it. For over a quarter of a century, this company has held an enviable reputation for quick deliveries of piano cases as well as for the quality of the product which it has turned out, and piano cases are naturally difficult to manufacture with success.

A system of progressive manufacturing has been worked out to a fine point by John W. Looschen, treasurer of the concern, so that there is no delay at any time in any department. Each department has just so much work to turn out each day, and when this work is done at the end of the day it is left in that department and a new gang of workmen com: on at night who take the finished work of one department into the next so that all each department has to attend to is just the work laid out for it.

One of the most important features of this plant is the system for drying lumber. Sixty carloads of lumber may be stored in the lumber sheds, while twenty-four carloads may be dried at one time. This gives a fair idea of the enormous facilities the company has at its command. It is another reason for the success the company has had in its cabinet work. J. W. Looschen, speaking to a World representative this week said: "We have given particular attention to the drying of lumber with the result that in recent tests which were made by a large manufacturer of phonographs less moisture was found in the wood from our kilns than any other tested. This is a very important feature in cabinet work as all talking machine manufacturers know. We have

LOOSCHEN CO. MAKING CABINETS.


The Looschen Piano Case Co., whose extensive factories cover practically over two square blocks at Broadway, Thirty-first and Thirty-second streets, Paterson, N. J., has for the past year been making talking machine cabinets in connection with their piano case business, but not until now has it made this formal announcement to the trade. The reason for this has been that the officials have been studying carefully the requirements of the talking machine industry with the result that they are in a position to give the trade what it wants when it wants it. For over a quarter of a century, this company has held an enviable reputation for quick deliveries of piano cases as well as for the quality of the product which it has turned out, and piano cases are naturally difficult to manufacture with success.

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For quality, variety, interest and activity, the Columbia Record list for June is a symphony!

(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

To the purchasers—because it does not resemble hardware.

"Little One—Der" attachment than any other tested. This is a very important feature in cabinet work as all talking machine makers know. We have

Designed and perfected by long experience. Correct mechanical strength has been combined with compactness and beauty.

Its artistic construction appeals to the purchasers—because it does not resemble hardware.

Knife removable for sharpening—Powerful toggle joint motion—Chip containing compartment.

STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street
New York

ORDERS FROM ALL OVER THE WORLD.

In another part of The World appears an advertisement from the Little One-Der Co., of Nashville, Tenn., in which tribute is paid the advertising value of The Talking Machine World. From recent advertising, orders have come from all over the world, and specific mention is made of an order which was sent them by Hoffman Bros., of New Zealand. The first order sent by this firm was accompanied by cash. What better tribute to the merits of the "Little One-Der" attachment than such orders?
EMERSON PHONOGRAPH CO. FORMED.

Victor H. Emerson becomes President of a New Company—Will Manufacture Ten Cent Records and Other Talking Machine Products.

Victor H. Emerson, general manager of the recording department of the Columbia Graphophone Co., and one of the best known members of the talking machine industry, resigned from his position recently to become president of the Emerson Phonograph Co., a newly formed corporation which is established in the Equitable building, 20 Broadway, New York.

The officers of the Emerson Phonograph Co., in addition to Mr. Emerson are, treasurer, Richard D. Wyckoff, editor of the Magazine of Wall Street, New York, and Miles Robert Braggett, secretary. The directors also include Henry C. Lamb, formerly of the Bausch & Lomb Optical Co., and Walter Carroll, New York attorney.

In its initial announcement the Emerson Phonograph Co. states that it has closed arrangements with the Pathe Freres Phonograph Co. whereby it will have the right to reproduce six-inch records from the Pathe Co.'s record repertoire, which will be retailed at ten cents. Other products of the Emerson Phonograph Co. will include the "Electrola," a combination of electrolater and phonograph operated by electricity, and a phonograph nicknamed the "Ford," which will retail at three dollars. In a late announcement the company states that it will neither build nor lease a plant, but will contract for the creation of its products with outside manufacturers, and that it does not intend to do a mail order business.

TALKING MACHINES IN THE SCHOOLS.

Frederic Goodwin, director of the Columbia Co.'s educational department, reports the closing of a number of important deals during the past fortnight whereby Columbia school equipment will be installed for numerous educational purposes. Among the orders received recently were several from the United States Government, New York State and city, and other municipal authorities who recognize the importance of the talking machines and records in the classroom and for general school use. The approach of the summer vacation period has also influenced the purchase of Columbia school equipment by many playground heads in various parts of the country.

CHANGE TITLE OF FIRM.

The distributing headquarters of the Columbia Graphophone Co. at Lincoln, Neb., which were formerly conducted by the company, have been purchased by F. F. Dawson, who will control this important distributing branch under the name of the Grafonola Stores Co. Mr. Dawson is thoroughly familiar with the talking machine industry and is enthusiastic regarding the merits and sales possibilities of Columbia products.

Much interest is being displayed in the sound box invented by Alva D. Jones, of Philadelphia, which substitutes rubber for metal, thus, as claimed, eliminating the metallic quality of tone in the records.

Marshall Field & Co. of Chicago, are now advertising the new Cheney talking machine in the local dailies.

CLOSED A BUSY MONTH.

Owens & Beers, 81 Chambers street, New York, the recently formed firm of Victor dealers, reports the closing of a very prosperous business during the first month in their new establishment. They have fitted up very attractive quarters, and, particularly in the furnishing of their booths, have left no stone unturned to provide for the comforts and convenience of their patrons.

As a talisman for their future success, Owens & Beers received a beautiful good-luck wreath from the employees of the New York Talking Machine Co., Victor distributor, with which they had been both connected for a number of years. This wreath, which is shown herewith, is symbolic of the high esteem in which Messrs Owens and Beers are held by their former associates.

Peerless Locking Plate to Protect Victor Sound Boxes

To prevent the loss of Victor sound boxes through theft in demonstration rooms, the Peerless LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every Victor dealer should equip his Victorias with this device. It is nickel plated and sells to dealers at $0.30 per dozen.

Made by The Peerless Specialty Co.

Selling Agents: CLEMENT REECROFT

THE Ogden Cabinet
IS What You Need
TO Make More PROFIT and SALES
Orders For IMPROVED DESIGNS DUPLICATED BY WIRE
Used by the "Livest" Jobbers and Dealers in the Cities of the U. S., Canada, Cuba and Hawaiian Islands.

Photograph of Floral Horshoes presented to Tweens and Beers.

Owens & Beers.

Models 6, 2, 8, for 10 in., 12 in., and 14 in. Records as Illustrated. Accommodates 1500 Records

Roll Curtain Secretly Covers Complete Unit Drawer Section. Has Commodious Reserve Storage, Envelopes and Supplies, Springs Complement Electronic and Visible Space. NEW CATALOGUE of all Models and Complete Filing System. NOW READY

Sent on Request. (Name Your Jobbers.)

No labels to change and sells off old stock. WRITE TODAY

J. B. OGDEN, Lynchburg, Va.

INCORPORATED.
The Rex Talking Machine Co. of Buffalo was incorporated with the Secretary of the State at Albany this week for the purpose of handling talking and singing machines. Capital stock $10,000. Incorporators S. N. Kinan, E. and A. E. Adler.

NEW EDISON DEALERS IN NEW YORK.

Among the new Edison disc dealers recently signed by the Phonograph Corporation of Manhattan, New York, are the following: Phonograph Sales Co., Newark, N. J.; George Fennell & Co., New York, N. Y.; Stoerr & Fister, Scranton, Pa.; Harlem Furniture Co., New York, N. Y., and three new dealers in Sullivan County, New York.

The appeal in the case of the Victor Talking Machine Co. versus R. H. Macy & Co. appeared on the calendar of the United States Circuit Court of Appeals on Monday, and was marked “ready” by the court. Although there are quite a number of cases preceding this issue on the calendar, there is every likelihood of the appeal being argued some time next week.

BIG DEMAND FOR OGDEN SYSTEM.

Telegraph Orders for Express Shipments Growing. In Number—Orders Received from Foreign Countries—Success Won Through Advertising in The Talking Machine World.

(Latter to The Talking Machine World.)

LYNCHBURG, Va., May 10.—J. B. Ogden, manufacturer of the Ogden sectional record cabinet and sales system, with headquarters at 260-268 Eighth Street, this city, reports that the increase in the demands for the cabinet system has been so great as to necessitate facilities to fill the orders promptly. During the past two weeks Mr. Ogden has been in receipt of a large number of orders by telegraph for rush delivery, among them orders for cabinets total- ing over 900 pounds in weight to be shipped by express. So satisfied was one customer with the cabinets that, upon receipt of his first order, he immediately wired to have the order duplicated and shipped by express, the express charges paid by the customer being close to $50.

The foreign demand for the Ogden cabinets is also developing, among recent orders being those from Cuba and Honolulu, with an excellent prospect of orders from the Philippines. The Canadian territory is also producing a good demand.

The improved models have been very highly complimented voluntarily by some who are certainly capable of judging of material, workmanship and finish,” says Mr. Ogden. “Some of the handsomest talking machine departments in the country are now being fitted up with my cabinet, fitted to match their interiors and furnishings. This increasing demand I attribute to the best article made for this purpose, making good on all claims made for it, being presented to the proper class of trade through the best medium in the world, namely, The Talking Machine World.”

USING SOSS HINGES.

Talking Machine Manufacturers Find Them Serviceable in Improving the Appearance of Cabinets—Durably Constructed.

The Soss Manufacturing Co., 435 Atlantic avenue, Brooklyn, N. Y., have been having much success furnishing the Soss invisible hinges to manufacturers of talking machines, who have found that these hinges, owing to their invisibility, improve the general appearance of the cabinet. For many years they have been used on high-grade player pianos and are made in numerous sizes for use in cabinet work. They are found on the Aeolian Vocalion and other talking machines of international reputation. One of their most salient features is their durability.

THE PEERLESS PHONOGRAPHER CO.

The Peerless Phonograph Co. has been organized by Ben H. Janssen, president, the headquarters being at 122d street and Brown Place, New York. The company will be distributors for the Pathe Freres Phonograph Co., and will devote most of its energies to the piano and furniture trade. The new company was recently incorporated at Albany with a capital stock of $30,000.

E. C. Plume, of the specialty advertising house of Edward C. Plume & Co., Chicago, Ill., is again at his desk after a protracted illness.

HOLD FAST

Sound Box Lock

Here is a long felt want of talking machine dealers, for it absolutely gives protection from theft of sound boxes.

Send 15c for Sample

E. BAUER, 218 South 12th St., Philadelphia

THE TALKING MACHINE WORLD.
BIG TALKER ADVERTISEMENTS.


(Special to The Talking Machine World.)

LOWELL, MASS., May 8.—One of the largest, if not the largest talking advertisement ever inserted in a daily newspaper by a retailer made its appearance in the Lowell Sun on Wednesday of this week under the signature of the Bon Marche Dry Goods Co., the large local department store, which operates in accordance with the latest ideas in fac-

crusted cabinets and player roll cabinets. The advertisement filled two entire pages, one page being devoted to Victor machines and records and the second page to the Columbia line. Both pages were well laid out, with portraits of the leading record artists of the two companies and illustrations of the various types of machines. The text matter was set in panels distributed among the illustrations and giving the whole layout a well-balanced appearance.

So successful was the advertisement that it was inserted in another daily, a Sunday paper and a French daily.

"In spite of the general depression that has existed for some time past," said Charles G. Martin, who is in charge of the talking machine department of the Bon Marche, "business in this department has gone ahead steadily. We had conducted the department for the past four years, and through liberal advertising, prompt service and courteous treatment we have built up what we believe to be the largest business of this kind in Lowell."

ENJOYS PERIOD OF EXPANSION.


(Special to The Talking Machine World.)

SAGINAW, MICH., May 10.—In refreshing contrast to the reports of business depression that come from certain sections of the country is the statement of the Herzog Art Furniture Co., of this city, to the effect that during the past year it has built a substantial addition to its plant, thus making room for a force of 500 men working in shifts that keep the factory in operation for twenty-two hours out of every twenty-four. The record is distinctly unusual, in view of current conditions, and such a statement of the Herzog Co. is definitely to the talents and ability of John Herzog, the head of the company, who has come to be one of the leading figures in the furniture trade.

Mr. Herzog has the reputation of getting to bed before eight o'clock each evening and arriving at the factory, ready for twelve or fifteen hours of steady work, at three or four a.m., proceeding on the idea that the early morning hours afford the best opportunity for planning the work of the day.

John Herzog last year placed a great number of new designs on the market, most of which were patented, and the instant popularity accorded his products has stimulated his building special furniture machinery, with which he hopes within a year or two to be making furniture as rapidly as Ford makes automobiles. The special patented features recently introduced were mostly on music cabinets, record cabinets and player roll cabinets.

The plant of the Herzog Co. is constructed and operated in accordance with the latest ideas in factory efficiency. The working conditions are excellent and are calculated to keep the many employees of the plant healthy and interested.

Salesmen representing the Herzog Art Furniture Co. cover every section of the United States and direct factory salesrooms are maintained at the fac-

PHILIP T. DODGE ELECTED PRESIDENT.

Of the American Graphophone Co. to Fill the Unexpired Term of the Late Edward D. Easton, at a Special Meeting of the Directors Held May 12—Man of National Eminence.

At a meeting of the board of directors of the American Graphophone Co., held at the executive offices in the Woolworth building, New York, on May 12, Philip T. Dodge, long one of its directors, was elected president to fill the unexpired term of E. D. Easton, deceased.

In assuming the presidency of the American Graphophone Co. Mr. Dodge becomes the head of three of the most prominent industries of their kind in this country, the other two being the Mergenthaler Linotype Co. and the International Paper Co.

Mr. Dodge is recognized as one of this country's foremost captains of industry, and his conduct of the affairs of the Mergenthaler Linotype Co. has developed this business into one of the largest manufacturing concerns in the world. His handling of the affairs of this gigant industry has marked him as a business man of unusual ability.

Mr. Dodge was originally a lawyer and gained an enviable reputation as a student of patent law. In electing Mr. Dodge to the presidency of the American Graphophone Co. the directors are unanimous in the opinion that under his able guidance the affairs of the company will be conducted in such a manner as to insure the continued financial success it is at present enjoying.

In addition to being president of the Mergenthaler Linotype Co., International Paper Co. and the American Graphophone Co., Mr. Dodge is also a director in such well-known corporations as the Royal Typewriter Co., New York Transportation Co., Lawyers' Title & Trust Co., Linotype & Machine Co., London, and others.

H. C. BROWN ADDRESSES PUBLISHERS.

Henry C. Brown, advertising manager of the Victor Talking Machine Co. and vice-president of the Spheres Club, was one of the speakers at the luncheon held in connection with the recent convention of the newspaper publishers at the Waldorf-Astoria Hotel. Mr. Brown made a strong plea for cooperation between the newspapers and the advertisers.

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

EMPIRE SECURITY CO.

Harris Trust Bldg. CHICAGO
**NEW MODEL OF PATHPHONE.**
Recently introduced by the Pathé Frères Phonograph Co. and Designated No. 100 Has Won Much Favorable Comment in the Trade.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth Street, New York, announced this week the addition to its line of Pathophones of a new model, which will be known as No. 100, and will retail at $100. This is the second new Pathophone added to the line in the past two months, No. 200, retailing at $200, having been announced for April. Both of these machines embody various features found exclusively in Pathophone line. They are equipped to play all makes of records, thereby permitting Pathé dealers to present the Pathophone to lovers of all kinds of music. Constructionally, the new Pathophones are representative of the merits of the entire Pathé line which is most popular. The cabinet work is particularly worthy of mention, as the officials of the company aimed to have the cabinets high-grade and artistic in every detail.

E. A. Widman, treasurer and general manager of the Pathé Frères Phonograph Co., is enthusiastic regarding the outlook as during the past few months, sales have increased beyond all expectations. Numerous inquiries which have been received from members of the trade relative to securing territory lettering for the Pattie discs and Pathephone.

**FIVE O'CLOCK TEA WITH MUSIC VANQUISHES THE WOLF.**


The bolt descended from out a clear sky, on a sunny morning in April, with as little warning as an aerial bomb dropped when dropped from a raiding Taube. Investments, highly recommended by a speculatively inclined acquaintance, suddenly became worthless pieces of beautifully engraved paper, and three women were plunged into straightened circumstances.

The blow crashed hardest against the frail and aged mother, who had never before felt the trials of a scanty purse. The daughter, however, both red-blooded young women of eighteen and twenty years respectively, were not inclined to look upon poverty as a serious handicap. It did not in the least alter their high regard for the good things of life; neither did it change their determination to enjoy the same. They went about the solution of the livelihood problem with common sense, aided and abetted by a certain business ability inherited from some long departed forebears, and, after a brief but energetic family conference, decided to reimburse themselves through the medium of five o'clock tea with music.

Fortunately, they owned their home, a rather pretentious house of frame and brick with commodious porches situated on the main street of H——. They were fortunate also in its location, as the well-kept roadway passing their door was a favorite speedway for big automobiles.

They had no sooner laid the foundation of their prospective fortune by placing a group of attractively appointed tables upon the veranda, and suspending a modestly inscribed signboard from a wistaria-encircled pillar, than the limousines, touring cars, and runabouts alike showed a tendency to accept the alluring invitation extended so courteously to their hungry passengers. Even a Ford was seen to pause for refreshment before "rambling along." The menu was not an elaborate one, nor was it a difficult one to prepare, but the quality of the food was kept at a very high standard. Then to aid digestion and to assure their patrons of the fact that they believed in entertainment as well as nourishment, these progressive young women provided a $200 Victrola for the dispensation of sweet music in harmony with each and every audience. (This talking machine was purchased from the dealer in H—— on the installment plan.)

Another feature they included for the price of luncheon was the privilege of the dance. For those who cared to avail themselves of this most popular pastime of the present day, a requisite amount of floor space was set aside and carefully screened from the gaze of the inquisitive passer-by. As it goes without saying that a dressing room is practically an essential feature of any "luncheon" of this character, a "private boudoir" was at the disposal of the "ladies of the evening." This establishment is open on Sundays also, but the concert rendered upon that day is composed of sacred selections solely, and such an air of decorum is maintained that even the Purity League has thought it best not to interfere—as yet.

Mr. Dealer, how does this idea appeal to you? Do you think there are any among your list of customers who are in such circumstances that a venture of this character would elevate them from comparative poverty to affluence as did it the Misses G——? When it has been successfully worked out in one case, it can most certainly be done again. Do you not agree with me? There is this about it too—whensoever you make friends of people like these estimable young ladies and their sweet old mothers you are not only building up a good trade, but are placing yourself in

---

**Quality, Price and Service**

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

**LOOSCHEN CABINETS**

and we will guarantee to make deliveries when promised.

As to price—you have never realized that cabinets of this quality can be purchased for such prices. Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
Broadway, 31st and 32nd Street
Paterson, N. J.
a position to become extensively advertised as well. On a display stand situated at a point where it can be seen by every guest while en route to and from the luncheon table, is spread an elaborate assortment of literature from the Victor Shop in H—. Do you realize what this means, Mr. Dealer? It works out this way: When Mr. and Mrs. Cityman, engaged in the pleasant occupation of matching lettuce sandwiches and drinking tea, hear among other sounds that issue so melodiously from out the tone chamber of the Victrola an air that particularly strikes their fancy, they make a note of it, and, ere they depart for home, stop in at the afore mentioned Victor Shop, and purchase the record of their choice with the echo of its sweetness still in their ears. You know how it is—when you bear anything in the record line that is unusually pleasing, you want to own that selection right away. Well, fortunately for the Victor man in H—, Mr. and Mrs. Cityman are of the same musical tastes as yourself, Mr. Dealer. Great, is it not?

I really believe, my friend, it will pay you to do some scouting through your territory with the idea in view of locating such establishments as have been described in this story and soliciting their patronage. There are a great many people in country villages who take boarders, and enter their patronage. Have been described the idea in view of locating such establishments as yourself, Mr. Dealer.

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AT A MEETING OF THE
Directors of the American Graphophone Company, the following resolution was unanimously adopted:

Whereas, The death of Mr. Easton, the President of the American Graphophone Company, on the 30th of May, is a saddening event to the hearts of the Directors, Officers, and associates of the American Graphophone Company, and to his associates in the business of life, and

Whereas, The Directors highly esteem Mr. Easton as a masterful leader, in the American Graphophone Company, and realize to the fullest extent the value of his personal efforts through the first years of organization, and the invaluable advice and assistance which he has given and the unfailing inspiration which he has given during his lifetime as generous and unaffected, Therefore

Be It Resolve, That the Directors of the American Graphophone Company tender to Mr. Easton our most profound sympathy in his death, and tender our most sincere condolences of our most profound sympathy.

Be It Further Resolve, That the Directors of the American Graphophone Company tender to Mr. Easton our most profound sympathy in his death, and tender our most sincere condolences of our most profound sympathy.

C. R. Noddrope,
Secretary.
of the Board of Directors of the American Graphophone Company and others, the employes of the company in every walk of industry loses one of its most valued friends in every walk of life. The debt that the company owes its founder, and the value of his foresight in his tireless energy and years of development and service in all the marked business ability, Mr. Easton's charming manner and a thoughtfulness that dispersed a hospitable atmosphere it was simple and unassuming. The Directors of the American Graphophone Company and the reaved family the assurance of their heartfelt sympathy. Also these resolutions be emblems of the Company, and a tribute to our departed chief, friend and benefactor.

[Signature]

Acting President

(London, E. C. May 4—Without a doubt the 1914-15 gramophone trade season will go into history as the most remarkable on record. Other seasons may have been associated with particular conditions of a more or less helpful nature from the viewpoint of trade stability, out of which, be it said, the industry has triumphantly emerged; yet the present season which now draws to a close, set with a hundred and one adverse elements, leaves to chronicle the finest page of accomplishment in the whole field of gramophone industrial development.

The period covering the 1914-15 season is unparalleled in the annals of our industry. Apart from the diminishing world trade and its consequent effect upon the purchase of luxuries, gramophone business has been carried on under very special difficulties in regard to labor shortage and the complete closure of the well-spring of gramophone supplies. With the latter aspect of things we are mainly concerned at the moment. Until next season retail sales will not be over great. The interim may be profitably occupied in an endeavor to ease the pressure of orders within the capacity of the factories, and the facilities, thereupon working night and day in the production of war engines.

The Troubles of Exporters.

Considerable feeling is evinced in trade circles generally by what are described as official red tape regulations in connection with the granting of licenses for the exportation of goods. The War Trade Department seems to raise all manner of peculiar difficulties which seriously hamper genuine efforts to improve business relationship with overseas markets. One would have thought that non-contraband goods—musical instruments and parts thereof, for instance—destined for neutral countries, especially outside the war area, might reasonably be free of such harassing demands as are put forward. On every consignment it is, in some cases, necessary to obtain a separate license, with the result that despatch of goods is held up for long periods. "To save delay" in the issuance of licenses exporters are asked to estimate on the nature, weight, destination, etc., of consignments three months ahead! Easy enough, perhaps, in some cases, but quite impossible of satisfaction where a firm is receiving orders from abroad by almost every mail.

In such cases as these one hesitates to criticize, yet the foregoing speaks clearly a want of appreciation on the part of the official trade department of present business exigencies. Mayhap a combined memorial on the subject from the trade would help to ease the restrictions which are placed on British export trade activity.

Appropriate Zonophone Issues.

In the production of National anthems and patriotic "hits" the Zonophone Co. justly prides itself on being in a position to meet adequately all international demands. In view of the uncertain position in which Italy and Roumania find themselves in relation to the present world conflict, it is significant to observe itemized on the latest Zonophone list the National anthems on record No. 1450, by the Black Diamond Band. Our friends evidently know something of which this fine record is perhaps intended as a sort of preliminary disclosure. Several acceptable titles are down to the credit of Sidney Coltham, whose sweet tenor voice has created for him and his art an unsalable position in the world of music. Two new patriotic selections presented by Ernest Pike make good additions, and the record No. 1455, is, in my opinion, safe to back for a cinch, notwithstanding the surfeit of this class of song latterly. Described as the Queen of the Halls, Florrie Ford is certainly very captivating in the presentation of her two latest titles, "The Kellys Are At It Again," and "They All Play the Same Old Game." The list throughout is brimful of choice numbers, as usual.

British-Made Gramophone Needles and Springs.

The business end of a needle is an infallible guide to its merits or demerits, as the case may be. When demonstrating records the careful sales-man habitually tests the point on his finger. That is his guide to the quality of a needle. Uniformity —is seldom the rule; accidents will happen in the best-regulated machines, hence the need of a test to determine "the point." This, by way of preliminary, is interesting as serving to throw into prominence the fact that in my experience of British-made needles and those of Continental manufacture the former are uniformly to be relied upon.

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 others made. Our terms are right, because we are actual manufacturers.

Write for Complete Lists
WM. COOPER BROS., LTD. (X Y DEPT.)
upon for the best finger pricks. Which is my curi-
ous way of trying to put splendid quality of
Sheffield steel in the form of gramophone needles.
In this connection I cannot refrain from giving
my readers the benefit of a test recently made of
the new "Dreadnought" Sheffield steel needle. It
offers no more than the correct resistance and
glides over the record with a minimum of surface
noise. Of fairly full tonal volume, the "Dread-
ought" certainly brings all the best out of records,
and from the viewpoint of general quality I should
say it need dread nought. Samples and quotations
for quantities may be obtained by all interested
traders on application to J. Stead & Co., Manor
Works, Cricket Inn Road, Sheffield, England. This
firm will also be glad to forward particulars of
their manufacture, for which is claimed special tension steel ribbon and reliable
quality throughout.

The Attributes of "Guardian" Records.

Of pertinent interest to overseas buyers these
days is the character, quality and standing of
records imported from England. In isolated di-
rections patriotism may be at a discount, but even
if increased by the limits of one's pocket patri-
tism in connection with records can be exercised by all.
Not on this ground alone has the "Guardian"
record won the heights of popularity. No; there is
the question of quality—quality of repertoire and
quality of artists. In both directions the record
under mention "makes good," as my American
friends have it, and the point is emphasized on
personal of the company's fine program, which em-
body's a feast of good items from cover to cover.
Among musical selections many excellent contri-
butions are down to the credit of the band of
H. M. Irish Guards—the regiment, by the way,
which has won for itself immortal glory on the
battlefields of Flanders. This famous band is at
Under date of April 14 Louis S. Sterling, Euro-
pean general manager of the Columbia Gra-
phone Co., advises me of a new departure in the
Columbia administration, of which James C. Goff
has undertaken the directorship. The star evokes
great approval in trade circles, and Mr. Goff's
popularity is only superseded by his wide experi-
ence and abilities in the management of talking machines and trade
administration. In a letter sent to the trade
Mr. Sterling says in part—

"The development of our business during the past
decade has been such a rapid one that we have
decided to extend and at the same time to
consolidate our organization. The war has created
a condition of affairs in the talking machine mar-
tet that our future, and that of the whole indus-
try, has to be considered from a wider aspect than
heretofore. The possibilities ahead are in our
opinion greater than they have ever been. We
have accordingly decided to form a European Ad-
ministrative Council to advise on the policy of
expansion through Europe, and more especially in
the home market."

James C. Goff has been made director of this
European Administrative Council. When circum-
stances permit, other important appointments will
be made to the council.

Contributions by many other first-class band and
orchestral combinations, not to mention solo items
of every instrument under the sun, are listed on "Guardsman" records.

In the vocal section hundreds of titles covering
every phase or style of song by well-known artists
are available. In a production of an almost high
standard of quality is maintained.

The "Guardian" record is 10 inches double-
sided, sells at a competitive figure and is obtain-
able only from independent dealers, and not from
the "Guardsman" Record Co., Ltd., New
Ivy Inn, Great eastern Street, London. With it
wishes the company's guarantee: "That this record
is made in a factory owned entirely by English-
mens, and no German capital is invested in it."

"The passing Show of 1915." In addition to the usual quota of numerous "gems" from
world music, a few "specials" issues are announced on "His Master's Voice" recent
impressions. Described as a "snap" and it unquestion-
able is the prompt issue of all the popular
numbers from the above production now being
played nightly to crowded audiences at the Palace
Theatre, London. Not the least important aspect
of this issue is the service of the original artists, who were specially "commandeered"
for the occasion. The star is, of course, Elsie Janis.
Boasted in the form of large and attractive news-
paper advertisements, these new "H. M. V." rec-
ords have sprung into instant and insistent de-
mand all over the country. An excellent photo-
reproduction of Miss Janis on an attractive window
hanger is being largely utilized by live dealers to
still further stimulate sales.

"Reno" Introduces a New Record.

Our friend Reno—the "man of many parts"—
otherwise W. H. Reynolds, is a real hustler. Hav-
ing been held up on supplies when war broke out,
he immediately set about investigating the possi-
ibilities of British resources for the manufacture
of gramophone mechanism and other parts. The
story of his disappointments we will not reiterate.
Suffice it to say that he has successfully overcome
all difficulties and is now in a position to quote
close prices on gramophones and parts of (mainly)
his own manufacture.

This achievement is now associated with another
enterprising move in the direction of record pro-
duction. The younger is christened "Defiance,"
surely a good name upon which to commence life
in a commercial field of strenuous and keen com-
petition. "Soon in working order," says Mr.
Reynolds, "the Defiance record factory is capable
of a large output, there being already some 2,000
matrices from which to commence pressing." Fur-
ther particulars will be published in due course.
Meantime I would extend to Mr. Reynolds all good
(Continued on page 38.)
GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES
REGISTERED
TO OVERSEA'S BUYERS

We manufacture Records and Gramophones of the highest quality and can quote prices to compete in any market in the world. Send for lists of records containing over 700 titles, and our 1915 catalogue of 26 new models of Gramophones and Cabinets. All the latest English and American Songs are on our List.

Address inquiries to:


THE RYTHMIKON IS INTRODUCED.
The Rythmikon is an instrument enclosed in a compact wooden cabinet. A metal hand having a red-spot at its tip revolves in a space in front of which is a card bearing, in printed musical notation, the particular rhythm it is the desire to master. This rhythm is printed as it would appear in written music, but instead of being in a straight line the notes are enlarged and properly spaced along a circular path.

The Rythmikon.
Corresponding with each printed note is a round opening in the card, and through this hole the red-spot on the revolving hand becomes visible to the performer. When the red-spot is exactly over the circular hole, a pronounced click further calling attention to its appearance and assisting to fix the rhythmic pulsation. The revolution of the hand (which constitutes a measure) is announced by a bell.

The providing of thirty-two cards, each with a different combination of notes, gives the majority of rhythms commonly found in music. But by using three metal plates which accompany each instrument, it is possible immediately to have the Rythmikon give any desired rhythm imaginable.

The offices of the Rythmikon corporation are in suite 32 and 34, Metropolitan Opera House, New York, with Chas. Botkin in charge.

J. STEAD & CO., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine Springs and Needles
Best Prices—Best Quality
Inquiries Solicited

THE HOUSE OF MANY PARTS

We are the oldest establishment in the trade who have seriously catered for all kinds of replacement parts necessary for players. Without doubt we have the largest and most varied stock of all classes of which and machines, of all the poplar makes that ever been on the market and also are on the market at the present day.

We can therefore supply almost any part you require from stock, but, on the other hand, we have a special plant for cutting odd-sized wheels and pins, which can be made in your patterns in a few hours.

We also hold large stocks of needles, mottoes, Swiss machine-stored bobbins, springs, tannens, laths and all other small sundries suitable for the building of musical instruments.

We should advise you to get into touch with us immediately by applying for any of our accessory catalogues, which will give you full particulars.

WM. COOPER BROS., Ltd.
Also at Manchester and Cardiff

FROM OUR LONDON HEADQUARTERS—(Continued from page 37),

J. STEAD & CO., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine Springs and Needles
Best Prices—Best Quality
Inquiries Solicited

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The Rythmikon.
Corresponding with each printed note is a round opening in the card, and through this hole the red-spot on the revolving hand becomes visible at the exact moment the note is due to be sounded, a pronounced click further calling attention to its appearance and assisting to fix the rhythmic pulsation. The revolution of the hand (which constitutes a measure) is announced by a bell.

The providing of thirty-two cards, each with a different combination of notes, gives the majority of rhythms commonly found in music. But by using three metal plates which accompany each instrument, it is possible immediately to have the Rythmikon give any desired rhythm imaginable.

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Statement of the ownership, management, etc., of The Talking Machine World, published Monthly at New York, for April 1, 1915, required by the Act of August 24, 1912.

Post Office Address
Editor, EDWARD LYMAN BILL, 28th 8th Ave., N. Y. Va.
Manorial in charge.
MANAGEG, AUGUST J. TIMP.

PUBLISHER, EDWARD LYMAN BILL

Sole Owner, EDWARD LYMAN BILL

There are no bondholders, mortgagees or other security holders.


Published at 28th 8th Ave., N. Y.

My commission expires March 30, 1916.

EDWARD LYMAN BILL

TRADE MARK

REGISTERED

ATTORNEY

TO OUR SUBSCRIBERS.

You have heard that new types of records are being published. We have all the latest information on our trade and are ready to give you the best advice possible.
The Columbia Grafonola "Leader" at $75 has the quality—quality of appearance, quality of workmanship, quality of tone. That is the reason why it is fast becoming the most popular instrument in 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

A NEW CABINET CONCERN.

A new and promising industry in the cabinet trade is that organized by Schloss Bros., a corporation which has secured a factory and offices at 617-643 West Fifty-fifth street, New York, and is now actively engaged in the production of an excellent line of talking machine record cabinets.

Mr. Hoffay, besides eliminating all resistances, prevents the rocking of the stylus lever, the action of the lever upon the diaphragm being simplified in his reproducer to one action, this being either a pull on each side of the diaphragm or a push, instead of a push and pull on one side of the diaphragm as hertofore. The distortion of the lever has in consequence been done away with, and thus a control in the vibration of the latter has been secured without creating a resistance of any sort, the result being that the diaphragm vibrates only in true accordance with, and measured by, the indentations contained in the record.

The Hoffay sound box has a lever mounted on a single rigid pivot having facility of oscillating therein in every direction, and in this way affording a flexible support for the stylus socket of the needle, no matter how thick it may be, thus doing away with the scratching of the needle. While reproducing a record the transmission of the vibration from the record to the diaphragm is made with absolute accuracy, irrespective of the position of the diaphragm in comparison with the direction of the sound indentation in the record.

The crossbar that compels the lever to remain in intimate contact with the rigid pivot and which goes freely through the lever is in its turn held in engagement by a single point of contact, which enables it to rock. In this manner the difficult problem of doing away with the scratching of the needle has been solved and at the same time a greater fidelity and clearness of reproduction is obtained.

It is worthy of remark that the construction of the whole sound box, and especially of the arrangement of the leverage just described, is just as solid as one could wish it, and the utmost safety in handling, packing and transportation is assured.

Owing to lack of time full illustrations of this machine are not included in this issue. Literature is being gotten out by the Hoffay Talking Machine Co., and it will soon begin to reach the hands of the trade. This machine plays the Edison records as well as the Victor and Columbia, and obtains from all of them the same standard of musical reproduction with one reproducer and without detaching it.

Mr. Hoffay reports to us that as this sound box and sound-box mounting can be fitted to every talking machine of any make already on the market, some large houses have requested him to sell same separately for use on other machines, being in turn willing to place very large orders for same if he finally agrees to do so.

It's a poor rule that won't work both ways in our favor.

BEE CROFT

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

Cabinets—Record Envelopes—Needles

Write for Prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA
OPPORTUNITIES FOR YOU
MR. VICTOR DEALER

VICTOR BUSINESS IS GOOD. Most dealers are showing big increases—we are—ARE YOU?
If you are not satisfied with YOUR increase—take it up with us—AND WE'LL SHOW YOU IT CAN BE INCREASED—we'll give you the benefit of the other dealers' experience and many ideas which have worked successfully.
Whether you are near or far from Chicago—COME IN TO SEE US.
You'll find us conveniently situated on the Lake Front in the GREAT CENTRAL MARKET.

THE TALKING MACHINE COMPANY, 12 North Michigan Avenue, CHICAGO
EXCLUSIVE VICTOR JOBBERS
The "Wado Triplets"

WADOLATUM—WADO-POL—WADO-OIL

Bring Business To YOU!

Here's How They Do It—

They will keep your patrons' talking machines well greased, oiled and polished.

As long as their talking machines are in perfect condition, they will continue to buy records.

The Wado Triplets make it easy for them to keep their instruments in the "pink of condition."

Wade and Wade
3807 Lake Park Avenue
CHICAGO, ILLINOIS
Dealers!

For the best service, send your orders to

VICTOR DISTRIBUTORS

Lyon & Healy

CHICAGO
the dealers that he has conferred with in the loop district appreciate this further change which he is making in their interests.

Some May First Changes.
The Central Piano Co., Columbia dealers were compelled to move on account of the tearing down of the Healy building, in which they were located, to make way for the new Lyon & Healy building. They are now at 33 South Wabash avenue.

Louis R. Malek & Co., musical merchandise and Victor goods at 337 South Wabash avenue, have moved to larger quarters on the second floor in the same building.

The Marshall Piano Co., Columbia dealers, have moved from the Republic building to the North American building.

A. B. Smothers, music and talking machines, 2100 W. Division street, has increased his floor space, taking the store adjoining, tearing down the intervening partition andfitting up the whole in a most attractive manner.

John A. Byrarr, Piano Co., Victor dealers, have moved from 33 South Wabash avenue, to large space on the third floor of the building at the southwest corner of Wabash avenue and Adams street.

Big Columbia Loop Business.
The number of Columbia retail dealers in the loop district has reached very imposing proportions. Far more business is being done in the Columbia goods in the downtown district of Chicago than ever before, while, of course, the same can be said of the outlying districts of the city. Following is a list of the houses in the loop district now handling Columbia goods either exclusively or in conjunction with other lines: Marshall Field & Co., John Church Co., Hillman Bros., Boston Store, Reynolds & Frachman, The Fair, Geo. C. Vining, Schumann Piano Co., W. A. Pushee & Co., Ritterman Piano Co., Rothchild's, Siegel & Co., Horner Piano Co., W. W. Kilbourn Co., J. O. Twichell, Keutmon Furniture Co., Smith Piano Co., Cable Piano Co., American Household Supply Co., and the American Seating Co.

The L. Klein department store, Fourteenth and Halsted streets, has added the Columbia goods.

Sam Sparck, 2418 Wentworth avenue, has put in the Columbia line, as has also Adolph Schlesinger, 1614 North avenue.

The Artinal Music & Art Shop, 1140 Wilson avenue, who have handled the Victor for some time, have added the Columbia.

Enlarged Quar ters.
The H. Reichardt Piano Co. have taken over the store next their quarters at 6423 South Halsted street, and a complete line of Victor and Columbia machines and records is expected. This is in a sense a return home as Mr. Parsons was connected with the Columbia manufacturing business. Mr. Oshausky has since organized his business under the name of the International Talking Machine Co., with factory at 1420 W. Harrison street, with a large force of men now at work. The International line will include machines ranging in retail prices from $15 to $100, and inside of another month or so they will be ready to deliver machines of various types. The first machine to be ready for the market is the style D, cut of which is shown in the advertisement in this issue. It is an attractive instrument of the cabinet type and should meet with a large demand. The company is also prepared to make talking machines complete or machine cabinets after the special case designs of the purveyor or can supply motors and parts. The company will also shortly put on the mar ket a line of talking machine record cabinets.

New Edison Dealer.
Charles F. Manahan, jeweler at 301 W. Sixty-third street, has leased the adjoining store and will devote it to a talking machine department, consisting of a complete line of Edison machines and records and will also handle a line of pianos.

Columbia Line with John Church Co.
The John Church Co., 929 South Wabash avenue, is the latest of the Chicago piano houses to talk on talking machines. Manager W. H. Mosby announced that arrangements had been completed this week whereby a complete line of Columbia machines and records will be made a part of the firm's activities. (Continued on page 44.)

THE TALKING MACHINE WORLD.

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

Dictaphone department of the Columbia Graph ophone Co. is back in this line of business with which he has been associated for many years. Mr. Parsons and his brother, E. A. Parsons, who has also been connected with the Columbia interests, have announced their association with Edmund C. Barnes & Bros. in the promotion of the Edison dictating machines and have established offices on the seventh floor of the new Edison building, located at the northeast corner of Clark and Adams streets. This is in a sense a return home as Mr. Parsons was connected with the Edison business many years ago before he went with the Columbia Co. Their many friends in the trade will be glad to know that the Parsons brothers are not to be lost to the industry with which they have so long been associated.

Offer the International.
As stated in last month's World, B. Oshausky, for many years a dealer and jobber in talking machines and records on the West side, has entered the talking machine manufacturing business. Mr. Oshausky has since organized his business under the name of the International Talking Machine Co., with factory at 1420 W. Harrison street, with a large force of men now at work. The International line will include machines ranging in retail prices from $15 to $100, and inside of another month or so they will be ready to deliver machines of various types. The first machine to be ready for the market is the style D, cut of which is shown in the advertisement in this issue. It is an attractive instrument of the cabinet type and should meet with a large demand. The company is also prepared to make talking machines complete or machine cabinets after the special case designs of the purveyor or can supply motors and parts. The company will also shortly put on the mar ket a line of talking machine record cabinets.

VITANOLA Machines
are made in the
LATEST DESIGNS

Here is one of the newest of our snappy styles in machines of the larger type.

This illustration shows its graceful lines, but to appreciate its finish and its wonderful tone you must see and hear it.

Write for particulars regarding exclusive agency for your locality.

VITANOLA
Talking Machine Company

CHICAGO

VITANOLA Machines

are made in the
LATEST DESIGNS

Here is one of the newest of our snappy styles in machines of the larger type.

This illustration shows its graceful lines, but to appreciate its finish and its wonderful tone you must see and hear it.

Write for particulars regarding exclusive agency for your locality.

VITANOLA
Talking Machine Company
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

L. C. Wiswell, manager of the talking machine department of Lyceo & Healy, returned this week from a trip to the East, where he visited New York, Philadelphia and Camden, N. J.

**Edison Business Good.**

"The past month has shown an increase of 25 per cent. over the corresponding month of last year," said C. E. Goodwin, manager of the Phonograph Co., to The World. "We are now getting good supplies of machines, and the record plant never sent us more records than it is doing at the present time. Two new Edison dealers are Mahan Bros., 381 W. Sixty-third street, and the Schumann Piano Co., of Rockford, III. Our retail trade has enjoyed a most satisfactory month. We with other Edison dealers, are much pleased with the new Edison contract which provides for interest."

Englewood Talking Machine Parlors Enlarged.

M. Gordon, proprietor of the Englewood Talking Machine Parlors, has made arrangements whereby he secures a ten year lease on a fine new store at 2238 South Halsted street. This lease extends over a period of ten years and involves a total rental of about $20,000. The removal into the new quarters from the store at 100 W. Sixty-third street has been completed. With an additional number of booths and a much larger space at Mr. Gordon's disposal he will, doubtless, take full advantage of the remarkable business that can be secured around that busy Englewood corner. Both Columbia and Victor lines are carried.

The Tusko Manufacturing Co. is adding to its capacity for making Tusko needles at its factory, 5513 Kenwood avenue, this city, by the installation of new machinery for sharpening the needles, which will not only reduce the labor cost, but will also do the work far more accurately than is possible by the present method. The rapidly growing demand for the company's product renders increased output imperatively necessary.

**Scotford to Coast.**

L. K. Scotford, general manager of the Cheney Talking Machine Co., left on Thursday night of this week for San Francisco. He will be gone about a month, and will, of course spend much of the time in seeing the exposition and greeting visitors at the company's handsome exhibit in the Palace of Liberal Arts.

**Attends President Easton's Funeral.**

W. C. Mastrola, the superintendent for the Columbia Phonograph Co., returned this week from the East, where he went to attend the funeral of President A. D. Easton, of the Columbia Co., which occurred at Arcola, N. J., on Sunday. Mr. Mastrola arrived in Chicago on Friday of last week from a trip to New York only to receive a telegram announcing Mr. Easton's death, and showed the highest esteem in which he held his chief by returning to the East the same night.

The news of the death of the veteran talking machine man caused universal sorrow among the members of the Chicago trade regardless of affiliation. Most of the principals have had the privilege of an acquaintance with him, and many references to him in the trade and kindly personality are heard in one's rounds in the trade.

**Talking Machine Co. Cooperation.**

T. G. Mastrola, manager of the Talking Machine Co., of Chicago, through its monthly letters to its dealers, keeps up a steady fire of brisk, helpful suggestions. The trade has won to catch for these bulletins in the assurance that they will always contain something of value. Among the pertinent paragraphs in their budget of May 5 are the following:

"See that each machine is in good running order. It's profitable to advertise in the papers for a certain time that you will put machines in perfect running order, free of charge. It'll bring you new customers.

"Telephone, visit personally, or write to those of your record buyers who miss one or two months.

"Don't be content selling just the new monthly records—that's the smallest part of the catalog.

"Get your customers interested in the 'Victor Book of the Opera' and the 'Music Lover' magazine—get them to know the entire Victor record catalog. Make every one of your machine owners a producer every month—and a promoter of new machine sales for you.

"Use the splendid Victor ready-made advertisements to help make your store known as the store for Victors.

"We've prepared letters and advertisements working out these ideas for you. We'll gladly send you samples.

"Louis Winkle, expert repair man of the Talking Machine Co., made some special trips in the interest of the Talking Machine Co., spending a day with various dealers throughout this territory, to instruct them principally regarding the XVI electric motor, explaining the installation and care of these motors, and also costing the salesmen and repair men of its dealers for help and instruction in its very complete repair department.

Th: Talking Machine Co. will have its revised "Standard Best Selling List" ready for distribution simultaneously with the appearance of the Victor general May record catalogue. This splendid list has proven to be one of the biggest record boosters for the dealers of anything ever put out, and the trade dealers will be very much interested in this new list.

A. D. Geissler, of the Talking Machine Co. of Chicago, and New York Talking Machine Co., 381 W. Sixty-third street, has returned from a trip to Chicago on one of his regular business trips.

**Mr. Brelsford to Coast.**

Mr. Brelsford has been connected with the Highson-Winkle Co., of San Francisco, for some fifteen years in the company of the talking machine business. The formal opening to-day will be a very elaborate affair for which special invitations have been sent to an immense list of people in Davenport and adjacent territories.

**Coast Agency for Mastrola.**

Sigmund W. Meyerfeld, formerly well-known Chicagoan and now of San Francisco, was in the city last month on his return from New York, where he made arrangements for the distribution agency for the Pacific Coast for the Mastrola, a new talking machine manufactured by the Master Talking Machine Co. of Tonawanda, Pa., and for which the general distributor is the Master Talking Machine Corporation, of 381 Fourth avenue, New York City. The machine is a handsome instrument 18 inches long, 14 inches wide and 8 inches high and is a good general purpose record player. It'll bring you a good list of record boosters for the dealers of anything ever put out, and the trade dealers will be very much interested in this new list.

**De Gogorza a Visitor.**

Enrico De Gogorza, the famous baritone, and his talented wife, Emma Eames, were here a few days ago on their way to San Francisco, where they will appear in concert. Mr. Gogorza paid a visit to the Talking Machine Co., and as he stepped from the elevator was greeted by the strains of "La Paloma" in his own voice—his incomparable rendition of the familiar music for which he is so justly celebrated.

**A. O'Neill, of O'Neill-James Co., has returned from a two weeks' trip to the East. Mr. O'Neill was very much pleased over the rapid
The recently organized PERSONAL RECORD DEPARTMENT of the Columbia Graphophone Company opens up a field for profit that no talking machine dealer could well ignore. For full particulars, write the Personal Record Department, Woolworth Building, New York.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 44)

growth of the Pathé in all parts of the country and his concern, which is the Chicago Pathé jobber, is receiving numerous inquiries from dealers who have heard of the merits of this line. Among the recent talking machine dealers visiting Chicago were the following: Mr. Butler, of the Butler Music Co., of Marion, Ill.; H. G. Power, manager of the talking machine department of the Taylor Carpet Co., Indianapolis, Ind.; Robert Smalfield, Smalfield Music Co., Davenport, Ia.; Morey Roberts, Ottawa, Ill.; H. R. Fitzpatrick, representative of the Victor Talking Machine Co., is spending some time in Chicago visiting all the local dealers.

WADE & WADE INCREASE ACTIVITIES.

(Special to The Talking Machine World.)

CHICAGO, I11., May 19.—Wade & Wade, manufacturers of the Wade fibre needle cutters, have extended their activities to new phases of the talking machine business and have placed upon the market a line of lubricants particularly designed for talking machine mechanism and a polish for talking machine exteriors.

"I have long been cognizant," said S. O. Wade, "of the fact that there has never been serious effort made to supply the trade with what I consider satisfactory oils and polishes, and believing that the field was a large one, I have experimented for a very long time with the sole idea of getting a lubricant suited to the peculiar needs of the talking machine and a polish that will enable the talking machine owner to acquire a finish that the talking machine cabinet is worthy of. We are putting out two lubricants, one of which is to be known as Wado-latum, for use on worm gears and sprockets, and Wado-Oil for lubricating bearings, friction leather, etc. Then, in addition to this, we are putting out Wado-Pol, a polish for talking machines, pianos and furniture, which will bring out the natural grain and make the finish bright and lustrous."

"The Wado-latum is a heavy lubricant which is particularly designed to apply to spur gears and worm gears and other bearings that require treatment of this kind. Wado-Oil is a lighter lubricant, very high in viscosity and particularly adapted to high-speed machinery. An oil of this kind should be applied to the ends of all spindles and shafts, the friction leather and the sleeve which slides on the governor spindle."

"We expect to do a large business with these new products, and have already received generous orders from our friends in the trade who feel that the Wade fibre needle cutter is an assurance of the quality of any other Wade product."

Some men who have had no advantages of their own take advantage of everyone else.

INTERNATIONAL TALKING MACHINES
A Line of Rapid-Fire Sellers Ranging in Retail Price from $15 to $100.

Our factory is equipped for quantity business. Talking machines complete or machine cabinets made according to your special designs. We also make record cabinets embracing a wide range of designs and prices.

Get complete information by addressing the

INTERNATIONAL TALKING MACHINE COMPANY
Chicago (Not Incorporated)
1426 Harrison Street

DESIGNATES VICTOR JOBBERS' DAY.
Director of Congresses of Panama-Pacific Exposition Names July 24 as Victor Talking Machine Jobbers' Day at Fair.

(Special to The Talking Machine World.)

CHICAGO, Ill., May 6.—A telegram received the last part of last week by L. C. Wiswell, of Lyon & Healy, from Andrew G. McCarthy, of Sherman, Clay & Co., San Francisco, runs as follows:

"Have just been officially advised. July 24 officially designated as Victor talking machine jobbers' day by the Director of Congresses of Panama-Pacific International Exposition."

Some time since Mr. Wiswell, acting for the National Association of Talking Machine Jobbers, entered into correspondence with Mr. McCarthy asking him to exercise his office to secure the appointment of a Victor day at the Panama exposition. Mr. McCarthy has been successful in his efforts, and the date secured, Saturday, July 24, is the last day of the jobbers' convention, the dates for which are July 22, 23 and 24. "I am particularly pleased with the designation 'Victor Talking Machine Jobbers' Day' said Mr. Wiswell, "as it recognises both the Victor Co. and our association, which, of course, is practically made up of Victor jobbers."

"SAFETY FIRST" TALKS VIA TALKER.
Safety Commissioner of Santa Fe Railroad Uses Edison Machine and Special Records in the Mexican Language to Deliver Lectures.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., May 8.—Isaiah Hale, safety commissioner for the Santa Fe Railroad, has procured an Edison machine with Edison records in the language of Mexico. The records consist of two good talks on safety first in the Mexican language and the other pieces usually rendered are La Paloma and La Golondrina. Mr. Hale travels the Santa Fe tracks in an automobile and stops at every point where the Mexican section hands are at work. The talks at first are marvelous to them to hear the clear Mexican voice coming from the wooden box; and when Mr. Hale plays the songs from their homeland most of them cry like babies. They touch their heads to show that they understand the talks on the safety first movement, and the records of accidents of the big railroad company show that they do understand them, for accidents are growing fewer day after day.

The Mexicans, looking upon the American as a hostile enemy, and never friendly to him, vociferous by this one American whom they hold first in their regard as a man who understands them. Mr. Hale can say only a few words in Mexican, and that is to wish them well when saying good-bye. The Mexicans have all been looking forward to the day of Mr. Hale's return along the line of the Santa Fe.

Advertising is the strenuous servant of a strenuous age. It is the power behind the success of every successful business.—Printers' Ink.
BUFFALO A BUSY CENTER.

Paying More Attention to Talking Machines Than Ball Games—Advertising Well in Evidence—Neal, Clark & Neal's Big Line.

(Special to The Talking Machine World.)

BUFFALO, N. Y., May 9.—Buffalo is paying more attention to the talking machine trade now than at any time since the instruments were introduced here. This is perhaps considered a far from startling announcement, but traveling factory representatives and dealers will openly declare that talking machines are of more importance to the majority of Queen City residents than the activities of the two league ball teams. Competition is so very intense that the scale of advertising well before the public through advertising.

The last to take up the talking machine lines, are keeping with dozens of really big ads. Passes now that the newspapers are not graced with, because of the magnitude indulged in; startling announcement, but traveling factory representatives and dealers are making a big bid for business. The most extraordinary thing about it all is that they are getting the sales too.

The Buffalo Ad Club, an affiliation of advertising men who meet in luxurious weekly at the Lafayette Hotel last Saturday were entertained by Prince Lei Lani, the celebrated Hawaiian singer, who is now connected with the Victrola department of the J. N. Adam Co., as a salesman and special demonstrator.

REDUCTION IN RECORD PRICES.

The Columbia Graphophone Co. announced this week the reduction in price of all Columbia records sung in English by Alice Nielsen the famous soprano. Miss Nielsen's 12-inch records formerly retailed at $8 and the 10-inch records at $2, both types being double-faced. Under the new price list the 12-inch records will be sold at $1.50 and the 10-inch at $1.

LOOSCHEN

Piano Cases have for over 25 years been the choice of particular manufacturers of high grade pianos. This is the reason that our output comprises the greater portion of Piano Cases used in this country. We have also been manufacturing

TALKING MACHINE CABINETS

for over a year and have made a careful study of the requirements of the talking machine industry with the result that we are in a position to make

DELIVERIES EXACTLY AS PROMISED

Write at once for full information and let us show you that LOOSCHEN QUALITY and PRICES

MEAN MORE PROFIT FOR YOU

LOOSCHEN PIANO CASE CO.

12th Ave., 31st and 32nd Streets

PATERSON, N. J.

TRANSFERRED TO BUFFALO.

A. F. Macoun Goes with Wm. Hengerer Co.'s Talking Machine Department—Was with Lord & Taylor in New York.

A. F. Macoun, one of the younger generation of talking machine salesmen, has been transferred from the Victor section of Lord & Taylor, New York, to a similar position with the Wm. Hengerer Co., Buffalo, N. Y., where his experience should enable him to make quite a record in the sale of Victor machines and records. Both stores are under the direction of the Musical Instrument Sales Co., which specializes in the distribution of Victor products, player-pianos and music rolls, operating a number of departments all over the country, and Mr. Macoun at one time, when located at the O'Neil-Madden department, was awarded first prize for his successful efforts in selling music rolls, being in competition with all the other stores under this company's direction. Mr. Macoun is of the type of young men who isn't afraid of work, and this is one of the reasons why he has been promoted to his new position.

A HOUSE WITH REAL TROUBLES.

In a Recent Letter to the Stewart Talking Machine Co., Indianapolis, Ind., the People's Drug Co., Marion, O., Explains How Its Business Has Suffered from Stock Shortage.

(Special to The Talking Machine World.)

INDIANAPOLIS, Ind., May 8.—Although the shortage of records and machines has developed a situation that is far from funny for the majority of the talking machine dealers and jobbers, there is still some humor that crops up as a result of that condition. The following letter, recently received by the Stewart Talking Machine Co., is funny enough to make the majority of the dealers who are short on stock forget their troubles, temporarily at least. The letter was from the People's Drug Co., Marion, O., who handle the Victor line, and read as follows:

Stewart Talking Machine Co., Indianapolis, Ind.

Gentlemen—Since running out of Victrolas the cigar business has whipped up quite a bit, but now we are almost out of cigars and do not know what in the — to do. Last week we sold an Eleven Fumed Oak to a man and only had a pack of needles to deliver; and now he wants more needles and now we are out and do not know what in the — to do. What do you suggest? What he is doing with these needles is more than we know.

We sold a Fourteen Mahogany this week and delivered a general record catalog, but we had intended staying in a bit longer. And a Mahogany Fourteen to our order. You need not ship it; just add it. We are now demonstrating with a $4 record cabinet.

Very truly yours,

People's Drug Co.
Installation for Fulton Music Company, Waterbury, Conn.

Note Below the Results Produced for This Concern

Unico Demonstrating Rooms

SALES DOUBLED
FIRST MONTH

SALES INCREASED
EVERY MONTH

SALES TREBLED
SOME MONTHS

exclusive in design
soundproof
unsurpassed in quality
adaptable to any space
carried in stock
shipped promptly
all styles, all woods,
all finishes


Send for catalogue

George W. Smith & Co., Inc., State St. and Powelton Ave., Philadelphia
April maintained the high-water marks of the previous three months of 1915 with the local talking machine trade, and as a whole the dealers report the closing of a business well in excess of the corresponding month of last year. There is no doubt that the talking machine industry is unique in the commercial world in that the first four months of 1915 were far ahead of 1914. Business depressions and financial instability have had no effect on the prosperity of the talking machine trade, and with the summer season approaching, the jobber and dealer can well afford to take a little time to recuperate from the strain of an extraordinarily busy season and arrange for the fall and winter season.

It is indicative of the high standing of the talking machine industry that it is the higher-priced division of the business which is attracting the most attention, both in machines and records.

The demand for machines retailing at $75 and more has produced sales totals that were unheard of prior to last year, while the better class of records has easily out-distanced the more popular selections, including dance records. The educational work of the manufacturers and the widespread effect of their national advertising campaigns is reflected in the present status of the record situation, and there is every indication of fall business continuing along the same lines.

No Reason for Complaint.

Since the first of the month dealers in different sections of the local territory have commented upon the fact that their trade has slowed up somewhat since the advent of warmer weather. This condition is far from being a matter for complaint, however, as the figures for the first two weeks of May show in the majority of instances a substantial gain over last year. The natural let up, associated with Ormes, Inc., Victor distributor, referring to the general business outlook, remarked as follows: "The stock situation is beginning to improve. The natural let up, which we must admit is to be expected at this time of the year, is beginning to some extent to make the supply and demand of Victor products not so far apart as they have been the past eight months. We are still far from being in good shape on records, but our stock is steadily improving. The machine situation is growing better, and we view this as a good time of the year to 'put one's house in order.' We expect to have a period during the summer season long enough to review the past year, and enable us to take advantage of the many lessons which have been learned by those who constantly want to improve fall and winter months from a business standpoint, while May to date is ahead of last year. The shortage of machines and records has decreased quite a little the past few weeks, due in a considerable measure to the increased output of the factories and the co-operative efforts of the dealers. There is still a marked shortage, however, in both machines and records, although it is expected that this will decline materially during the summer months."

Makes Excellent Report.

"April was a working good month," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "Our total business was in fact almost as large as December of last year, and it was not only the best April in our history, but was ahead of March, which is rather unusual. We are catching up a little in shipments of machines and records, although the shortage of machines is a matter of moment. This shortage is still heavier in the higher-priced types, they tell us, and up. We have recently reduced our record catalog by cutting out quite a number of the records which had in a measure lost their popularity, so that at the present time our selections for the higher-priced types, there is nothing but good, salable records. This accounts for the marked increase in our record business, together with the fact that our latest monthly supplements have contained records of exceptional merit."

Stock Situation Improving.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor distributor, referring to the general business outlook, remarked as follows: "The stock situation is beginning to improve. The natural let up, which we must admit is to be expected at this time of the year, is beginning to some extent to make the supply and demand of Victor products not so far apart as they have been the past eight months. We are still far from being in good shape on records, but our stock is steadily improving. The machine situation is growing better, and we view this as a good time of the year to 'put one's house in order.' We expect to have a period during the summer season long enough to review the past year, and enable us to take advantage of the many lessons which have been learned by those who constantly want to improve our fiscal year ended April 30, and it is pleasing to note that we closed the best year in our history, showing a good-sized gain over 1914, our previous banner year."

Growth of Edison Business.

"Our wholesale business for the month of April was 35 per cent, better than any month since the Phonograph Corporation of Manhattan was established," said L. S. McCormick, manager of the company, when seen at the Edison Shop, 473 Fifth avenue, New York. "We have closed accounts with a large number of dealers in our zone, many of whom have affirmed their intention of featuring the Edison diamond disc phonograph and records extensively in their daily local newspapers. The record situation is splendid, the capacity of the Edison factory at the present time being 25 per cent more than it was before the fire. The dealers in our territory have expressed keen gratification with the decision of Thomas A. Edison, Inc., to insert an interest clause in the contracts in the future, and these new contracts are now being handled by our dealers on all their installment sales. We have just been advised by Miss Anna Case, the famous operatic soprano, who has recorded a number of selections, that she is going to form a library that she will appear in our auditorium next month to sing in conjunction with her records."

Max Landay Discusses Situation.

Max Landay, president of Landay Bros., 563 Fifth avenue, New York, the well-known Victor distributors states that business is keeping up as well as normal, considering the slight shortage in Victor goods has hardly abated. Landay Bros. have completed all arrangements for an unusually active summer campaign, and by the end of the second week in May will have 15 salesmen in the field. The five stores controlled by Landay Bros. will all share in the activities of this drive for summer business. James B. Landay left New York last Saturday for a two months' business and pleasure trip. He will visit the Panama-Pacific Exposition, and some of the leading Eastern trade centers.

Inaugurate Advertising Campaign.

The Aeolian Co.'s talking machine department at Aeolian Hall, 29 West Forty-second street, which has handled the Columbia Graphophone Co.'s line since last fall, inaugurated an active newspaper campaign on behalf of Columbia machines the latter part of April which produced such excellent results that a shortage in certain types of machines was experienced. Several popular Columbia machines were featured in this advertising including the "Leader," "Eclipse" and the "Leader" with individual record ejection. Illustrations of the machines were used together with a sample list of Columbia records which the customer might choose to complete the outfit.

Increasing Line of Representatives.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has been very busy the past few weeks establishing distributors and dealers in local and near-by territory. One of the recent Pathé distributors who contracted to handle Pathéphones and Pathe discs is the Stillwell Co., 310 East Fifty-third street, New York. This company is working energetically to interest aggressive dealers in the Pathé line, and to date has been quite successful.

Organization Now Complete.

"Business has been very pleasing," remarked G. T. Williams, head of the G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., recently established Victor distributors, "Our organization is now complete, and with everything running smoothly we look forward to closing a gratifying Victor business."

Associated with Ormes, Inc.

Miss Ruby Spanding, formerly manager of the Aeolian Co.'s talking machine department, is now associated with Ormes, Inc., Victor distributor at 366 Fifth avenue.
New York Talking Machine Company’s Service

Mr.

As Regular as the Pendulum on the Clock.

Time to Swing those Orders this Way

119 W. 40th St. New York.
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 the minute they are put on. 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.

NEW MANAGER IN ST. PAUL, MINN.


(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, May 10.—C. F. Herdman, manager of the St. Paul branch of the great Columbia system, transferred himself to Cincinnati on May 1, and will remain there for some time, he hopes. He will continue with the Columbia concern in charge of the retail end of the business. His successor is O. J. Junge, who has been with the Columbia Co. for fifteen years, serving variously in Boston, Providence, Louisville, Omaha and Lincoln. Mr. Junge is an ardent angler and is highly pleased that fortune has taken him to such a paradise for anglers as Minnesota. By the way, the Columbia business is excellent, quite a bit ahead of that of last year, the increase being a substantial one. President Laurence H. Lucker, after a month's experience with the zone system of distribution, is eminently satisfied. It gives him a definite territory in which to concentrate his work and the efforts are not scattered.

Archie Matheis is laying out his annual summer tour. The general direction will be toward the Rocky Mountains, and he expects to hit Colorado Springs about the time that the talking machine jobbers are there. Mrs. Matheis will accompany him, and there will be no camping stunt this time.

AIDS IN PUBLICITY PROMOTION.

C. Bruno & Sons, Inc., Prepare Attractive Window or Counter Electric Signs for the Use of Talking Machine Dealers.

C. Bruno & Sons, Inc., 343 Fourth avenue, New York, Victor distributors, have issued to the trade several new specialties for the promotion of Victor talking machines and records. Cuts Nos. 1 and 2 show the new display card for either window or counter use. The design is very unique the arrow pointing to the record, which, by the way, is a regular Victor record of any number chosen, and is put on quickly by means of a small clasp. Color scheme is marine blue card, gilt lettering, and the arrow pointing to the record, which, by the way, is a regular Victor record of any number chosen, and is put on quickly by means of a small clasp. Color scheme is marine blue card, gilt let-


Dealers who have used both the electric sign and the window display say they can trace direct trade in the Northwest there can be no question.

The Minnesota Phonograph Co., distributing the Edison lines, reports general trade ahead of that of last year, the increase being a substantial one. President Laurence H. Lucker, after a month's experience with the zone system of distribution, is eminently satisfied. It gives him a definite territory in which to concentrate his work and the efforts are not scattered.

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SOSS MFG. CO. 435 Atlantic Ave. BROOKLYN, N. Y.

YOU WILL LIKE NUMBER 17701 ONE OF THOSE WONDERFULLY FASCINATING HAWAIIAN RECORDS.

GEO. E. BRIGHTSON, President, Retail Sales Manager.

YOU SHOULD HAVE THIS RECORD.

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GEO. E. BRIGHTSON, President, Retail Sales Manager.

YOU SHOULD HAVE THIS RECORD.
Model by model—dollar for dollar, part by part. Columbia Grafonolas are safe in competitive comparisons. And records the same—timeliness, quality, durability, volume, repertoire.

Business In Baltimore reaches Normal State.

Exciting Flurry Over, Business Still Shows Remarkably Good Sales, Particularly in Country Districts—Consolidated Gas & Electric Co. to Handle Columbia Line—Recitals to Introduce the Edison Line—National Co. to Open Branch Store—New Edison Dealers.

(Special To The Talking Machine World.)

Baltimore, Md., May 8.—The talking machine business has gotten over the great flurry and after several months of exceptionally high tide has about reached its normal state. The business still shows remarkably good sales, and while it is normal it is by no means in such a state as to indicate it is falling off.

The various country districts attached to the Baltimore headquarters are showing improvement and much new rural trade is being developed. This is being done rather rapidly and will prevent any over-supply of machines in event of any city business falling off, although at this time there is no indication that the business is going to drop off. Recently it has become apparent to the talking machine dealers that an association would immensely benefit them. For this reason those who have been working to that end for a long time believe that an organization will soon be brought about here. Within the next couple of months those in charge of the movement expect to make a public announcement.

Manager Heath, of the local store of the Columbia Co., makes the following interesting report:

"We signed up the Consolidated Gas & Electric Co. to handle our full line, and they have decided to put the biggest stock at their main headquarters, Liberty and Lexington streets, including a $500 Grafonola and a full line of records. They will use the Oglesby filling system, and just as soon as the cabinets arrive the public announcement will be made. At the House Electric, on North Charles street, a $600 Colonial Grafonola of Circassian walnut has been placed in the Chinese room, and here the company will only handle operatic records. The impression among the dealers that the business is going to drop off is entirely unfounded, as the business is doing rather rapidly and will prevent any business falling off. Miss Mollie E. Griffith, of the Victrola salesforce of Stewart & Co., made two sales to two Greeks who were about to return to their homes, and they left here on the steamer "Liberatur." To one of the Greeks she sold a $365 machine and $110 worth of records. The other purchased a $100 machine and $96 worth of records.

Mr. Gibbons says that he sold 400 per cent. of his record orders. He recently started a model which is finding a market among the record-buying public. This year his monthly pamphlet of new records he immediately has them printed "The new Victor records for May, suggest- ing the imperative need of summer music in your summer home." On the inside of the cover Mr. Gibbons gives a message to the machine owners about the advantages of purchasing records by mail.

Miss Mollie E. Griffith, of the Stewart & Co. Victrola department, was the winner of the April race. When the figures were tabulated it was found that Miss Griffith was $605 ahead of her nearest competitor.

In an effort to popularize the Edison Diamond disc, as well as the Edison line, the first of a series of public recitals was held in Baltimore by the Thomas A. Edison Co., Inc., on April 22, in the concert hall of the Academy of Music. E. B. Fuller, of the Edison Co., was in Baltimore and had charge of the recital. Three well known Baltimore artists, including Prof. John Istel, director of the Academy of Music Orchestra, violinist; Prof. John C. Boh, conductor of the Hippledrome Orchestra, violinist; Prof. Alfred Furbach, of the Peabody Conservatory, cellist, took part in the recital. More than 800 persons attended. At various times Mr. Fuller stopped the artists to show the value of the diamond disc. Classical numbers only were used and the audience expressed itself delighted with the work of the Diamond disc.

Mr. Gibson has signed up two more Baltimore houses to handle the Edison. They are J. P. Caulfield & Co., 309 North Charles street, and the National Piano Co., 316 North Howard street. Both are large houses and should prove excellent markets for the machines. The Caulfield Co. has been a strictly piano establishment. This makes six Baltimore houses now handling the Edison. The others are the Rosenstein Piano Co., 402 North Howard street, Martin & Co., 400 North Eutaw street, D. J. Crowlely, 212 West Saratoga street, and the Central Piano Co., 120 North Liberty street.

I. Sun Cohen, of Cohen & Hughes, Inc., Victor distributors, is getting up on back orders with machines, but he has made several trips to the headquarters during the past month to keep machines coming in. Elmer Greensfelder, who was formerly in charge of the Baltimore street branch of the firm, and Howard Weber, the bookkeeper, together with Mr. Gibbons and Mr. Stewart & Co., in their Victrola department, is in charge of the Baltimore street branch.

Jesse Rosenstein, of the National Piano Co., announces a new branch story in the Miller building on North Eutaw street. This branch, while carrying pianos and electric pianos will make a specialty of talking machines and will carry Victor Grafonolas and Pathés. At the main branch of the firm on North Howard street the firm is also carrying the Edison Diamond disc.

Sol. Bouchot, the manager of the department, is much pleased with the amount of business the concern has done with the Victor line. A good business in both Victor and Columbia machines was reported by A. J. Boden, of Sanders & Stayman Co.

Sol. Rosenstein, of the Rosenstein Piano Co., announced that the second floor of the building will be used as an auditorium for weekly recitals and will demonstrate the Edison Diamond Disc.
Talking Machine Men
Hold Annual Dinner.

Over 200 Members of the Trade in New York and Vicinity Enjoy Banquet at Hotel Gregorian, New York, on April 14, and Listen to Some Interesting and Helpful Addresses by Henry C. Brown, Richard H. Waldo, Victor H. Emerson and Edward Lyman Bill.

One of the largest and most successful gatherings of talking machine interests in New York and vicinity was that brought about by the annual dinner of the Talking Machine Men, held at the Hotel Gregorian on Wednesday, April 14, and at which over 200 jobbers and dealers, and their friends and representatives, were present.

A most interesting feature of the affair was the presence of a large number of ladies, wives and friends of the talking machine men, in the gallery overlooking the banquet hall, this being the first occasion on which the ladies have participated at the dinners of the association. Despite a rather late start the plans of the committee in charge worked out well and the proceedings were interesting enough to hold the crowd until close to midnight listening to the addresses of men prominent in and outside of trade circles.

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Following the discussion of an excellent menu, John E. Hunt, the well-known piano and talking machine man of White Plains, N.Y., assumed the responsibilities as toastmaster and introduced as the first speaker Henry C. Brown, advertising manager of the Victor Talking Machine Co., who based his address on the statement that advertising, store efficiency and co-operation were the secrets of success in the talking machine trade. Mr. Brown emphasized what the Victor Co. is doing to advertise its product not only in national mediums, but in the local newspapers for the benefit of the dealer, and urged that even if dealers did not feel inclined to use newspaper space generously they should at least use every other method possible to advertise their association with the Victor talking machine in their own locality.

The confidence of the Victor Co. in the value of advertising was well illustrated, said Mr. Brown, by the fact that when the first rumblings of the panic of 1907 were heard, the executive board of the company held a meeting to discuss plans for meeting the situation, and is less than ten minutes had decided to add $857,000 to the company's advertising appropriation.

In the matter of store efficiency Mr. Brown declared that the dealers should not alone be satisfied to sell records by McCormack, Gluck and other prominent artists, and which practically sell themselves, but should make a study of other records in the catalog not so well known, and often superior in a musical sense to some of the popular favorites. Mr. Brown in urging the cooperation of the dealers stated that the Victor Co. was using every effort to increase its output and try to meet the demand of its dealers for both machines and records.

The speaker stated that the high tide of business had not yet been reached, and cited as an interesting example of future possibilities the present national move for prohibition which, if successful, would release over two billion dollars now spent for intoxicants and which would be spent for home comforts, with music in a prominent place.

The next speaker introduced was Victor H. Emerson, the prominent recording expert, who offered some humorous and delightful reminiscences of the early days of the talking machine business, and said that the possibilities of the talking machine as a musical instrument has not yet been appreciated and the chief asset of the manufacturers and their agents was confidence.

His witty comments on some of the conditions existing in the early days of the trade proved highly amusing to the audience, especially his reference to the fact that he at one time hired a German band to play for recording purposes, the payment being $4 for an entire afternoon's work, during which the band made 1,000 records.
Richard H. Waldo, business manager of the New York Tribune and one of the leading lights in local advertising circles, next addressed the talking machine men, and emphasized the need to be derived from co-operation among members of the same trade, such as existed among talking machine men to a greater extent than among men of any other line of business with which he was acquainted. Mr. Waldo expressed himself as being a strong believer in trade papers and advertising media, and cited particularly the success that had attended campaigns carried on by him in the music trade field through the medium of the publications of Edward Lyman Bill, including The Music Trade Review and The Talking Machine World, and which produced the greatest results of any publications used. He stated that his experience with those publications as advertiser had given him a new insight into trade paper efficiency. Mr. Waldo also spoke of the present nation-wide movement for cleanliness in advertising and the campaign that is to be carried on by the New York Tribune in New York and vicinity to search out and punish the fraudulent advertiser.

In closing and again referring to the necessity of co-operation in business, Mr. Waldo referred to the Sherman law as the "eleventh commandment," to wit, "Thou Shalt Not Co-operate," but stated that that interpretation of the law did not hold. He stated that that interpretation of the law did not appear to worry the talking machine trade to any great extent.

John R. Young, head of the Convention Bureau of the Merchants' Association of New York, made a short address on the work of his bureau and about the advantages offered by New York as a convention center, and extended through the local organization an invitation to the National Association of Talking Machine jobbers to hold some of its annual meetings in this city.

R. W. Morey, general manager of the New York Tribune and one of the leading lights of the publications of Edward Lyman Bill, publisher of The Music Trade Review and The Talking Machine World, who dwelt briefly upon the factors that have made for the success of the talking machine trade, including the co-operation between the various interests and a strict adherence to the principle of price maintenance. Mr. Bill referred to the maintenance of prices as one of the fundamentals of the industry. At the close of his address Mr. Bill was informed that he had been elected an honorary member of The Talking Machine Men and was presented with a set of gold pins bearing the insignia of that organization.

J. G. Bremner, President, Talking Machine Co., followed Mr. Young and, having become connected with the talking machine trade only recently, stated that his experience had shown that the talking machine men of New York and environs practiced co-operation to a greater extent than members of the trade in any other section of the country he had visited.

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The very successful meeting broke up with a rising vote of thanks to John G. Bremner, president of the organization, for his earnest work in building up its membership and adding to its importance as a trade factor. In responding Mr. Bremner urged greater co-operation on the part of the individual members and stated that the burden of carrying the association work off successfully was a heavy one for the executive committee and each member should assume his rightful share.

GRAFONOLA STORE IN NEW BRITAIN.

Brodrib & Wheeler Open Handsome New Quar-
ters in Live Connecticut City.

(Special to The Talking Machine World.)

NEW BRITAIN, CONN., May 4—Brodrib & Wheel-
er, who opened the Grafonola Store at 188 Main
street, this city, in March, report that the volume of business handled during their first month in business was surprisingly large and that it has been increasing steadily ever since. The company

is well pleased with the location selected for its store, for it is in a great manufacturing center with the various factors showing increased activity each week.

The store occupied by Brodrib & Wheeler is most commodious with large show windows, and a wide entrance and is attractively fitted up with separate demonstration rooms for Grafonolas and the latest idea in record racks and other equipment. In addition to the Columbia Co.'s line of Grafonolas and records the firm also handles a line of pianos and player-pianos with considerable success.

FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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

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

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

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., May 8.—April repeats the oft-told tale regarding the talking machine business in Philadelphia. It has been more than satisfactory. It has run way ahead of last year, and continues the lead of the other months of this year to about the same percentage. The business has been limited to the extent of the amount of goods that was received to be sold, although the manufacturers have been a little more energetic in filling their orders. On May 1 the Gimbel Bros. department was turned over to the charge of Robert McCarthy, the manager of the piano department, who will hereafter look after both departments. Mr. Stewart, the former manager, will confine his efforts to the sporting goods and other lines he has handled. Mr. McCarthy enters into his new charge with enthusiasm, as he does in everything he undertakes, and he is going to do everything possible to boom that end of the business. He has a number of plans for the future, but he will not put them into effect immediately. The department will remain where it is for the present, but is likely to be moved to a more convenient part of the store later. G. F. Wurtele, who has long been connected with the department, will remain in charge of the floor business. The business at the Gimbel store was very good in April.

For a long time Philadelphia dealers—and especially those in department stores—have complained of the theft of sound boxes and records, and everywhere detectives have been on the lookout for the thieves. A few days ago Charles S. McAnally, a dealer in second-hand phonographs, at Ridge avenue and Thompson street, was arrested and held under bail for the court on the charge of having bought phonograph records and sound-boxes alleged to have been stolen by five youths from department stores. In the arrest of Mahon O'Reordan, seventeen years old, Tenth street and Fairmount avenue, last Saturday, after he had been trailed by a store detective, the police discovered the young thieves had been systematically robbing the stores of articles valued at more than $1,000. O'Reordan implicated a number of others, all of whom were arrested and variously sentenced. It is thought that the breaking up of this gang will relieve the stores from future theft. Gimbel Bros. have been one of the chief sufferers in this respect, and G. F. Wurtele has contrived a most ingenious but simple device for the prevention of the removal of the sound-box. It meets all requirements and can be made cheaply, and aside from its protection from theft it has the safety sound-box holds the arm firmly and yet not in such a way as to interfere with the tone.

Emil Bauer has taken over the distribution of the sound-box lock. His office is at 217 South Twelfth street. The Pennsylvania Talking Machine Co. had a phenomenal April. It ran close to 100 per cent. over April of 1914, notwithstanding the shortage of product. It has secured several new agencies, and at present it has practically every town of any importance in its territory covered with a "live wire," and what gives the management most pleasure is that it knows that all of its accounts are in a generally prosperous condition, which is shown in that it has turned the merchandise that it has been getting and is clamoring for more.

Manager Walter Eckart recently returned from a short trip to the South, where he has a number of representatives, and was very much gratified with the conditions he saw there, especially in Norfolk and Richmond. The Columbia Co. of Norfolk is an exclusive Columbia establishment and is doing very fine, and the Talking Machine Co. of Richmond, James E. Cowan, manager, is also so prosperous that it has outgrown its present location, and in co-operation with A. J. Heath, of Baltimore, he recently moved to a magnificent place on Broad street. Mr. Eckart has made it his business, in certain towns where there are live Columbia agents, to urge upon them the necessity of an adequate store, and in many instances his advice is being taken. The Pennsylvania Company has secured the Robelen Piano Co. of Wilmington, Del., to handle the Columbia in that city in its handsome warerooms on Main street. Mr. Eckart is arranging to double his record booth capacity, for he finds that the Columbia records are gaining a place in the hearts of the public of Philadelphia to such an extent that his firm is handicapped for demonstration purposes.

BUEHN CO. SEPARATES DEPARTMENTS

(Special to The Talking Machine World.)

PHILADELPHIA, PA., May 3.—The Edison dictating machine department of the Louis Buehn Co., 855 Arch street, this city, has been entirely separated from the talking machine business, being removed to 807 Chestnut street. In an announcement sent to the Philadelphia trade the company states: "Our improved facilities at this new address will permit us to give better service. We invite you to call for a demonstration of the two wonderful improvements, the Telescribe and the Transophone." In a chat with Louis Buehn he said: "It is my intention to make a separate organization of the business phonograph interests, with a separate wareroom, and by locating the new store on Chestnut street it will give the business unusual prominence. I also intend to add to the sales staff, and will make every effort to show the business houses of this city how they can effectively save a great deal of money by using the Edison business phonograph."
Do you know of any better opinion to follow than Casals'? Don't you think records that satisfy Casals' ear, will satisfy your customers? Thousands of talking machine dealers do.

(NOTICE to the TALKING MACHINE WORLD.)

NO FALLING OFF IN MILWAUKEE.

Talking Machines and Records Still in Active Demand and Shortage Still Obtained—Winter Piano Co. Takes on Columbia Line—Gannon with Smith Co.—Honors for P. P. Piasecki.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., May 8.—Although this is the time of the year when business sometimes begins to fall off with the near approach of dull summer season, Milwaukee talking machine dealers and jobbers are finding that conditions are just the reverse this year. Trade is active with all the houses and in practically every instance it is stated that business is way ahead of last year. Dealers and jobbers say that in view of the depression which has existed in some lines the steady gain in the talking machine field is only another proof of the tremendous strides which are being made in the talking machine trade all over the country.

The only disquieting feature of the Milwaukee situation is the continued shortage in machines of the various makes. Jobbers say that the factories are doing their best and are actually increasing their shipments, but that they are so far behind on their orders that it will take several months to catch up.

H. A. Goldsmith, secretary of the Badger Talking Machine Co., recently returned from a business trip East, where he visited the Victor factory at Camden, N. J., W. S. Goldsmith, vice-president of the Badger concern, had intended to make the trip, but was unable to do so. Mr. Goldsmith's health is greatly improved.

Another new Columbia dealer has joined the Milwaukee ranks, as a result of the Winter Piano Co., 375 Grove street, taking on the Columbia line. The deal was handled by A. G. Kunde, Columbia jobber and dealer. The Winter Piano Co., which handles the Baldwin line of Pianos, is one of the enterprises houses on the Milwaukee South Side, and will surely meet with success in handling the Columbia goods. William Winter, Jr., son of William R. Winter, president of the company, a recent graduate of the South Division High School, will have charge of the new department. Special quarters have been arranged at the Winter store for the Columbia goods.

Robert E. Lauer, new manager of the Victor department of the Boston store, who recently succeeded C. W. Abboit, resigned, is meeting with a good gain in business and has enlarged his sales force.

Joseph Gunan, one of Milwaukee's well-known young talking machine men, has been appointed manager of the Columbia talking machine department of the Smith Piano Co., 90 Wisconsin street. Mr. Gunan was at one time assistant manager of the former Wisconsin Talking Machine Co.

Milwaukee talking machine dealers were much interested in the demonstration of the new Cheyney talking machine, recently given at the Hotel Pfister. The new machine seemed to make a most favorable impression.

William A. Schmidt, general manager of the Phonograph Co., of this city, jobber for the Edison goods, recently returned from a business trip to Madison and other points in Southern Wisconsin. Business at the Edison Shop, the retail branch of the Phonograph Co., has been exceptionally brisk for the past month.

"On Wisconsin," an inspiring march two-step, by Purdy & Beck, two former students at the University of Wisconsin, a stirring piece which has been a wonderful seller in Wisconsin since its first appearance four or five years ago, has appeared in the new May repertoire of records issued by the Columbia Phonograph Co. On the reverse side is the "Milwaukee Light Guard Quickstep," composed by Hempees in 1898, who at one time was the leading music dealer in Milwaukee.

A. Heindl, New York, manager of the European department of the Columbia Phonograph Co., was in Milwaukee recently and visited the Kunde store. Louis Bauer, well-known soloist for the Columbia company, was another recent visitor.

The Columbia line will be featured in Casady, an outstanding city just south of Milwaukee, by Boros & Vlassák, proprietors of a general store in that city, who are meeting with a good business right from the start. The deal was handled by A. G. Kunde.

The Smith-Gensch Co., 730 Grand avenue, has purchased a new automobile, which is being put to good use in delivering Victrolas to the customers of the enterprise house. Business for April showed a perceptible gain over the corresponding month a year ago.

Peter F. Piasecki, well-known Victor dealer, 441 Mitchell street, one of the leading talking machine men on the Milwaukee South Side, has been elected by the Milwaukee circuit, civil and county judges to the position of jury commissioner to succeed R. C. Miller, recently resigned. Mr. Piasecki, who is a lieutenant colonel in the Wisconsin National Guard, has been engaged in the talking machine business since 1897. In addition to looking after his talking machine business and winning laurels in the military field, Mr. Piasecki has found time to fill the position of clerk in the office of City Comptroller Louis Kotecki, a position which he has filled since 1904, holding his place through the shifting of the different administrations.

The deal was handled by A. G. Kunde.

The Smith-Gensch Co., 730 Grand avenue, has purchased a new automobile, which is being put to good use in delivering Victrolas to the customers of the enterprise house. Business for April showed a perceptible gain over the corresponding month a year ago.

Peter F. Piasecki, well-known Victor dealer, 441 Mitchell street, one of the leading talking machine men on the Milwaukee South Side, has been elected by the Milwaukee circuit, civil and county judges to the position of jury commissioner to succeed R. C. Miller, recently resigned. Mr. Piasecki, who is a lieutenant colonel in the Wisconsin National Guard, has been engaged in the talking machine business since 1897. In addition to looking after his talking machine business and winning laurels in the military field, Mr. Piasecki has found time to fill the position of clerk in the office of City Comptroller Louis Kotecki, a position which he has filled since 1904, holding his place through the shifting of the different administrations.

You are reading a page from 'The Talking Machine World.' The page discusses the continuing popularity of talking machines despite the economic depression, with reports of brisk business and new dealers taking on the Columbia line. The page highlights individual achievements of dealers and the shifting landscape of the industry.
RESTRICTED PRICES AND A FREE MARKET.

C. E. Butler Makes Some Very Strong Arguments in Reply to a Letter Written by Macy & Co. in Regard to the Recent Victor-Macy Decision—Says Real Competition Depends on Superior Service and Superior Stock.—The Interest of the Purchaser Protected.

The Victor versus Macy decision handed down last month has excited considerable interest in all departments of trade and quite a series of interesting letters appeared in the Journal of Commerce bearing on this decision. There were a lengthy letter from R. H. Macy & Co. entitled “Price Maintenance or a Free Market,” in reply to an article appearing in that publication of March 56 entitled “The Macy Case a Blow to Fixed Prices,” by Hans Von Briesen. A further contribution to this controversy is the following letter written by Chas. E. Butler, who states that he does not desire to enter into a discussion as to the economics of the question, but desires that the people may clearly understand the facts in the case, and why important trade elements in this country are opposed to a “free market” and in favor of “restricted prices.” He says further:

“A Free Market” means unlimited license on the part of anyone to sell at any price, regardless of the fact that such merchandise is purchased by them at any price they may set for regardless of the right of the consumer. It is the practice in creating a public demand for such goods, the selling price of which is generally advertised; therefore, the article and its price and the name of its producer, or its trademark, become fixed in the public mind. There, then, is the material perfectly prepared for the “Free Market” advocate, who simply has to cut the price thus advertised at his own price to suit his position of underselling supremacy, it means that no competitor can be allowed to sell any article at the price established by R. H. Macy & Co. In their advertisement in the New York Sun, they have set the price of a certain Victor talking machines as the Macy price. If any competitor, including the owners, the Victor people, attempt to sell at the Macy price, what then? R. H. Macy & Co. state: “They will undersell every store in this community!” And they straightway advertise a cut price on Victrolas and records. To this it is added a quotation from an advertisement of theirs stating:

“When in a moment of desperation others cut to meet our prices, we (R. H. Macy & Co.) turn cut again, and as often as necessary to sustain the R. H. Macy & Co. reputation for underselling supremacy.”

It is not fair to assume that business men of the astuteness of R. H. Macy & Co. deliberately select these advertised methods of doing business, but that it is forced upon them by the “Free Market.” Thus they are compelled to declare to their competitors that the Macy prices shall be the “lowest in the city” and that they must and will “undersell every store in this community.” In asserting this position of underselling supremacy, it means that no competitor can be allowed to sell any article at the price established by R. H. Macy & Co. Thus, in their advertisement in the New York Sun, they have set the price of certain Victrola talking machines as the Macy price. If any competitor, including the owners, the Victor people, attempt to sell at the Macy price, what then? R. H. Macy & Co. state: “They will undersell every store in this community!”

The celebrated “Kibbsey Cans” is a joke in a comparison to the glorious trade war thus engendered by the “Free Market.”

H. H. Macy & Co. state: “There is legitimate rivalry among distributors, also, legitimate competition of manufacturers.” And they straightway advertise a cut price on Victrolas and records. Each is forced upon the public the same merciless way as the present underselling monopolies. Would R. H. Macy & Co. and the other Victor dealers go back to the “Free Market” and against the Restricted Price.

The war as carried on in a “Free Market” is waged to the limit and threatens destruction to one or the other contestants. One of the parties in controversy here, R. H. Macy & Co., for many years have publicly announced their position and have constantly fought to maintain it, even resorting to legal process to enforce their right to cut the price of any article—standard goods or otherwise. This war is carried on between the consumer and the public in their efforts in favor of the “Free Market” and against the Restricted Price.

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H ere is the new Uddell cabinet for the new Victrola IX. Notice how the lines of the machine and the cabinet harmonize. It is made of the finest materials and is a thing of beauty. It is 32½ ins. high; 17½ ins. wide; 21 ins. deep and holds 11 Victor albums. Mahogany front, sides and back. Send for six of these; the price is right.

The Uddell Works
1023 West 29th Street
Indianapolis, Ind.

The Southern California Music Co. Published Attractive and Interesting House Magazine.

Southern California Music Co., Los Angeles, Cal, has selected as the title for a very attractive home music room published by them, "The Southern California Model cabinet, No. 1439. It is 32½ ins. high; 17½ 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 talking machine world.
DEATH OF EDWARD DENISON EASTON

President and Founder of the Columbia Graphophone Co. and Pioneer in the Development of the Talking Machine Industry Passed Away After Short Illness on April 30—A Life Full of Achievement and Honor in His Chosen Field—Impressive Scene at Funeral.

The talking machine industry suffered a great loss in the death of Edward D. Easton, talking machine pioneer, founder and president of the Columbia Graphophone Co., which occurred at Central Valley, N. Y., April 30. Mr. Easton had not been in robust health for some time and lately he had suffered a nervous collapse, which terminated fatally in the sanitarium where he was located. Mrs. Easton and his son, Mortimer D., Columbia Phonograph Co., which was consolidated in 1903 with the American Graphophone Co., he becoming head of the consolidated concern.

The Bell and Tainter fundamental patents for the recording and reproduction of sound were acquired by the Graphophone Co. Then Mr. Easton commenced the serious work of his life, which has resulted in building an enormous industrial enterprise. Since its foundation he has

Edward D. Easton, Founder and President of the Columbia Phonograph Co., who had been summoned from California, was with him when he died.

Edward D. Easton was a pioneer of the talking machine industry in the truest sense, and he was the first man who saw the commercial possibilities of the talking machine and organized the Graphophone Co. for its development. Mr. Easton at that time was a young stenographer for the United States Lighthouse Board. His ability caused him to be selected at the Goitson trial and then as official reporter for the noted Star Route trials for mail frauds. In the latter task his fee was $50,000, said to be the largest up to that time.

It was his profession as a stenographer which enabled him to see the trade possibilities of the talking machine. He believed that it could be utilized as a dictating agency. He organized the

Edward D. Easton was born fifty-nine years ago in Gloucester, Mass., and when but a boy moved with his parents to Arcola, N. J., where they resided on a farm. In later years, when fortune came to him, he transformed this farm into a handsome place, where he built a splendid home and near him resided married members of his family.


He was a member of the Arcola Country, Hackensack Golf, the Oritani Field and the Jersey Automobile and Motor clubs.

He is survived by Mrs. Easton and five children, Mortimer D. Easton, who is a director in the Columbia Graphophone Co. and the American Graphophone Co., Mrs. C. W. Woodrop, wife of the vice-president of the Columbia Graphophone and American Graphophone companies; Mrs. Earl Godwin, Mrs. Florence L. Bradborn and Mrs. Helen E. Mumper.

As a special mark of respect to the memory of its founder, the entire Columbia selling organization, including the factories at Bridgeport, branches in New York and all over the world were closed on Saturday, May 1.

The Funeral Services.

The simple and impressive funeral services which were held in the Easton residence in Arcola on Sunday, May 2, were in charge of Dr. John Prugh, of Pittsburgh, Pa., a lifelong friend of Mr. Easton, assisted by Rev. John G. Lytle, pastor of the Arcola Methodist Episcopal Church of Arcola, N. J., a handsome stone structure, which was one of Mr. Easton's many gifts to the parish. The honorary pall-bearers were Senator William M. Johnson, Aaron Johns, F. J. Warburton, John Cromelin, E. E. Burns, E. V. Murphy.

Those present included the officers and directors of the Columbia and American Graphophone companies, Frederick J. Warburton, Thomas R. White, C. W. Woodrop, Marion Doriai, Henry A. Bishop, Edward N. Burns, Charles W. Cox, John Devine, Philip T. Dodge, William M. Johnson, Charles A. W. Massie, Timothy D. Merwin, Edward V. Murphy, John J. Phelps, David St. John, the department heads, branch managers from far-away points, employees, many personal friends, who filled the spacious mansion.

The floral tributes were imposing and completely filled two large rooms. The interment was in Hackensack.

EDDS INTEREST TO THE PRICE.

Saul Birns Prints Own Victrola Catalog with Ten Per Cent. Added to Regular Prices for Instalment Purchasers—Where a Cash Buyer Is Appealed to in a Practical Way.

The discussions that have been carried on among the talking machine dealers in New York and vicinity regarding the feasibility of charging interest on Victrolas sold on the installment plan, and which has resulted in a number of dealers promising to demand interest on all instalment contracts has brought to light the excellent system adopted by Saul Birns, an active dealer of 17 Second avenue, who has attached interest charges to his Victrolas without causing undue argument.

Mr. Birns has had prepared a most attractive circular, similar in some respects to those gotten out by the Victor Co. itself, showing thereon eight circular similar in some respects to those gotten out by the Victor Co. itself, showing thereon eight types of Victrolas, ranging from No. IV to the No. XVI of the spring motor type. Under the machine are printed the various prices with the promise to add interest to the Victrola XVI the price is given as $16.50, first payment $3, monthly payments clear.
HERE AND THERE IN THE CANADIAN TALKER TRADE.

McCormack and Victrola Score—Dance Demonstrations at Lindsay’s—Editorial in Toronto Globe Interestingly Answered by O. C. Dorian, of the Columbia Co.—Music Supply Co. Tells of Business Advance—Pathophone for Prominent Toronto Church.

(Mentioned in The Talking Machine World.)

MONCTON, CAN., May 7.—Previous to the appearance of John McCormack in Montreal, the Berliner Graphophone Co. used large newspaper space covering a list of records made exclusively by this artist for the Victrola. The demand preceding and after the concert was exceptionally large. The evening News referring to this artist in its columns said in part: “The artist, as is well known, makes Victor records exclusively, having made eighty-seven of these records covering all of the songs and ballads which his singing has made famous. These records are admitted to be perhaps the finest examples of voice recording ever produced. These records not only produce perfectly every word and tone of the singer, but they bring out all those subtle voice inflections that are so great a part of his charm and attraction. The operatic airs are given in the purest of Italian, which the tenor sings like a native.”

After a long search by the police W. T. Ott, formerly chief clerk and bookkeeper for the Columbia Graphophone Co., Ltd., Toronto, who has been missing from Toronto since early in April, will be brought back from the Panama Zone to stand trial on a charge of forging checks to the amount of $5,000. On April 17 the company received seven returned checks from the Union Bank of this concern to Zimmerman Bros., of Tavistock, before leaving.

C. W. Lindsay’s Ottawa branch the past week had its closing free dance demonstration and assembly. Music was furnished by a Victrola, and a special demonstration of all modern dances was given by Prof. Sinclair. Layton Bros., Montreal, are not losing an opportunity where they can exploit the merits of the New Edison Diamond Disc machine and have featured this make lately at several successful concerts.

Weiderhold’s voice is reproduced on both sides of Weiderhold’s voice is reproduced on both sides of A1000, the titles of which are “Nancy Lee” and “The Drummer Boy.” Edmund Johnson, tenor, is also a Canadian. In the March list he sings “Mother o’ Mine” in English.

Mr. Fitch, manager Babson Bros., Edison phonograph dealers in Winnipeg, Man., has just returned from a three weeks’ vacation to Portland, Ore. Mr. Fitch derived much benefit from his trip. Edison goods are now arriving from the factory in substantial quantities.

A new shipment of catalogs has just been received by M. W. Glendon, Toronto, the Ontario distributor of Pathé lines. These included catalogs with the entire Pathé repertoire printed in French. The manner in which the Pathé products are coming through convinces Canadian dealers handling these goods that the makers are able to surmount the difficulties arising from the war.

A recent issue of the Toronto Globe contained the following editorial: “Gramophone records afford, in addition to culture, amusement and information, an illuminating lesson in the effects of Governmental extravagance. In defiance of all the economic theorists, catalogers announce prices as $1 in the United States and $1.25 in Canada. The pleasant theory that foreigners can be made to pay our taxes for us receives a rude jolt every time a catalog is consulted to learn the price of ’Tipperary’ or any other popular song. An illuminating change has synchronized, as the Minister of Finance would say, with the present increase in the tariff. Records cataloged at $1 in the United States and $1.25 in Canada have been promptly advanced in Canada to $1.40. The first point here illustrated is the increase in the burden beyond the tax levied. The war tax of 7 1/2 per cent, on the valuation of $1 should not do more than increase the cost from $1.25 to $1.32 1/2. But the taxpayer contributes $1.40. Another point illustrated by the prompt advance is the amount paid by people that does not reach the public. Prices have been advanced on records imported under the lower tariff. This gives the importer the same advantage as a protected manufacturer. He is enabled by the tariff to levy a tax which he is not required to turn over to the public treasury. On later importations the agents and dealers will pay the additional 7 1/2 per cent, and levy an additional 15 per cent. As these records are all imported they do not illustrate the tariff levied upon the public by the protected interests and not even in part turned over to the treasury of the Dominion. The former duty on gramophone records was 20 per cent. preferential, 27 1/2 per cent. intermediate and 30 per cent. general. Until manufacture in Canada is established the over charge allowed on the public will be partially contributed to the public revenue.”—Toronto Globe.
This was replied to as follows: "To the Editor of the Toronto Globe: Your editorial in this morning's issue on the increased cost of gram-ophone records through the 7½ per cent. war tax does not apply to Columbia records. No increase has been made in the price of Columbia graphophones, Columbia grafonolias, or Columbia double disc records, nor is there any increase contemplated.

There is every desire on the part of this company to stand their share in the expenses of the war.

This is shown through the fact that our London office is contributing a royalty to the Prince of Wales Fund on the sale of certain of their records. They have already paid $1,500, and every day is swelling the total. The Canadian branch is also paying a royalty to the Patriotic Fund of 15 cents on every record sold of Miss Maggie Teyte's "Your King and Country Want You," which selection was recorded and issued at the request of the Canadian Government. In addition, since the war has started, we have placed orders in Canada for over $100,000 worth of Canadian made cabinets. This is only an initial supply, and will be followed by larger repeat orders. Columbia records are made right here in our Toronto factory by Canadian workmen. All of the above makes it quite evident to us that the Canadian public mind, which would be prejudicial to the company, is contributing a royalty to the Patriotic Fund. In addition, "RS. A. Trestrard, advertising manager of R. S. Williams Sons & Co., Ltd., this city, spent Easter week in New York. He also visited the Edison plant at Orange, N. J., and remarked that apart from two or three new buildings, there were no evidences of the recent disastrous fire.

In their anxiety to sell more talking machines and records many dealers are overlooking the profit possibilities of albums altogether.

The Music Supply Co., of Toronto, has just started on its fifth year as a distributor of Columbia products, and in referring to March business, said: "Our sales for this one month will be several thousand dollars in excess of the total sales for the whole of the year previous to our taking hold of this distributing agency—a phenomenal increase, due to the good goods, our good service and our knowledge of the trade which has enabled us to co-operate with the dealers who are alive to the possibilities of the Columbia line." A Pathéphone and a collection of Pathé records were presented by the choir and congregation of one of Toronto's churches to Dr. Gilmore, Warden of the Central Prison, a prominent minister who removes to Guelph to assume the charge of the new reformatory there. One of the new types was furnished by W. M. Glendon, who has the Ontario agency, with a collection of the best music.

In good-sized newspaper copy the Phonograph Shop, Ltd., Ottawa, Can., is featuring Anna Case, and the Edison Diamond Disc phonograph.

H. Gittleson, of the United States Picture & Portrait Co., St. John's, N. F., was an interested visitor at the Columbia factory in Toronto on his annual visit to Ontario last month. The Grafonola department of the United States Picture & Portrait Co. is an important branch of its business, and in spite of a 45 per cent. duty on the machines, they are readily salable among the Newfoundlanders, who are also very discriminating purchasers of records. Mr. Gittleson anticipates a good demand for the records of Pablo Casals, the celebrated 'cellist, recently added to the Columbia list of artists. Among the more popular titles, "The Landing of the British Troops in France" was a good seller, and "Tipperary" was as popular in Newfoundland as in Canada. Mr. Gittleson's trip between St. John's and Halifax was made entirely by water this year. Like other countries Newfoundland is feeling the commercial depression. Great interest is being taken in the war, as the colony has a great many representatives at the front, 2,000 young men having gone from St. John's alone. Asked as to the possibilities of Newfoundland confederating with Canada, Mr. Gittleson stated that this was not a subject of interest among Newfoundlanders. They are well satisfied with their own country and Government and can see no advantages in confederation. Mr. Gittleson returned home via New York.

A. G. Parquharson, of Toronto, manager of the Columbia Graphophone Co., in Canada, has just returned to Toronto from a visit to Quebec and Montreal. Columbia dealers in the latter city reported a good sale of Pablo Casals' records, as a result of the artist's recent appearances in Montreal.

The Berliner Gramophone Co., of Montreal, manufacturers of Victor records, recently re-announced that despite the great improvement made in the Victor records and the army of world-famous artists who sing exclusively for these records, as well as the increase of cost of production, there has been no increase in the price of these products. As is well known, the Victor records are entirely "Made in Canada," in a large and up-to-date Montreal factory, by hundreds of skilled Canadian workmen. With the sole exception of the original recording of the artist's voice, everything connected with the manufacture of "His Master's Voice" Victor records are "Made in Can-
da." The Gerhard Herstinman Co's Hamilton branch is featuring the full Columbia line.

The Frank E. Walker Co., Ltd., Hamilton, Ont., announce the opening of their Columbia Graphophone and Grafonola department, with E. C. Doyles in charge.

The Patricia Columbia Grafonola, known as a "Royal Model," dedicated to H. R. H. the Princess Patricia, selling at $28, is one of the best selling types and a popular favorite with Canadians.

LONG CABINETS

Some new patterns, especially designed for the latest machines

For New IX.

D81
All Finishes.

D79
Special Moulding — Patent Moulding — Patent
Applied For. All Finishes.

For Favorite and New IX.

D77
All Finishes.

Literature will be cheerfully sent

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE, PHILADELPHIA
G. C. Jell Appointed Manager of the Recording Laboratory of the Columbia Graphophone Co. with Headquarters in New York.

G. C. Jell has been appointed manager of the recording laboratory of the Columbia Graphophone Co., at 102 West Thirty-eighth street, New York, succeeding Victor H. Emerson, who resigned recently. Although a young man in point of years, Mr. Jell is recognized in musical circles and in the talking machine industry as one of the best posted men in the country, and is admirably equipped to fill his new and important post.

Mr. Jell joined the staff of the Columbia Graphophone Co. some seven years ago, his first position being as a member of the company's advertising department. He remained there a few years, when being as a member of the company's advertising department. He remained there a few years, when

Mr. Jell has been appointed manager of the recording laboratory of the Columbia Graphophone Co., at 102 West Thirty-eighth street, New York, succeeding Victor H. Emerson, who resigned recently. Although a young man in point of years, Mr. Jell is recognized in musical circles and in the talking machine industry as one of the best posted men in the country, and is admirably equipped to fill his new and important post. Mr. Jell is thoroughly versed in all matters pertaining to music in its commercial branches, having studied this subject for sixteen years. He has visited the leading musical centers abroad to add to his general musical knowledge, and his entire training has been along lines which tend to ideally fit him to serve as manager of the Columbia recording laboratory.

TALKING MACHINE MEN HOLD THEIR ANNUAL MEETING.

J. G. Bremner Re-elected President of the Association at Session on April 22—Other Officers Elected—Change in the By-Laws Ratified—Interest Question Discussed.

More than thirty talking machine dealers in the metropolitan district assembled on the afternoon of April 22 in the meeting rooms of the Merchants' Association of New York to attend the annual meeting of the Talking Machine Men. A number of important matters were scheduled for transac- tion at this meeting, including the election of of- ficers for the ensuing year and the ratification of the revised by-laws, which had been drafted by the executive committee.

J. G. Bremner, president of the Talking Machine Men, called the members' attention to the fact that the executive committee had only changed the by-laws where necessary, the most important additions being those which provided for the admissio- n of distributors to the association, the election of three vice-presidents instead of one, and the ap- pointment of several committees to lessen the work of the executive committee. It was also provided that distributors shall not be eligible to hold office in the association, but may be appointed to serve on committees. The three vice-presidents will include one from each State represented in the association's membership, New York, Con- necticut and New Jersey. Among the several new committees that have been provided for in the by-laws are credentials, grievance, mem- bership, advertising, legal and entertainment com- mittees.

The officers unanimously elected for the ensuing year are: J. G. Bremner, president; John E. Hunt, vice-president from New York; M. Buchner, vice-president from New Jersey; Henry Mielke, secre- tary, and Henry Rau, treasurer. Messrs. Bremner and Rau were re-elected, Mr. Bremner's indefatigable efforts on behalf of the association the past year well deserving this tribute. It was decided to post- pone the selection of a vice-president from Con- necticut until the next meeting.

A lengthy discussion of the advisability of charging interest was a feature of the meeting, every member in attendance expressing his willingness and desire to charge 6 per cent, on all install- ment sales, and practically every one stating that they would include this interest clause in their con- tracts the 1st of May. During the course of the discussion it was stated that Thomas A. Edison, Inc., is now including in its contracts a clause providing for an interest charge on all machines retailing at $75 and more.

President Bremner stated that the organization of Talking Machine Men had been granted a char- ter as a corporation under the laws of the State of New York.

The Rowland Sound Regulator Co. was incor- porated in New York for the purpose of manu- facturing regulators for phonographs and talking machines. Capital $10,000, and the incorporators are: R. L. Covin, Dr. Charles J. Pick, R. E. Fialo, 150 East Sixty-second street.

That which makes the difference between the weak and the strong, the great and insignificant, is energy—invincible determination—an unwavering purpose.—Elbert Hubbard.

A CHANCE TO GET IN
THE TALKING MACHINE BUSINESS
Exclusive territory given in Cities, Towns and Boroughs

A $40.00 Talking Machine Free 40% PROFIT FOR YOU

A solid business proposition now operating in a number of cities and towns with marvellous success.

Rare chance for Talking Machine dealers to increase their income.

Contains all the cardinal qualities with many additional improved features, excellent tone and quality.

The Plan—The $40.00 machine, in oak or mission is given away with 66 Double Disc Records at 75 cents each cash or installments. The records contain all the latest instrumental and vocal music, are durable and perfectly finished. Liberal proposition to you and 495 profit.

For further information address—

REX TALKING MACHINE CO., Inc.
INCORPORATED FOR $1,200,000
1332 ARCH STREET PHILADELPHIA, PA.
CONDITIONS IN CINCINNATI.
Records More in Demand Than Talking Machines the Past Month—Manager Byars Deplores Chronic Complaints—Columbia Business Shows Increase—Victor Deliveries Heavy in May, Says Manager Dittrich, of the Rudolph Wurlitzer Co.

(Special to The Talking Machine World.)

CINCINNATI, O., May 8.—A rather marked slump has taken place in the demand for all makes of talking machines, the trade feeling the loss a little more keenly than ordinarily, for there was nothing in the horizon in March to indicate a cessation of buying.

At most of the houses the feature of the April business was the sale of records. The lists were larger than any for some time, although the wholesale kept up in a steady gait.

Our company has been doing considerable advertising, featuring not only our own store but the Cincinnati dealers. This advertising has had quite a tendency to increase retail sales, especially records, and profits are made only if you have the goods in stock.

Business Shows Increase—Victor Deliveries Heavy in May, Says Manager Dittrich, of the Rudolph Wurlitzer Co.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., makes the following summary of the situation from a Victor standpoint: "April was not up to expectations in the retail Victor business. A very fair amount of business was done both in Victrolas and records, and the orders for May delivery exceeded anything previously experienced. The demand was very likely affected by the hot weather during April, as cash payments were very good and the plea of hard times was not often made by prospective buyers. Wholesale business was splendid, and shipments were all that could be expected under the circumstances. There are thousands of Victrola prospects who are now ready to make their purchase of a Victrola, and we shall hope for heavy deliveries of Victrolas by the factory to place us in position to meet the tremendous volume of business in sight."

The World is in receipt of a very artistic calendar from T. Edens Osborne, the enterprising talking machine man of Belfast, Ireland, in which "A Girl from the Golden West" forms the central design.

When delivering your talking machines use the

LANSING
KHALI MOVING COVER

(Made in two grades)

E. H. LANSING
611 Washington St., Boston, Mass.

To secure those Victor machines and records for your summer business you need the Pearsall Service.

MOST of the summer business is "quick" business; people make up their minds to buy on the spur of the moment, and profits are made only if you have the goods in stock. They won't wait for you "to get them." Look over your stock now and test Pearsall Service with an order for both machines—all types—and records. Let us show you that Pearsall service means more profits for you.

Silas E. Pearsall Company
16 West 46th Street, near Fifth Avenue
NEW YORK
TRADE IN DETROIT SHOWS CONTINUED ACTIVITY.


DETROIT, Mich., May 8.—There is really no complaint to make regarding business conditions as applied to the talking machine industry in Detroit and other Michigan cities. Where you find a few dealers who report business to have been just fair, and during April, there are others who will say that business was considerably ahead of the same month last year and that the real trouble has been to get the goods fast enough from the jobbers. Detroit continues to enjoy great prosperity in all lines of trade. Her automobile factories are working night and day and new homes are being built by the thousands in every section of the city. This means many more prospects for the talking machine dealers.

Max Strasburg, Victor dealer at 23 East Grand River avenue, Detroit, left on April 30 with W. D. Trump, president of the firm, for the Little Mountains, located in the northern part of the State, intending to stay from ten days to two weeks. The purpose of this annual trip was to go trout fishing. The season having opened May 1, and enthusiastic trout fishermen are always ready to "beat it" to the streams as soon as the first of May comes around. Just before leaving, Mr. Strasburg told The Talking Machine World correspondent that as soon as he returned he would complete plans for the remodeling of his store, which is now entirely too small to properly handle his growing trade. Competitive plans call for the addition of five booths, making fourteen in all; new offices, recarpeting and redecorating throughout, making it one of the finest exclusive talking machine stores in the Middle West. The changes contemplated will cost in the neighborhood of $3,000.

The William E. Metzger Co., formerly of High and Woodward avenues, which deals in Victrolas and records, besides a full line of motorcycle supplies, has moved to elegant new quarters at 801-503 Woodward avenue. The Victrola department is entirely separate from the motorcycle store and has its own entrance from Woodward avenue, although there is also a side entrance into the other department. There are three good sized salesrooms for demonstrating talking machines and records, which are painted in white, partitions being of wood and glass, and all laid with blue carpet, making a very attractive appearance. The members of this firm are Joe Adler and H. D. Purnin. The formal opening is scheduled for the middle of May.

M. E. Noble, 971 Woodward avenue, Detroit, who recently opened a new store at that address, making three in the city, has added a line of Columbia graphophones and records, and is now selling this line in two of his stores, the other being his East Side branch on Gratiot avenue. Mr. Noble will continue his Grand River store, the main office being on Woodward avenue, on account of erecting a building in the rear for factory purposes.

The Phonograph World correspondent, Michigan jobber for Edison talking machines and records, has taken over the jobbing business of the Hayes Music Co., of Toledo, and will hereafter supply that trade from Detroit. The Hayes store, while no longer jobbing Edison machines and records, will continue to sell them at retail.

Frank J. Bayley, who is located on Witherell street, Detroit, may move very soon or may remain there for two years more, depending on whether or not the new lessees of the property, who want to build a theater thereon, are willing to pay him $5000 in cash. Mr. Bayley recently made many changes to his store, installing five talking machine booths for Edison machines and records and repainting the store throughout. This department, by the way, is now in charge of H. C. Shea, formerly with the American Phonograph Co. for two years. With him is associated Miss Vera Downus, for three years with the American, and said to be the cleverest record girl in Detroit. The Bayley store is the only place in town selling cylinder records for Edison machines.

Grinnell Bros., of Detroit, have purchased the southwest corner of Woodward and Pasadena avenues for approximately $30,000, and will occupy it with a branch store, selling pianos, players and talking machines. The size of the property is 50 by 900 feet, and on it is a two-story brick building. While the company will occupy only a part of the first floor for the time being, later on it expects to house the entire manu factory. The income from the one store now occupied and the upper flats gives Grinnell Bros a good percentage of profit on the investment, in addition to giving them a large store in one of the best parts of the city. This new store will be ready for occupancy about the middle of May.

The completion of the new plant for Edison talking machines and records, who are the exclusive dealers for Edison machines and records, who are able to meet the demand is very brisk, but that he is unable to get them from the factory fast enough. The Hudson Co. expects to move its music department to the new location the latter part of May.

C. S. Gardner, supervisor for the Thomas A. Edison Co., having charge of Pittsburgh, Cleveland, Detroit, Cincinnati and Indianapolis, was in Detroit the last week in April, confering with Edison dealers relative to methods of sales, etc. He told The Talking Machine World correspondent that the Edison factory had increased its capacity for records at least 50 per cent. since the middle of April. He said he found conditions very satisfactory everywhere, and that he was forced to turn down applications from many dealers who had applied for agencies, owing to the factory being unable to make sufficient goods.

Wallace Brown of the Wallace Brown Sales Co., dealer in Edison goods exclusively, says April was the best month he has had since December. Babson Bros., who recently became Michigan jobbers for Edison machines and records, who are located in the Lizzie building, Detroit, are still looking for a Detroit location to open a retail store. They are willing to spend many thousands of dollars to make it one of the finest Edison shops in the country.

The Goodfellowship Club of Grinnell Bros., Detroit, gave its first annual masquerade at the Clark Dancing Academy on Thursday evening, April 8, and was a big success. The attendance was about 200, including employees of the Grinnell stores, their families and friends. While there were many original costumes, two deserving of special mention were worn by Harry Rapp, office manager, and Jay Grinnell, sales manager. Mr. Rapp was dressed as a Chinaman and Mr. Grinnell as a female beauty. Music throughout the evening was furnished by a seven-piece orchestra. Light refreshments and lunch were also served. The talking machine dealers should be in your stock. Holds 20 records. Made in 10" and 12" sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style of finish of Victrola you are unable to get elsewhere.

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

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Manufacturers of Regina Music Boxes; Regaphones; Coin-operated Mandolin Orchestra; Vacuum Cleaners and other specialties.

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Another object of the invention is to provide means by which the record is caused to engage a moving record surface, whereby the depth of the initial cut of the stylus is controlled. The initial cut is that cut which is taken by the stylus before the sound vibrations to be recorded are caused to impinge upon the dia-gram. This cut is necessary to permit the proper recording of sound rarefactions, which cause an upward movement of the stylus, and should be of a fixed and predetermined depth for the most efficient operation of the recorder.

Because of variations in the set of the diaphragm under different weather conditions, and also because of slight changes in the angular relation of the tracker and the surface upon which the record is to be made, the depth of the initial cut taken by the stylus will not be uniform unless some means for adjusting the relative positions of the stylus and the tracker with relation to the surface of the record blank is provided. In devices herefore used this adjustment has been provided for by mounting the tracker in a support adjustable by means of a set screw. This adjustment being very small in amount, has been performed by the use of micrometers or other such instruments of precision with the result that the recorders thus constructed have not been as reliable as are now constructed by the general public. For the recorders of business phonographs and other phonographs for general use, it has therefore been found impractical to use a tracker; and the size and strength of the compensating weight has, therefore, been so reduced in these instruments that an objectionable blasting and other undesirable effects due to the springing of said weight from the record surface have been unavoidable. These effects being in such recorders, particularly marked when the stylus first starts cutting in and when the machine is started.

It is the object of this invention to improve the construction of the recorders of business phonographs and other phonographs specially adapted for use by providing the same with a tracker which, when placed on the surface on which the record is to be made, automatically regulates the depth of the initial cut of the stylus thereby making it possible to use a compensating weight of considerable size on such phonographs.
Fig. 1 is a side elevation of a recorder embodying the form of this invention; Fig. 2 is a bottom plan view thereof; Fig. 3 is a detail view taken from the side of the recorder opposite to that shown in Fig. 1, and showing the stylus cutting a record blank, and Fig. 4 is a central, vertical, sectional view of a recorder showing the preferred form of the invention.


The invention relates to talking or sound-reproducing machines and seeks to provide, preferably in machines of the disc record type, automatic mechanism for changing records or discs and for shifting the soundbox or reproducer into position to commence the reproduction of the record.

Further objects are to provide mechanism for automatically changing the sound-box needle or stylus; to provide means for automatically bringing the record surface, these particular records may be selected as desired by the user of the machine; to provide operating means for the automatic mechanism that may be eion-controlled so that all of the parts of the machine may be arranged within a suitable inclosing casing and to provide means for preventing the operation of the automatic mechanism when the talking machine is reproducing a record.

In the drawings, Figure 1 is a front elevation of the improved machine; as arranged within an inclosing casing. Fig. 2 is a plan view thereof with the casing and other parts shown in section on the line 2-2 of Figs. 1 and 3. Fig. 3 is a rear elevation of the operating mechanism with the casing in section. Fig. 4 is an enlarged detail plan view of a portion of the operating mechanism.

1 LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 64).

DIAPHRAGM SETTING FOR PHONOGRAPH-REPRODUCERS.—Frederie W. Thomas, New City, N. Y. Patents No. 1,134,774,775.

This invention relates to sound reproducers and recorders and deals more particularly with the mounting of the diaphragm.

The invention has for its general object to improve the construction of devices of the character referred to so as to be more satisfactory in operation, comparatively simple and inexpensive to produce and so designed as to be uniformly effective for an indefinite time and irrespective of temperature and weather conditions.

The invention has for its specific object to provide an improved diaphragm setting whereby the full tonal effects are obtained from the vibrations of the diaphragm and superior reproduction rendered possible, this through the use of novel, simple and reliable gaskets between which the peripheral edge of the diaphragm is clamped with a uniform and practically permanent compression, so that rattling of the diaphragm is positively prevented.

In the accompanying drawing, which illustrates an embodiment of the invention, and wherein similar characters of reference indicate corresponding parts in all the views, Fig. 1 is a front view of a sound reproduce with portions broken away to illustrate the details of construction; Fig. 2 is a side view with portions in section; Fig. 3 is a view of a piece of the gasket, and Fig. 4 is an enlarged sectional view through the gaskets and the peripheral portion of the diaphragm.


This invention relates to talking machines and more particularly, but not exclusively, to machines of the type in which a flat or disc record having vertically modulated record impressions is operated upon.

The principal object of this invention is the provision of improved means for controlling the feeding of the reproducer across the record surface, these means being preferably so constructed and arranged as to position the reproducer on or withdraw the same from the record surface simultaneously with the engagement and disengagement respectively of the usual feed nut and feed screw.

Another object of this invention is to provide a novel construction and mounting for the reproducer, whereby the stylus is permitted to follow the record groove regardless of irregularities therein. In conforming with this last named object, the inventor has mounted the stylus supporting member movably with respect to the body of the reproducer so that the stylus has great freedom in tracking the record groove and a mounting of small inertia is obtained.

Figure 1 represents an elevation partly in section of a portion of a talking machine embodying this invention; Fig. 2 represents a plan view partly in section taken on the line 5-5 of Fig. 1 of certain details of construction; Fig. 3 represents a side elevation of a modified form of a dial of construction; and Fig. 4 represents a side elevation partly in central vertical section of a modified form of reproducer constructed in accordance with the invention.

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COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE DISC RECORD.

A667 Jewels of the Madonna (Wolf-Ferrari) "Madonna dei dolori" (Madonna of the sorrows) Soprano Solo in Italian. with orch. accomp....Reed Miller

A666 Bruno Marches (Peerless) Orch. accomp.

A665 Runaway June (Harold Freeman) Soprano Solo in English.

A664 I Love You Truly (Jacob-Bond) Soprano Solo, orch. accomp....Grace Kellar

A663 I Cried for Thee (P. F. Porges) Baritone Solo; pianoforte by Carl Lamson (Dvorak-McCarthy). Tenor Solo in English. with orch. accomp...

A662 Little Spark of Love Still Burning (Gatty) Soprano Solo in Italian. with orch. accomp...

A661 Mariana (Wallace) Angelica (English) with orch. accomp.

A660 I Will Take Thee (From "The Merchant of Venice") (Verdi) Duet with chorus in English. Baritone and Tenor Duet. orch. accomp...

A659 Tenor Solo in English. with orch. accomp...

A658 Juliette (Dehors) Soprano Solo in English. with orch. accomp...

A657 Flora Girl (Wynkoop) Soprano Solo. orch. accomp...

A656 The Dog Fight. (Stewart) Comic Sketch.

A655 The Old Soldier's Vision....Chas. Ross Taggart

A654 Skip To My Lou (Doni-Wood) Comic Monologue.. Nat M. Revels

A653 Runaway June (Harold Freeman)

A652 Emperors March (Unser Kaiser Friedrich) (Franz Liszt) Kullervo (Sibelius) 

A651 My Old Kentucky Home (Stephen C. Foster) Violin with orch.

A650 Orchestral Recordings of Popular Classics.

A649 Helen of Troy. (Peerless) With chorus.

A648 Too Much Dog. Comic Monologue.. Nat M. Revels

A647 Old Soldier's Vision....Chas. Ross Taggart

A646 Sidewalk Singers. New Story... (Peerless) Two Great Trosat's F.

A645 Canadian Carnival (Adams) Accompanied by Bagpipes and Accordion.

A644 Happy. That's All (Van Avery) Vesperside sep. record.

A643 I Want to Go To Tokio (Van Avery) New Story..by Nat M. Revels

A642 The Crane's Waltz. (Peerless) With chorus.


A640 Act II. The Lassies' Dance from "Folk Dances of the People" (Burchenal). (2) Kullervo (Sibelius) . Victor Military Band

A639 Military March from "Fads and Fancies." (Harry King) Soprano Solo, violin accomp., Bass Saxophone, No. 2 (The Lassies' Dance) from "Folk Dances of the People" (Burchenal).

A638 Persians Garden"-Part I (Peerless).

A637 The Dog Fight. (Stewart) Comic Sketch.

A636 VIOLIN RECORDS OF THE "OLD SONGS." Charles Kellogg and Victor Orchestra

A635 The Bell. (Peerless)

A634 The Dog Fight. (Stewart) Comic Sketch.

A633 The Bell. (Peerless)

A632 The Beautiful Stranger. Fairy Tale. Tenor Solo in Italian. with orch. accomp...

A631 The Beautiful Stranger. Fairy Tale. Tenor Solo in Italian. with orch. accomp...

A629 We'll Take Care of You All ("The Little Refugees") from "Fads and Fancies." (Harry King) Soprano Solo, violin accomp., Bass Saxophone, No. 2 (The Lassies' Dance) from "Folk Dances of the People" (Burchenal).

A628 The Flame of Mizzy (Peerless) With chorus.

A627 My Own Venetian Rose (Piantadosi-Glogau-McCarthy). Tenor Solo in English. with orch. accomp...

A626 Still Dancing, No. 2 (The Lassies' Dance) from "Folk Dances of the People" (Burchenal). (2) Kullervo (Sibelius) . Victor Military Band

A625 We'll Take Care of You All ("The Little Refugees") from "Fads and Fancies." (Harry King) Soprano Solo, violin accomp., Bass Saxophone, No. 2 (The Lassies' Dance) from "Folk Dances of the People" (Burchenal).

A624 Hawaiian Medley Waltz. (Prince's Orchestra) Soprano Solo in English. with orch. accomp...

A623 Runaway June (Harold Freeman)

A622 The Old Soldier's Vision....Chas. Ross Taggart

A621 Orchestral Recordings of Popular Classics.


A619 The Beautiful Stranger. Fairy Tale. Tenor Solo in Italian. with orch. accomp...

A618 We'll Take Care of You All ("The Little Refugees") from "Fads and Fancies." (Harry King) Soprano Solo, violin accomp., Bass Saxophone, No. 2 (The Lassies' Dance) from "Folk Dances of the People" (Burchenal).
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- Hyde Park
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- Benicia
- Chico
- Crescent City

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