

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

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



Victrola XVI, \$200
 Mahogany or oak



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

PATENTS GRANTED AND PENDING THE WORLD OVER

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.

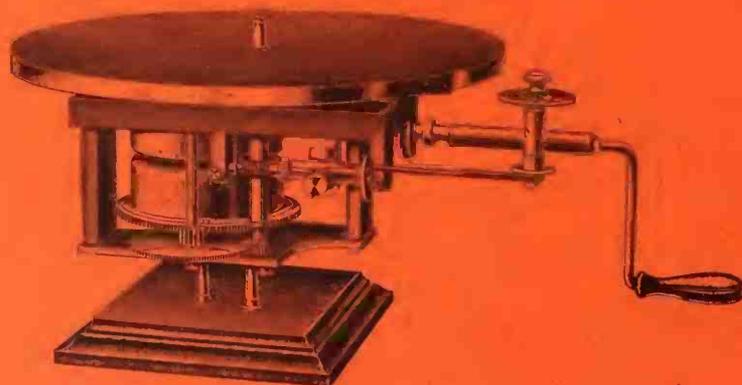
The Hoffay Talking Machine Co.
500 Fifth Avenue, New York City

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

The Talking Machine World

Vol. 11. No. 5.

New York, May 15, 1915.

Price Ten Cents

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.

(Special to The Talking Machine World.)

BUFFALO, N. Y., May 8.—Never has the effect of co-operation through organization proved more beneficial in the talking machine trade here than just at the present time, the Buffalo Talking Machine Dealers' Association, in 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 rousing meeting 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.

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 \$2.50 to a figure much lower. The dealers here are up in arms 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 thoroughly into the insurance problem and to report back at the next meeting. Those named on the insurance investigating committee were W. D. Andrews, Al Schwiegler and B. E. Neall, all men prominent in the talking machine world of Buffalo. The issue was gone 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 the rate unusually high.

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 banquet hall. This night's meeting was the last one prior to the summer season. The association will not meet during July and August, but will resume sessions in September.

ATWOOD WITH SILVERSTONE CO.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., May 10.—F. M. Atwood, formerly Edison jobber at Memphis, has been added to the traveling sales force of the Silverstone Music Co., at St. Louis. In the allotment of trade zones, The Silverstone Music Co. gets that territory which formerly was covered by Mr. Atwood and with which he is best acquainted. He will cover that important territory for the Silverstone Co.

R. B. CALDWELL RESIGNS.

R. B. Caldwell, 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, resigned from this position this week. Mr. Caldwell will probably remain in the Victor business. His successor has not yet been appointed.

R. B. Caldwell, 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.

An Apt Illustration of the Gift on the Part of a Talking Machine Salesman—Saves Time and Trouble in Selling Goods—How It Pays Salesmen to Keep Posted Anent Their Business.

We chanced to be in a talker shop the other day where a very obliging clerk was waiting upon an extremely attractive young lady. What struck us most forcibly was the ease with which he was able to satisfy her wants without the long preliminary concert and 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 as he bowed her to the door.

"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 without receiving a suggestion from her as to her musical tastes? It would appear to the uninformed that you are a mental telepathist."

He grinned again and, seeing his command promptly obeyed, 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 our hearing 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 is fond of sentimental selections, the letter S will be in evidence. If his desires should run along humorous lines, the letter H would appear, etc.

"It's a cinch, old man, to keep such a record, and you just saw for yourself how it helps a fellow out.

"I believe every dealer 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 energetic Columbia man in the West, with headquarters at Winnipeg, reports the opening up of a Columbia agency with the International Specialty Co., of Saskatoon. This firm has fine new premises opposite the McMillan department store. Mr. Shaw is elated over the arrival of Columbia Grafonolas at the warehouses of the Western Fancy Goods Co., all of which are now made in Canada and not advanced in price because of the war tax.

A NEW \$500,000 CORPORATION.

The Tiffany Motor Co., New York, has been incorporated under the laws of Delaware with a capital stock of \$500,000, for the purpose of manufacturing, selling, repairing, renting and leasing motor phonographs. The incorporators are Thomas M. Logan, Theodore H. Bame, of New York, and William R. P. Desassure, Englewood Cliffs, N. J.

PLAN FOR ACCESSORIES EXHIBIT.

Talking Machine Men to Arrange for an Elaborate Showing of Talking Machine Accessories in New York in September—New Members of Executive Committee.

One of the most important and interesting moves of the talking machine men is heralded in the announcement that arrangements are being made for an elaborate exhibit of talking machine accessories to be held in New York some time in September on a date and at a place to be decided upon later.

All manufacturers of accessories, including those who make cabinets, special needles, attachments, repeating devices, albums and other goods, will be asked to participate on most favorable terms, it being the desire of the talking machine men to bring together the most complete display of accessories that has ever been made in the trade.

September has been chosen as the time for the exhibit with a view of giving the dealers an opportunity of ordering any goods desired and have them delivered in time for the holiday trade. The idea is a most ambitious one and indicates the broad principles of the talking machine men in the conduct of their organization.

A further announcement, in greater detail, regarding the plans for the accessories exhibit will appear in The Talking Machine World at an early date.

President J. G. Bremner, of the Talking Machine Men, announces that M. Goransky, of Yonkers, N. Y., and Fred G. Loeffler, of Union Hill, N. J., have been added to the executive committee of the association, leaving only a member of the executive committee from Connecticut to be appointed.

NEW STORE ON BROADWAY.

I. Zion, Inc., Opens Display Rooms at Ninety-Seventh Street and Broadway, in Exclusive District, for the Exhibition and Sale of Edison Diamond Disc Phonographs and Columbia Grafonolas—Store Elaborately Decorated.

I. Zion, Inc., who, for the past seven years, has been a dealer in the Victor line exclusively, at 2399 Broadway, New York, and was for five years engaged in the retailing of talking machines on the East Side, on April 15 opened a new and elaborate store at the southwest corner of Ninety-seventh street and Broadway, where he is featuring the Edison diamond disc phonograph and the Columbia line of Grafonolas and records.

The new store is located in one of the most desirable districts on Broadway with many high-class apartment houses and hotels in the vicinity and the business from the opening days has been of a very satisfactory character in the matter of volume.

The store is equipped with four sound-proof demonstrating booths, over which is located a mezzanine gallery to provide space for the offices and the recital hall. Mr. Zion holds recitals on the Edison diamond disc phonograph each afternoon from 3 to 5 o'clock, which are well advertised in the neighborhood through the medium of circulars, personal letters and advertisements in the programs of near-by theaters, and the audiences test the capacity of the attractive recital hall, which seats about fifty people.

The decorations are elegant rather than elaborate with the color scheme throughout in French gray. Prominently displayed on the window and over the booths is the slogan of the house "Where Good Service is a Habit." The entire store is well designed to cater to the most exclusive class of trade and is getting that trade.

The business of I. Zion was incorporated last July with I. Zion as president and J. H. Weber, well known in the local talking machine trade, as vice-president.

ST. LOUIS DEALERS EXCEEDING LAST YEAR'S RECORD.

Report That Business Is of Substantial Volume and Keeps Up Well—Low-Priced Machines and Records Being Exploited by Department Stores—Edison Diamond Disc Recital Crew Doing Good Work—General Items of Trade Interest.

(Special to The Talking Machine World.)

Sr. 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 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, "Piano Row" dealers assert that the low-priced goods are "killing the game." By that they refer especially to the laterally cut rolls and machines that play these rolls. The department store dealers and others who do not put their best efforts of salesmanship forth on high-priced machines say that these low-priced goods are stimulating the market by popularizing the machines and records by putting them in the hands of persons who cannot afford the higher priced articles. The question appears to be a purely ethical one, and time alone will answer it.

A rather odd coincidence took place with the advent of the \$10 machines and advertising subject late in April. 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 outings and summer homes. The same day and in the same papers the Stix, Baer & Fuller Dry Goods Co. announced that it had taken the "Triton" machine, a \$10 product, on sale, and that a model machine was on exhibition in the talking machine department 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 Co. 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.

At Aeolian Hall Harry Levy, manager of the

talking machine department, says that as the months go by he is more than pleased with the success of the Vocalion as a salable article.

Arthur Gabler, manager, and a crew of six expert recital men, are here from the Edison laboratory and will spend six to ten weeks in this city and vicinity giving recitals wherever an audience of intelligent persons is willing to listen to music and explanatory remarks on sound reproduction. These recital men are specially trained for this work and it will be their mission to introduce the Edison disc machine to all people over the sixth school grade age. Their work will be offered to churches and clubs or other social, musical or study clubs, and the theory of sound reproduction as well as the construction of the diamond disc machine will be fully explained and 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. Reily, manager of this work. Upon the arrival of the party President Silverstone, of the Silverstone Music Co., at which store they will make their headquarters, invited them into his recital hall and gave them two hours' laboratory work that they might fully understand the special advertising work that he has been doing, 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 Silverstone Music Co. for the person who would guess nearest to the time that an Edison disc record would be broken under the constant tapping of an electrically propelled hammer was not made. The arrangement was delayed by several hindrances, and then a doubt arose as to whether the record ever would give way under the tapping. It now has been running for a month and there seems to be little damage to the record. The device is a reminder of the former mechanical devices. The eight-ounce hammer protrudes through a table top and meets the swinging record fairly thirty-six times a minute. It runs fourteen hours a day.

Irby W. Reid, general manager of the Columbia warerooms, returned early this month from a short trip into Arkansas much encouraged over the trade prospects from that section. He predicts that the embarrassment caused by the collapse of the cotton market last August has now been worked out and that good times will rule in the South as well as the North.

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 warerooms 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 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 warerooms.

Lambert Friedl, of the foreign record department of the general office, was the guest of the local warerooms 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. Phinney & Co., Ltd., at their Halifax warerooms are continuing their Friday afternoon complimentary Columbia Grafonola concerts, which are being splendidly patronized.

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-the-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



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy— all the time and everywhere

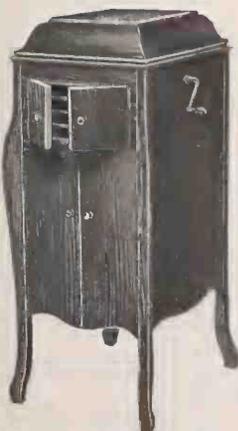


Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola is supreme.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak

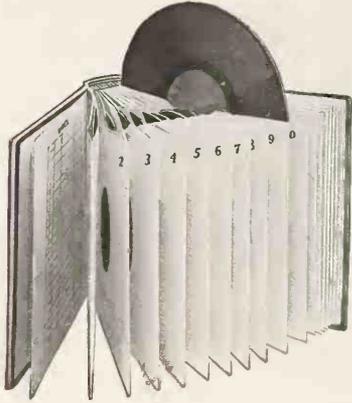


Victrola XIV, \$150
Mahogany or oak



Victrola XVI, \$200
Mahogany or oak

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These 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

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

SENDING RECORDS ON APPROVAL

Discussed by the Detroit Trade Association—
Committee Appointed to Consider Subject.

(Special to The Talking Machine World.)

DETROIT, MICH., May 8.—At the regular monthly meeting of the Detroit Music Trades Association the subject came up as to whether or not dealers should continue the practice of sending out records to customers on approval. Secretary Denniston, of the Columbia Graphophone Co. branch in Detroit, opened the discussion by giving his views, and then called upon every dealer present for their opinions. They varied considerably. It was generally admitted that the practice was abused and that it had grown into an evil. Some members said they were in favor of discontinuing the practice entirely, and offered to do so if the rest of the members would act similarly.

Max Strasburg said he did not believe it a good idea to stop altogether from sending out records on approval. "If everybody came down to my place to get their records, it would be impossible to handle the trade," he said. "I would have to have a place twice the size. By sending out records, I do away with this congestion. Sending out records on the approval plan is all right if you know your customer and have it distinctly understood that the approval is for twenty-four hours only, and that if not returned within that period charge will be made for them. If a customer abuses this rule once, you know how to treat her the next time.

"But I find by being strict and having it thoroughly understood with customers that that is the rule and that there are no deviations from it, you sell more records and do not have very many people who take advantage of the plan. Getting back to the dealer, he must first know his customer. The approval method is all right if run right, but it is a business destroyer if permitted to be abused."

The result of the general discussion was the appointment of a committee to further go over the matter and to work out some plan for either eliminating the approval method entirely or minimizing the abuse. This committee comprises Wallace Brown, chairman; Mr. Rupp, manager of Grinnell Bros. talking machine department, and Mr. Andrews, Jr., of the J. L. Hudson Co.

A WELL EQUIPPED TALKING MACHINE DEPARTMENT.

One of the most attractive and well-conducted talking machine establishments in the local trade is the Columbia department in the store of F. G. Smith, the prominent piano house at 335 Fifth avenue, New York. This department was opened at its present quarters about a year ago, but in this

has not been subject to his consideration. Keenly alive to the value of efficient organization, Mr. Cleveland has devoted particular attention to the selection of his sales staff, and as a result the group of Columbia hustlers at this store are business producers.



Columbia Department of the F. G. Smith Store in New York.

short space of time a high-grade clientele of large proportion has been developed through the use of efficient sales methods and the standing of the Columbia products.

The Columbia department in this store is under the personal management of Hayward Cleveland, a veteran in the talking machine industry and a most successful retail man. Mr. Cleveland has devoted practically his entire business career to the development of Columbia interests, and there is no phase of the business, large or small, which

A significant feature of the photograph of the Columbia department shown herewith is the attractive appearance of the warerooms as a whole. Mr. Cleveland has made a detailed study of the requirements of modern retail warerooms, and as a result of his lengthy experience in this field the Columbia department of the F. G. Smith store is a model of store lay-out and arrangement.

A NEEDLE "ISOLATOR."

J. C. Benedict, of Davenport, Ia., advises The World that he has created what he terms a talking machine needle "isolator." This device he claims will take the place of the regular needle receptacle and ejects one needle at a time, thus obviating the necessity of picking the needle out with the fingers. Mr. Benedict has applied for a patent on his device.

C. W. Lindsay, Ltd., branch store in Kingston, Ont., recently ran in the Kingston Standard a good-sized advertisement headed Victor Victrolas, and gave five important "reasons why the Victrola leads in talking machines." It brought the results aimed at.



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



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 The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

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

ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$120.00.

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 Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1915.

THE 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 intellectuality 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 than pages of explanation the business vista 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 Bell and Tainter 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 impregnability, 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 little industrial acorn which he had planted in earlier years grow to enormous proportions. He saw the Columbia banners planted in every part of the civilized world, for not only in the principal cities throughout America, but in Europe and in all foreign lands he established branches. 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.

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 a just tribute to his far-sighted business talent.

He had the proud satisfaction which comes to but 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.

While the main Columbia factory is located in this country, its well equipped plants for the manufacture of records and the assembling of machines are maintained in London, England, and Toronto, Canada.

He had the pleasure, too, of having his old friends of earlier days associated with him and share with him in the financial success of the Columbia enterprise. He had the gratification of seeing a younger generation become a part of the Columbia organization, all imbued with that kind of enthusiasm which was imparted to them by the chief.

Columbia organization and Columbia service were always dominant with him, and Mr. Easton took pride in the great organization which has been built up under his leadership.

Edward D. Easton was a business builder in the truest sense, and while he was engrossed in business he was not unmindful of the other obligations which fall to successful men. The softer side of his life showed a distinctly charitable leaning and he gave with unstinted hand to deserving charities.

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 entertainer which were unthought of and which required business acumen of the highest quality to develop.

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 that 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 opened up new opportunities to stimulate interest.

Many dealers have adopted clever plans in the exploitation of the talking machine. 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.

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 unapproached 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 men all 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.)

DITSON

Victor

SERVICE

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

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

OLIVER DITSON CO.
BOSTON
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 instalment 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 instalment 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 Elyea-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



Medal Presented Thomas A. Edison.

from gallery to stage were occupied when Mr. and Mrs. Edison walked with the speakers to the front of the platform. The great audience of men and women stood when Mr. Edison and the others on the stage arose as the presentation was made. Those who expected that Mr. Edison would talk to them were disappointed when he resumed his seat after a whispered conference with Dr. Butler, who announced:

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

President Wilson sent this message to Mr. Edison, through Isaac N. Sligman:

"THE WHITE HOUSE,

WASHINGTON, D. C., May 6, 1915.

"Please present my sincere and most cordial greetings to Mr. Edison this evening, and say how happy I would be if it were possible for me to be present to express my great admiration of his distinguished services and achievements.

"WOODROW WILSON."

Letters from ex-President Theodore Roosevelt and ex-President William H. Taft, Alexander Graham Bell and others were read by Robert Erskine Ely, a trustee of the Forum. Those who lauded the work and personality of Mr. Edison in addresses were Nicholas Murray Butler, ex-Governor J. Franklin Fort of New Jersey, George McAneny, Guglielmo Marconi, President Richard C. Maclaurin of the Massachusetts Institute of Technology, Charles A. Coffin, Chairman of the Board of the General Electric Co.; Dr. John A. Brashear, the Pittsburgh astronomer, and Dr. Charles P. Steinmetz.

MUSIC AN AID TO ATHLETES.

Coach Childs, of Indiana University, Installs Machines in Gymnasium and Also on Track Oval and Gets Great Results.

(Special to The Talking Machine World.)

BLOOMINGTON, IND., 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 paces 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 Shrillness.

To eliminate the shrillness 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 cocus-fiber for the cabinet, by which that is hermetically sealed, washers and other accessories of the same material for the phalanges 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 Dougadas, 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 Landriault. 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. McGoun, 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 Ibero 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.

At Your Service



VICTOR DISTRIBUTORS EXCLUSIVELY

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At Your Service



VICTOR DISTRIBUTORS EXCLUSIVELY

**563 5th Avenue
NEW YORK**

\$1 ECONOMIC \$1
ALUMINUM ATTACHMENT

PATENT APPLIED FOR
PLAYS ANY RECORD
FROM 5½" TO 14" DIAMETER
COLUMBIA, EDISON, VICTOR, PATHE, ETC.
Discounts to Dealers
ECONOMIC SUPPLY CO., Jamaica, N.Y.



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.



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

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 out, 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 Silliman, 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 new factory of Thomas A. Edison, Inc. He mentioned the fact that the factory is a splendidly arranged and up-to-date plant and that the output under the new conditions is 50 per cent. larger than before the fire. This means much to all Edison dealers, the Pardee-Ellenberger Co. included, as Manager Silliman further states that business is rapidly increasing and that new goods are coming along in regular weekly shipments and there is not the delay that all Edison dealers experienced some months ago.

A caller on Manager Silliman lately was Charles

Edison, son of the great inventor, who came over to Boston for a week-end.

Miss Christine Miller in Recital.

An event of unusual interest locally took place a few nights ago at the F. H. Thomas Co.'s Edison warerooms at the corner of Boylston and Exeter streets. This enterprising house had Christine Miller, the well-known contralto, who was in town 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 R. 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.

Eastern Talking Machine Co. Expansion.

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 Nelson L. Furbush, of the Furbush-Davis Piano Co., and handling the Edison line, is a member. Another member is Charles E. Osgood, head of the C. E. Osgood 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. Osgood as Thomas A. Edison. It was not until toward the close of the dinner that, taking off their make-ups, they were recognized. It had been Mr. Osgood'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. In the team are Mr. Parker, John H. Alsen, who is head of the talking machine department; L. S. Eyster 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. Malonati, of Quincy. Both are experienced men in the business. Mr. Rosen plans to go over to New York City later in the month.

PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

EDISON DIAMOND-DISC PHONOGRAPHS

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.

Real Music
At Last

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. Royer 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

RIGHTS GIVEN BY A PATENT.

Some Interesting Pointers on the Often Misunderstood 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 includes as 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."

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 Erisman has appointed A. J. Antranig, 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 managership of the Columbia department of Fred W. Peabody's Haverhill store.

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 sponges for the specific quality that they wish and utilize 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 Marseillaise 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 Victrola 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 seen 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 "sympathetically 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 "Marseillaise" aids the study of French wonderfully.

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

The girls talk politics, now, too.

Miss Helen Kleim 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.

NEEDLES

TALKING MACHINE EXHIBITS INTEREST VISITORS

To the Panama-Pacific Exposition—The Victor, Columbia, Sonora and Cheney Displays Always Attract—Edison Stock Shortage Being Relieved—Edison Phonographs in Building on the Fair Grounds—Victor Recitals Largely Attended—Other News.

(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 customers 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 \$250 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 well pleased with the way business has kept up despite the handicap of depleted stocks, and he considers the prospects excellent for May.

Edison Phonographs at the Exposition.

Although the phonograph department of Thomas A. Edison, Inc., is not officially represented at the exposition, Edison disc machines are much in evidence on the grounds. They have been placed in a number of the buildings, and it is understood arrangements have been made for placing them in all the State buildings. Among the buildings where machines have already been installed are the New York, New Jersey, Indiana, Missouri, Kansas, Illi-

nois and Ohio State buildings, the Y. W. C. A. building, and in the Edison battery exhibit in the Palace of Transportation. Some of the cabinets are of special finish, to match the furnishings of the rooms in which they are located. Demonstrators are being sent to the exposition by the Edison interests, and advantage is being taken of every opportunity to advance the popularity of the Edison product.

Growing Interest in Cheney Line.

George H. Bent, manager of the Cheney Talking Machine Co.'s interests in this district, says dealers are beginning to show much interest in the Cheney product. He has entertained a number of dealers at the booth at the exposition, where he makes his headquarters, recently, and the general attendance has increased so rapidly that instead of giving alternate concerts in the reception room and the concert hall he has been obliged to demonstrate in both places at once. He says many retail sales have resulted in San Francisco from the demonstrations the past month. Special programs are 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 window side 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,

The "Balance" Sound Box

With the "metalloy" diaphragm reproduces tenor voices in the TRUE TENOR quality of tone.



No. 1	
RETAIL PRICES	
N. P.	\$3.00
OX	3.00
G. P.	4.00

No. 2	
RETAIL PRICES	
N. P.	\$4.00
OX	4.00
Gold	5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES

most successful of which so 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. As a novelty the company has constructed a Grafonola so that it runs backwards, and much amusement has resulted from its operation. English is changed to Chinese or Choctaw, and the music is but faintly and elusively reminiscent of its original melody. H. Dorian, of the Columbia exposition staff, says much interest is also shown in the exhibit showing the various steps in the making of a record. The souvenir record made by Miss Margaret Woodrow Wilson was placed on sale at the booth a short time ago, and it met with instant popularity. Mayor James Rolph, Jr., of San Francisco, was the first purchaser of this record at the booth, and the transaction was accompanied by a pretty little ceremony. The fact that for each of these records sold 25 cents is turned over to the Red Cross attaches special interest to it, aside from the fact that it is sung by Miss Wilson and is an exposition souvenir.

Better Facilities at Sonora Booth.

Some changes have been made at the booth of the Sonora Phonograph Co., in order to provide better facilities for demonstrations. The small rooms at the north end of the platform have been thrown together and arranged as a concert hall, so a larger number of people can be entertained at once. Manager F. B. Travers says they were practically forced to make the alterations on account of the increasing call for demonstrations. These have brought many prospects to the downtown store in the past month, with the result of increased business. Two new style machines have just been received—the new \$75 full cabinet model and the new \$100 Sonora machine. The company has just placed an agency with the Frank B. Lang Co., in Sacramento, and President F. M. Steers is making a tour of the State for the purpose of lining up other agencies.

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.)

Columbia Graphophone Company
Woolworth Building, New York

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. R. Pommer, proprietor of the Pacific Phonograph Co., jobbers of Edison products, is the proud father of a son and heir, who has been christened Robert Shaw. As far as business is concerned, Mr. Pommer says stocks are coming through in good shape now, and that the force has been kept very busy the past month filling orders. The travelers for the company are sending in encouraging reports from the country districts, and Mr. Pommer says local business is picking up nicely.

P. H. Beck, who operates the Kohler & Chase talking machine department, reports an increase of business in April this year over the corresponding month of 1914, both in records and machines. He says "I'm on My Way to Dublin Bay" records are in very popular demand at present.

James J. Black, manager of the Wiley B. Allen department, says sales have been running strongly to the higher priced Victrolas, the new style No. XVI being particularly well received.

Victor Recitals Interest.

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 exerted 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 "Awakening 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 interpretative 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, Good Friday, Easter Sunday, Patriots' Day, Shakespeare Day, and the May day fete.

On St. Patrick's Day three thousand persons were delighted with songs of the Emerald Isle and an attractive interpolation was furnished by the dancing of the horn pipe by a young Irish lad.

On Easter Sunday 4,642 visited the Victor Temple, which was the record attendance up to that

time. Some phase of educational work forms a part of almost every one of the four daily concert programs, which are conducted by skilled lecturers, giving a running fire of pungent comment on the carefully selected records used.

ENTERTAINS HIS EMPLOYEES.

R. Montalvo Bring Staffs of Two Stores to New York to Attend Association Dinner.

R. Montalvo, the well-known talking machine dealer of New Brunswick, N. J., and with a branch store in Perth Amboy, N. J., is one of those who believes in the old adage that "All work and no play makes Jack a dull boy" and as a result gives his employes an occasional treat to break the monotony of work.

At the recent annual dinner of The Talking Machine Men at the Hotel Gregorian, New York, Mr. Montalvo acted as host to eight of his employes, bringing the entire party to New York in two automobiles, which he uses in his business. The party 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

(An 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

1. "Ben Bolt," Solo.
11. "Where the Red, Red Roses Grow," Quartette.
12. "My Hidden Treasure," Quartette.
13. "Let Bygones Be Bygones," Duet.
14. "You're the Same Old Girl," Solo.
15. "Silver Threads Among the Gold," Solo.
16. "It's an Easy Thing to Put a Ring on a Finger," Duet.
17. "Follow the Crowd," Solo.
20. "Back to the Carolina You Love," Solo.
21. "Along Came Ruth," Solo.
22. "Jolly Coppersmith," Solo.
23. "He's a Rag Picker," Quartette.
43. "If I Had You," Solo.
46. "Stay Down Here Where You Belong," Solo.
49. "My Love Will Live On and On," Solo.
53. "Minstrel, 1st Part," Quartette.
60. "I Want to Go Back to Michigan," Duet.
61. "At the Ball That's All," Duet.
62. "If That's Your Idea of a Wonderful Time," Duet.
64. "When the Angelus Is Ringing," Quartette.
65. "My Croony Melody," Quartette.
67. "The Land of My Best Girl," Solo.
76. "When It's Night Time Down in Burgundy," Duet.
77. "I Can't Stop Loving You Now," Duet.
79. "Winter Nights," Quartette.
80. "California and You," Quartette.
83. "Don't Blame Me for What Happens in the Moonlight," Duet.
84. "It's Going to Be a Cold, Cold Winter," Quartette.
85. "When You're a Long, Long Way from Home," Solo.
90. "Poor Pauline," Solo.
91. "Mississippi Cabaret," Solo.
95. "Tip Top Tipperary Mary," Solo.
98. "Chinatown, My Chinatown," Solo.

100. "A Little Love, a Little Kiss," Solo.
104. "A Little House on the Hill," Solo.
105. "Believe Me of All Those Endearing Young Charms," Solo.
136. "When the Grown-up Ladies Act Like Babies," Solo.
137. "Night Time Down in Dixieland," Solo.
141. "I'd Give Everything For You," Quartette.
142. "All For the Love of a Girl," Quartette.

INSTRUMENTAL

2. "He'd Have to Get Out and Get Under," Band.
3. "In Love's Garden Just You and I," Band.
4. "Boston Stop," Band.
8. "Medley No. 1, Popular Airs," Band.
9. "20th Century Rag," Band.
25. "Michigan," Banjo Orchestra.
26. "When the Angelus Is Ringing," Band.
37. "Pass the Pickles," One-Step (Band).
28. Medley No. 2, Introducing "Follow the Crowd," "Along Came Ruth," "He Played the Victrola."
29. "Maori," Tango (Band).
30. "Beets and Turnips," Fox Trot.
31. "Rose That Will Never Die," Waltz Hesitation.
32. "Dengoza," Maxixe.
33. "Notoriety," One-Step (Band).
36. "Under the Double Eagle," . . .
40. "Forge in the Forest," Band.
56. "Long, Long Way to Tipperary," Quartette Chorus.
58. "Do the Funny Fox Trot," Duet.
66. "Morning Exercise," Fox Trot (Band).
75. "Trouville Cantor," Fox Trot (Band).
128. "Meadowbrook," Fox Trot.
130. "Ballin' the Jack," Fox Trot.
131. "Hee-Haw," Fox Trot.
132. "Indi-Ana," Intermezzo.
133. "Medley No. 3" of Popular Airs.

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 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 this 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 advertiser without additional charge.

Necessary particulars can be made in a three-line 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, we 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 witnessed the opening of the handsome new building erected by C. W. Lindsay, Ltd., as headquarters 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

THE RYTHMIKON STANDARDIZES RHYTHM OLD THEORIES UPSET

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

PRICE \$12.00

We want representation at once
Send for Particulars

The Rythmikon Corporation
Metropolitan Opera House Building
NEW YORK

of St. John and St. Eustache streets, with a frontage of about 45 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 Quebec'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 Slows Up Somewhat—May Be Due to Unseasonable Weather—Machines Still Short—New Department for a Broadway Department Store—Mrs. Ilsen 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 carloads 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 80, 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 Ilsen, 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. Ilsen 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 confine 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. Ilsen, besides being a direct representative of the great inventor, is also a personal friend and a booster, too.

In her work Mr. Ilsen 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. Ilsen 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 Pathé 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.

TRITON Motors



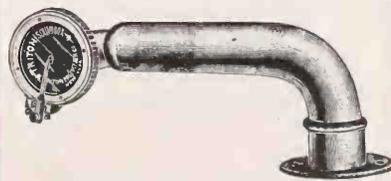
Made ON ORDER ONLY. Of simple construction. Will play any 12" record. These motors are perfectly made and are ideal where the combination of price and quality is essential.

Sound Boxes



The illustration does not do justice to the qualities of this 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 PHONOGRAPH CO.
41 UNION SQUARE, NEW YORK

Pathé Frères Phonograph Co.

Cable Address:
Pathephone, New York
 Telephones 1923 Greely

29-31-33 West 38th St.

Pathephone
Pathegraph
Pathe Discs

New York

May 15th, 1915

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 similar relations, superior to corresponding models of other makes.

We are making new agents daily, 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.



\$200

Pathephone

PATHE FRERES PHONOGRAPH CO.

KANSAS CITY ONE OF THE BUSIEST TRADE CENTERS.

All Departments of Talking Machine Business Active—Schmelzer Arms Good Report—Developing Summer Trade—Machines for Photo-Player Houses—Popularity of Talking Machines in Schools—Many New Dealers in Line—Making the Show Window Pay.

(Special to The Talking Machine World.)

KANSAS CITY, MO., May 8.—The talking machine business in Kansas City is much in advance of nearly every other line of business, especially all other lines of musical instruments. It has been booming here for several months and it has showed no signs of slumping. The dealers are all complaining that they cannot get machines and records enough to supply the demand. Orders have been booked far in advance of delivery and they are still coming in. Dance records and popular songs have been selling well, according to the dealers. The run on classical and operatic pieces has also increased. Every time that a Kansas City singer or a Kansas City musician gains a good criticism the dealers are quick to feature the records made by these artists at their stores. Felice Lyne's records as well as some of the other notable singers of Kansas City have been selling well.

Arthur Trostler, the busy manager of the Victrola department of the Schmelzer Arms Co., has been excited ever since the big sale of machines started in Kansas City several months ago. Mr. Trostler has had considerable difficulty in keeping machines in stock and as fast as they are shipped in to him he places them in the motor trucks to be delivered at the homes where they have been ordered.

This month there was considerable grief in the saloons that used the talking machines. The police department has successfully taken all the musical instruments out of the saloons and now when the drinking public demands music with its drinks it has to resort to the cabaret or furnish it with their own voices. The police say that this aids them in finding out the places where drunken disturbances are frequent.

The May Stern Furniture Co. says that their Columbia department has been the life of the store for it puts spirit in the salesmen in the other departments when they hear the talking machines in motion. The May Stern company says that it is one of the best departments at the store.

Means & Pearson Music Co. received a few lessons in selling talking machines the other week. A salesman for one of the companies that supply them with machines was in the city and he went down to dress their windows for them. The next morning U. L. Means was waiting for the jobber with an order for more machines, as he had completely sold out all he had in stock that one day.

The Means & Pearson Co. handles the Edison, Victrola and Columbia machines.

The electric machines have been selling well at the moving picture theaters especially. The shoe shining parlors are also using a great many of these machines. The shoe shining parlors are about the only public places that are now permitted to use the talking machines, and they greatly please their customers with the music. The dealers are always anxious to place the talking machines in these shops, for it is here that they get a great deal of free advertising and demonstration, as many a person getting his shoes shined has noticed the instrument and has decided to have one in his home.

City salesmen are preparing to make trips to the various summer water resorts about Kansas City, as here they can find a great deal of trade that they cannot overlook. The talking machine on board the boat makes a combination that water lovers believe is hard to beat. A great deal of business is expected in this line during the next few months. One dealer says that he is going to investigate and see if one cannot be placed in the jitney busses as an added attraction.

"More machines" is the cry of Harry Wunderlich, of the Wunderlich Music Co. Mr. Wunderlich has completely changed the policy and the arrangement of the business since his purchase of the store from F. G. Smith. He has shown his good taste by placing his talking machine department on the main floor and the other music instruments on

the floor above. Mr. Wunderlich says that this has brought him a great many more sales than he would have otherwise received. One of the novel arrangements at the store is the fact that the room is lined with concert chambers on both sides. The Victor machines can have their side and the Columbia machines theirs, says Mr. Wunderlich, and he will stay between the two and sell them both.

M. M. Blackman, manager of the Edison Shop at Kansas City says that his free daily concerts have been drawing large crowds and that in this way his sales have been greatly increased.

The Hall Music Co. says that the business seems to have received a general increase, as their Victrolas stay in the store only a short while.

E. A. McMurtry, manager of the Columbia Graphophone Co. here, says that the business is continuously increasing and that already the sales for the year are almost as good as those of the entire 1914 year.

The Kensington grade school in Kansas City has been giving several entertainments to raise money to buy a talking machine and some records for educational use in the school. Only a few grade schools have been using the talking machines, but they form an important phase of the music education in the high schools in the city, and they are also used to a large extent in the study of languages. Operas in the German and Italian, Spanish songs, French pieces and others form a program that the language students enjoy and try to study.

News has reached Kansas City that C. S. Pratt, the Columbia representative at Fort Scott, Kan., who has been an invalid for some time, has sold his talking machine and drug business to Senate & Schumacher, who will operate under the name of S. & S. Both the new men are well known there and their success is assured. Mr. Pratt will retire from all active business.

Ross M. Darrow, of the Darrow Music Co., of Tulsa, Okla., just completed a nice Grafonola deal with the Tulsa High School, according to a letter received at the Columbia store here. Mr. Darrow, however, did not say just how many machines he sold at this school, but from his letter the reader would gather that it was more than one. Miss Pottle, the head of the music department there, is

strong for the Columbia machine, and she selected it for the school. She uses the instrument daily in her department.

H. J. Ivey, city salesman for the Columbia Grafonola, has added a bookstore to his list of dealers.

The Wyandotte Bookstore, in Kansas City, Kan., has installed a Columbia department.

A. P. Child, manager of the music roll department of the Nowlin Music Co., was left in charge of the store three days early in the month, while George E. Nowlin was ill at his home. Mr. Child said that the business was rather dull during the first hours of the first day, so he proceeded to push a Columbia machine to an open window and put on several band marches. Through this advertisement Mr. Child sold several machines and a great many records. On returning to the store Mr. Nowlin wanted to know immediately where all the stock in trade had gone to, and asked if it had been broken up and sent to the repair shop. Mr. Child told him about his business and handed him a big bunch of cash. Now the machine plays daily for the pedestrians of Kansas City.

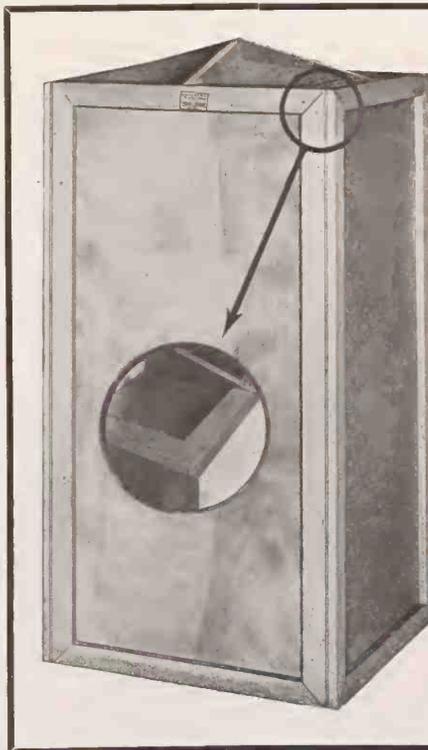
J. B. Deo, an Italian merchant in Kansas City, and correspondent for the Italian government, has placed a Columbia department at his store, and he has already sold a great many of the machines and records to his patrons in the district of Kansas City known as "Little Italy."

Will Talbot, son of W. P. Talbot, Jr., has the record among the traveling men that visit his father's talking machine business at Parsons, Kan., as being the best posted record salesman in Kansas, Missouri or Oklahoma, and that is saying quite a bit. Mr. Talbot knows the catalogues of the Columbia, Edison and Victor companies from A to Z.

The talking machine department of the Ulmer Furniture Co., of Independence, Kan., is under the capable management of F. J. Trusheim. Mr. Trusheim is a man of much experience in the trade.

The J. W. Jenkins' Sons Music Co. reports an excellent run on the Victrolas and records, and it claims that it is having the same difficulty of other stores in the city in as much as it is selling the machines and records as fast as they are shipped into the city. It has been conducting an extensive advertising campaign in the daily papers and it has certainly been getting results.

The Columbia Graphophone Co., the Carl Hoffman Music Co. and the Mooney Music Co. have been sharing a large advertising space in the daily papers. The Columbia company occupying the central and largest space in the advertisement, and the other music companies handling the Columbia machine have their advertisements bordering it.



The Recognized Standard Case

for Talking Machine Cabinets

is the light, strong, freight-saving ATLAS (3-ply veneer) Packing Case. Northern hardwood veneer and clear spruce cleats. Investigate, and save money. Look for this label stamped on every case.



THIS IS AN
"ATLAS" PACKING
CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

SOSS HINGES



SOSS HINGES

are used on

THE

Aeolian Vocalion

as well as on the famous Pianolas manufactured by the Aeolian Co.



Made in numerous sizes for use on

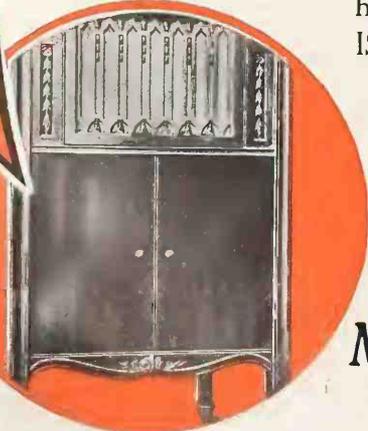
- Talking Machine
- and
- Music Cabinets
- Pianos, Player
- Pianos and
- Benches

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.



REQUIREMENTS OF THE SALESMAN.

Enthusiasm, Sympathy and Knowledge—With These Accomplishments He Can Win Trade Battles Which Are Worth While—Must Be Well Informed on Matters Musical.

There are many qualities desirable in the modern talking machine salesman, but there are at least three requirements necessary to success in any salesman—enthusiasm, sympathy and knowledge.

Of these, the first is largely a matter of individual temperament, but is often the result of an overflowing abundance in another.

Every experienced salesman has been amazed and had his pet theories exploded by the remarkable success of some inexperienced and unassuming person who starts out to sell talking machines for the first time.

What makes him successful? His enthusiasm. At the start it is all he has. But that alone stimulates him to tireless activity and he works with an energy which stirs men, and enables him to accomplish without experience that which older men, in whom this ardent zeal is cooled, fail to do.

It is this zeal which wins battles and makes all great undertakings possible. The success or failure of a business, as of a man, is measured largely by the enthusiasm which permeates those who guide its destinies.

The second great requirement is sympathy. Not a maudlin sentimentality, but that fellow-feeling which makes the whole world kin. When a man's heart is so big that it goes out to all men, when he feels an interest in what interests them, he possesses the open sesame to all hearts. To understand men, he must put himself in their place, think their thoughts and appreciate their prejudices. This is the key which unlocks all secrets, the magnet which attracts strangers and holds friends.

If a customer likes a salesman, he will try to like his talking machine. If a salesman be earnest and sincere, he will seldom fail to impress men favorably, and if full of enthusiasm, he will arouse interest and convince men of his own faith in the excellence of his talking machine.

But a pretended sympathy will not do. However studiously he may school himself in simulating a pleasant smile, however well affect the hearty handshake, he will fail unless his heart is in his acts. He cannot play a part and be taken in earnest. Sycophancy is never the result of sympathy, but of inordinate self-esteem. True politeness comes from the heart.

But sympathy must be controlled lest it be a weakness, and energy directed, lest it be wasted.

Knowledge is therefore necessary; for, guided by knowledge, enthusiasm results in aggressiveness and persistency, while sympathy gives tact and patience—all essential qualities. Knowledge, too, is the chief factor in giving self-reliance, for the salesman who knows talking machines feels a confidence in his ability to cope with whatever opposition may arise. He, therefore, proceeds with assurance, and, conscious of his power, possesses a force in argument and persuasion which is of itself convincing.

It is important, too, that he be well informed on all matters musical. In fact, the greater his intelligence and the more extensive his knowledge, the more favorable will be the impression made on the prospective purchaser. Such culture makes him welcome in social circles, enables him to increase his acquaintance among the most desirable class of customers, and arouse in the minds of buyers confidence in his ability to advise intelligently.

It would seem that honesty, the fifth requisite in the modern salesman, should be placed first, but, unfortunately, it cannot. It is to be regretted that there are many who attain remarkable success for years as salesmen who are far from honest or truthful, but experience has shown this to be true.

Yet permanent success and advancement can come to that salesman only who is downright honest. Not alone must he consider his duty to his house, but he must be keenly alive to the result of misrepresentation to his customers.

MANY DEALERS IN NEW YORK.

Call at New York Talking Machine Co. and Other Places to Get Ideas on Stock and Equipment—All Tell Story of Activity.

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 Cluett and W. P. Shaw, of C. F. Cluett & 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 Roper, Worcester, Mass., is planning to remodel his store and devote the entire first floor to the Victor line. W. A. Tusting, 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., 437 Fifth avenue, New York, are now busily 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. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



New York Talking Machine Co.'s New Home

Prominent Victor Distributor Now Settled in Attractive and Commodious New Quarters at 119 West Fortieth 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 distributor, at 119 West Fortieth 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 perfection of every division of the company's new quarters, as in both furnishings, equipment and general lay-out the home of the New York Talking Machine Co. represents the last word in modern office efficiency.

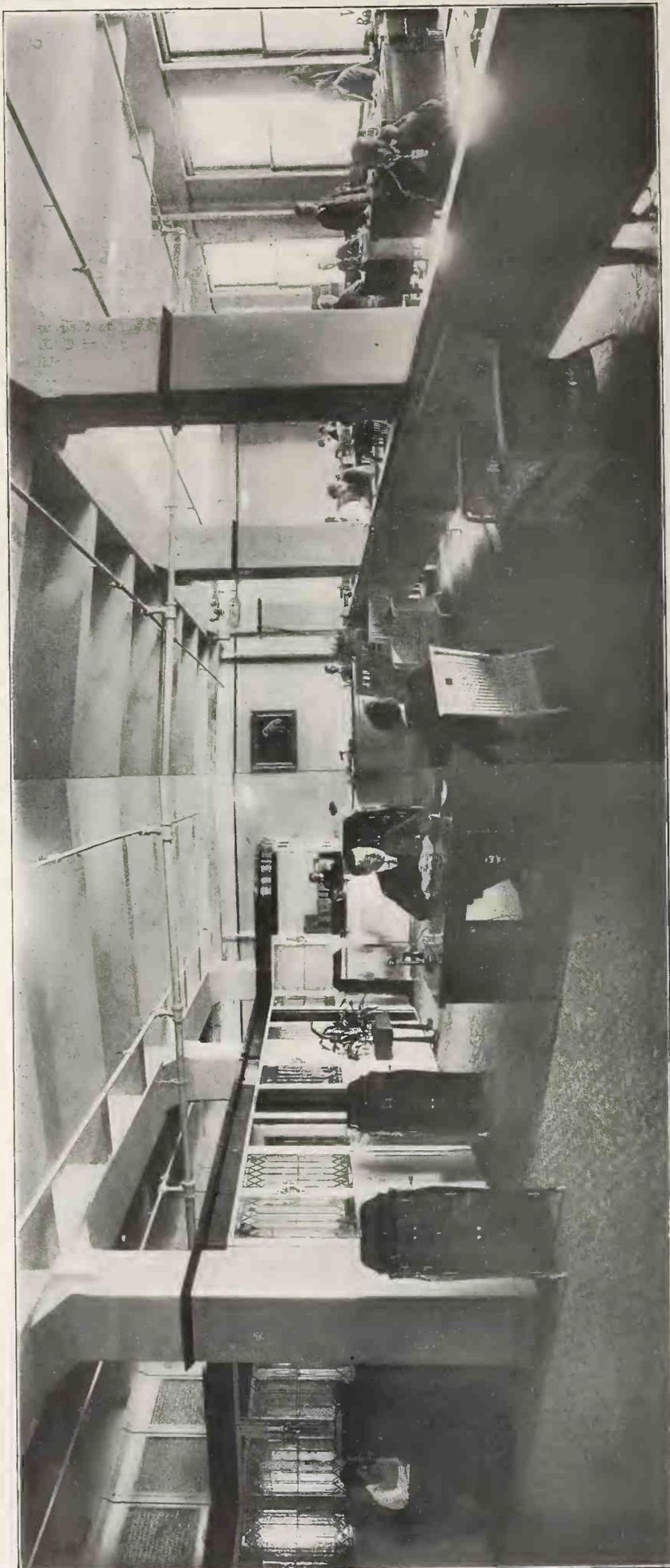
When the directors of the company definitely arranged to remove from the former quarters at 81 Chambers street, New York, it was decided, among other things, to eliminate the retail department entirely in the new offices, and concentrate activities solely on the wholesale division of the Victor business. This step has enabled the company to cooperate even still further with its dealers than it did in the past, and in laying out the various departments to be located in the new home, maximum efficiency 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 Fortieth street. This building is a modern fire-proof structure, which numbers among its tenants well-known and successful companies in various industrial spheres. The building extends clear back to Forty-first street, and its equipment is perfect, there being daylight on all four sides with practically a total elimination of artificial light. There are four freight elevators on the Forty-first street side and four passenger elevators on the Fortieth street side. In addition the New York Talking Machine Co. has its own private automatic electric 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 Terminal 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 consist of 30,000 square feet, the floors being so arranged that every department of the general offices is in close proximity to each other, so that the employes are enabled to transact routine affairs with little or no lost motion. The fifth floor is given over to the executive offices, which face the Fortieth 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-obstructive roll-top desks and a total elimination of any furniture which might detract from the comfort and convenience of the employes. 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



View of General Offices of New York Talking Machine Co., 119 West Fortieth Street, New York.

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 wicker 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 fireproof construction, and Sales Manager Moody devoted considerable time and thought to the perfection of a system which would be practical and as near perfect 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.

Vice-president Geissler, of the New York Talking Machine Co. and the Talking Machine Co., Chicago, Ill., remarked when the move from 81 Chambers street west first contemplated that the actual statistics of the increased efficiency of his office force following their recent removal in Chicago to Michigan Boulevard, overlooking the lake, which gave them wonderful light and air, can be figured easily at 25 per cent. This item in itself

would pay their increased rent in a few years' time. The fire experience of the New York Talking Machine Co. last July proved that, while it is possible to carry full insurance and be protected against actual physical loss, it is not possible to protect oneself against actual loss of efficiency and drain on the employes' physical ability, due to excessive work and concentration in reorganization. The up-to-date way to guard against this



Fireproof Record Filing Racks.

is the installation of one's business in a building as thoroughly fire-proof as human ingenuity and money can make it.

This new home of the New York Talking Machine Co. is probably the best indication of the growth and progress of the Victor line. Founded some fifteen years ago, the New York Talking Machine Co., originally the Victor Distributing & Export Co., occupied a small loft, with probably not over 2,000 square feet. Its business has steadily advanced in its special field, until to-day it is recognized as a leading force in Victor development.

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.

(Special to The 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. Frederick 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. By unanimous vote French Nestor, general manager of the W. F. Frederick Co. in Pittsburgh, was elected president. The other officers were elected as follows: Vice-President, Wayne Montgomery, manager of the Rosenbaum Co. talking machine department; secretary, J. Fisher, manager of the C. C. Mellor talking machine department, and treasurer, C. L. Hamilton, of the S. Hamilton Piano Co.

Following the election nearly everyone present took part in a lively discussion of the two questions considered by the local trade as most vital to the welfare of the talking machine business. The first was a proposal for charging interest on deferred payments, or talking machine leases. The second was that of regulating the sending of records to customers on approval. While no definite action was contemplated at this time, an agreement was reached for an early adjustment of these points. May 2 was set as the date for the next meeting, when by-laws will be adopted and the officers installed.

Those present at the first meeting were: George Hards and French Nestor, of the W. F. Frederick Piano Co.; Thomas Dunnigan and Norman Cook, of Boggs & Buhl talking machine department; Chas. S. Hotaling and Earl Poling, of the McCreery & Co. department; Geo. W. Remensnyder, of the Schroeder Piano Co. department; J. Schoenberger and David Hartley, of the Lechner & Schoenberger Piano Co. department; John Henk, of the Columbia Graphophone Co.'s Pittsburgh branch; J. Fisher, C. E. Willis and Thomas T. Evans, of the C. C. Mellor Co. department; Harry Hornberger, of the S. Hamilton Co. department; J. W. Ong, of the Kaufmann Bros.' department; Wayne D. Montgomery, of the Rosenbaum Co. department; J. C. Roush and Mr. James, of the Standard Talking Machine Co.; Edward Buehn, of the Buehn Phonograph Co.; H. N. Ruddrow, Albert Hall and Albert Kunkel, of the Talking Machine Shop; Mr. Keely, of the Keely Phonograph Co.; Mr. Meyer, of the Henry Co.; John A. Scott, of the John A. Scott Co.

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-eighth 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.

ORGANIZE PHONOGRAPH SALES CO.

Among the incorporations recorded by the Secretary of State of New Jersey at Trenton early this week was that of the Phonograph Sales Co., 81 Clinton street, Newark, with a capital stock of \$50,000. The incorporators are: C. O'C. Sloane, T. O'C. Sloane, Orange, and J. E. Sloane, New York.

PURCHASE BUSINESS.

The good-will and stock of the Meadville Talking Machine Co. has been purchased by Edward T. Bates Co., of Meadville, Pa., owing to the former concern retiring from business. Mr. Rubridge, the manager of the Meadville Talking Machine Co., intends to return to Pittsburgh.

**PASSED BY THE
MILITARY CENSOR
N. Z.**

Letter to
Mr. A. S. B. Little
1400 South 5th St.
U. S. A. **Springfield, Ill.**

From MESSRS. HUFFMAN BROTHERS
DEALERS IN TALKING MACHINES
Motueka, New Zealand.

"The talking machine attachments as advertised in Talking Machine World came to hand, and we are very pleased with them. We did not expect them to be quite so good as advertised, but they are."

This is just a sample of hundreds of letters concerning the Little One-Der patented needle holder. Retail for \$1.00 each. Price to dealers 35c. each on time, or 30c. cash.

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



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.

\$ 10

SIZE
18½ in. long 15½ in. wide 8½ in. high

To Retail at

MASTER TALKING MACHINE CORPORATION

Exclusive Distributors

381 FOURTH AVENUE, NEW YORK



FINAL PREPARATIONS FOR SAN FRANCISCO CONVENTIONS.

National Association of Talking Machine Jobbers Expected to Make Strong Showing at Annual Meeting in July—Plans for the Special Train—July 24 Victor Jobbers' Day.

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 13, 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 Distributer, Leases Seven-Story Building to Accommodate Its Growing Business—Lively Month for Columbia Branch.

(Special 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 wareroom and wholesale department of the company. When the Stewart Co. gets into its new quarters it 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 1909. The wholesale quarters opened at that time were outgrown several years ago when large quarters were leased in the Wulsin 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

The several jobbers who are also dealers in pianos will also have the opportunity of stopping over for the few days following the Jobbers' Convention and attending the sessions of the National Association of Piano Merchants.

The arrangements for the special train are under the direction of L. C. Wiswell of Lyon & Healy, Chicago, and the officials of the organization are making every effort to insure the success of the convention. The importance of the affair as viewed by the Exposition officials is indicated by the fact that the director of congresses of the Panama-Pacific International Exposition has officially designated July 24 as Victor Talking Machine Jobbers' Day at the Exposition. On that day the jobbers will visit the Exposition in a body and dinner and special entertainment will be provided in their honor. The time for making final preparations for the convention is limited and the members of the Association who contemplate traveling to the convention either by themselves or with their families should not delay in advising Mr. Wiswell so that suitable accommodations may be provided. In view of the rush toward the Golden Gate that will naturally set in during the summer, the desirability of traveling comfortably by special train and in company with congenial companions will be realized by all jobbers.

be installed and the number of employes 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. Baringer 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, is eating up all the machines and records it can get from the Edison factory, but the effects of the fire are still being felt.

The Rowlandson Regulator Co. was granted a certificate of incorporation the first of the month by the Secretary of State at Albany, N. Y. The incorporators are Dr. R. E. Faldl, Dr. C. Pick and R. I. Convisar of New York. The capital is given as \$10,000. The company plans to manufacture a device which will regulate the tone volume of talking-machine records.

HANDSOME QUARTERS IN BANGOR.

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

(Special to *The Talking Machine World*.)

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 leather 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, of the Sonora Phonograph Corp., Makes Satisfactory Report of Conditions.

Jos. Wolff, secretary, Sonora Phonograph Corp., 57 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, 309 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 your 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 "fring-line."

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



**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 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 1 being the start of another fiscal year with our company, this was the natural time to make this change, and the time we have taken to bring it about was very largely in order that we might not inconvenience those Edison dealers who might have been affected by such action sooner. We naturally see a great future for the Victor business or would not have taken this course, for it will not mean any retrenchment, but, on the other hand, whatever capital, time or effort was put in the line we are discontinuing will naturally be concentrated and thrown into one line, the Victor."

LOOSCHEN CO. MAKING CABINETS.

Officials of Paterson, N. J., Concern Have Made Study of Talking Machine Trade and Are Now Prepared to Meet Demands for Cabinets—Have a Modern Plant, Where Efficiency Is the Watchword—Splendid Delivery Service.

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. When this work is done at the end of the day it is left in that department and a new gang of workmen come on at night who take the finished work of one department into the the next so that all each department has to attend to is just the work laid out for it.

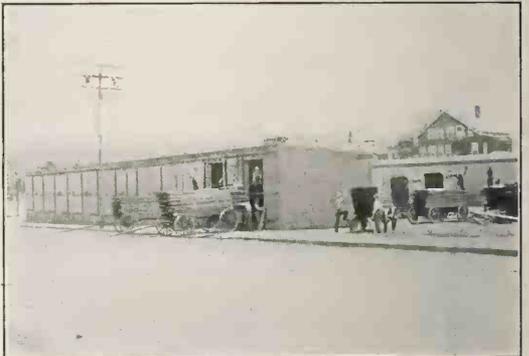
One of the most important features of this plant is the system for drying lumber. Sixty carloads of lumber may be stored in the lumber sheds, while twenty-four carloads may be dried at one time. This gives a fair idea of the enormous facilities the company has at its command. It is another reason for 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



Covered Veneer and Lumber Sheds.

equipped our plant to meet the requirements of a trade that demands prompt deliveries, which we can guarantee and which is a great source of satisfaction to the talking machine maker. We have held a reputation for twenty-six years in the piano



One of the Looschen Dry Kilns.

trade for the quality of our cases and our deliveries, and we are at the service of the talking machine industry in the same manner."

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 showed that the products were so satisfactory that they sent a second and much larger order accompanied by cash. What better tribute to the merits of the "Little One-Der" attachment than such orders?

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.**

Send 50 cents in stamps for sample. Write on your business letter-head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

A REPORT OF PROGRESS.

J. T. Bradt, Sales Manager of the Columbia Co., Reports an Enormous Output for April.

"We have just closed the best April in our history," said James T. Bradt, sales manager of the Columbia Graphophone Co., "our total business for the month even exceeding the figures we had anticipated early in the month. Our factory has been working three shifts a day for many months, and, judging from present indications, this condition will continue for some time to come. The progress we have achieved so far this year is well exemplified in the statement we recently published in *The World*, wherein we noted that the sales for the first three months of 1915 exceeded the total business of the first eleven months of 1914, and this in spite of the fact that last year was our record breaker. The demand for Columbia products is general, there being a decided increase, however, in the proportionate sale of the higher priced machines. This is evidenced in the fact that our 'Leader' model, retailing at \$75, is selling better than ever and is even more popular than our previous best seller, the 'Favorite,' at \$50. The 'Mignonette,' which sells for \$100, is also closely approximating the banner sales of the 'Favorite,' and the sales of the 'Nonpareil' and 'De Luxe' models are gaining rapidly."

CLOSED A BUSY MONTH.

Owens & Beers, 81 Chambers street, New York the recently formed firm of Victor dealers, report the closing of a very prosperous business during



Photograph of Floral Horseshoe Presented to Owens and Beers.

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 comfort and convenience of their patrons.

As a talisman for their future success, Owens & Beers received a beautiful good-luck wreath from the employes 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.

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, 120 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 Bracewell, secretary. The directors also include Henry C. Lomb, formerly of the Bausch & Lomb Optical Co., and Walter Carroll Low, a New York attorney.

In its initial announcement the Emerson Phonograph Co. states that it has closed arrangements with the Pathé Frères Phonograph Co. whereby it will have the right to reproduce six-inch records from the Pathé 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 electrolier 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 machine 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, it is 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.

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 dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at \$3.00 per dozen.



Made by
The Peerless Specialty Co.
Philadelphia, Pa.

Selling Agent, CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia, Pa.

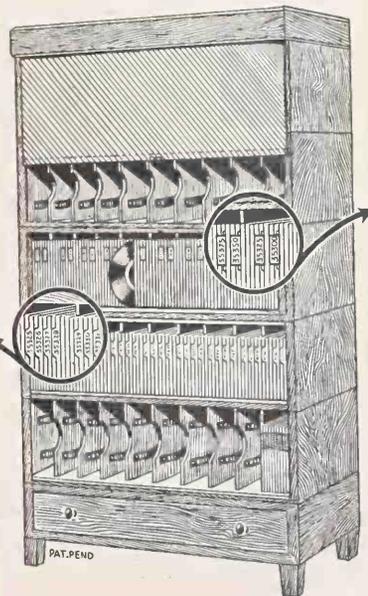


THE
Ogden Cabinet
IS
What You Need
TO
Make More PROFIT
and SALES
Orders For
IMPROVED DESIGNS
DUPLICATED BY WIRE

Used by the "Livest" Jobbers and Dealers in the Cities of the U. S., Canada, Cuba and Hawaiian Islands.



Home Model holds No. 250 10 and 12 in. Records supplied with Numbered Guides. Every Number Visible. Gets any Record instantly. Drawer Section holds 60 Records with supply compartment. Biggest Record Capacity in Smallest Space. Record Sections added when needed.



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

1500 RECORDS

Roll Curtain Securely Covers Complete Unit Drawer Section. Has Compartment for Reserve Stock, Envelopes and Supplies. Springs Complete Upright Filing and Prevent Warping.

NEW CATALOGUE

Of all Models and Complete Filing System.

NOW READY

Sent on Request.
(Name Your Jobbers.)

The only system which locates any Record instantly and shows the selling value of every Record.

No labels to change and sells off old stock.

WRITE TODAY

J. B. OGDEN, Lynchburg, Va.

FINAL PLANS FOR TALKING MACHINE JOBBERS' CONVENTION.

Business to Be Handled in One Day Session and Balance of Time to Be Given Over to Enjoyment of Exposition Features and Visits to Points of Interest.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 13.—As a result of a two days' session of the officers and arrangements committee of the National Association of Talking Machine Jobbers, held here, the principal details of the arrangements for the San Francisco convention of the association have been settled.

The schedule is as follows:

July 13—Special train leaves Chicago and arrives at San Francisco on July 21.

July 22 (Thursday)—Business session of convention opens in Red Room of St. Francis Hotel at 10 a. m. and continues without interruption until completion of business. Buffet lunch served in meeting room. In the evening the jobbers will visit the Zone at the exposition informally.

July 23 (Friday)—Commencing 10 a. m., auto ride ending with lunch at famous Cliff House.

July 24 (Saturday)—Victor Talking Machine

Jobbers' Day at exposition. At 10.30 a. m. reception by exposition authorities in the California building. Speeches and presentation of bronze plaque in honor of event. Reception in the Victor Temple in the Liberal Arts building.

Annual association banquet in the evening at St. Francis Hotel.

July 25 (Sunday)—Jobbers and their friends will be entertained by the Victor Talking Machine Co.

It is also announced that on the way out via the special train, the jobbers will stop off at Kansas City, where they will be entertained on an automobile tour of the city by the Schmelzer Arms Co. of that city.

Those who attended the meeting here to arrange the details were President George E. Mickel, Secretary E. C. Rauth, Andrew G. McCarthy, chairman of the arrangements committee; A. A. Trostler and L. C. Wiswell.

ADDITION TO VICTOR CO. PLANT.

Contract Let for New Six-Story Factory Building to Be Devoted to Cabinet Work.

(Special to The Talking Machine World.)

CAMDEN, N. J., May 10.—The Victor Talking Machine Co. is about to add a new \$250,000 building to its extensive plant here. The contract for the new building, which will be devoted to cabinet work, was let last week and the builders are under contract to complete the structure within ninety days. The new building will be six stories high, of reinforced concrete, and will measure 105x193 feet. The construction work will be carried along night and day.

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.

(Special 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 206-208 Eighth street, this city, reports that the increase in the demands for the cabinet systems has been taxing his 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 totaling 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 PHONOGRAPH CO.

The Peerless Phonograph Co. has been organized by Ben H. Janssen, president, the headquarters being at 132d street and Brown Place, New York. The company will be distributors for the Pathé Frères Phonograph Co. and will devote most of its energies to the piano and furniture trades. 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 immense HERZOG plant is running night and day for 22 hours out of every 24—which is a record among Furniture Factories and proves one thing securely, namely, that there is an enormous demand for the HERZOG product.

Dealers who distribute HERZOG Talking Machine Cabinets succeed in selling enough goods to keep the HERZOG factory running day and night.

These dealers succeed in selling so many HERZOG pieces because of just three things: The HERZOG Name, the HERZOG Quality, and the HERZOG Helps. By the HERZOG "Helps" we mean HERZOG advertising.

You should not deny yourself these helps. You need all the assistance you can get. For the sake of your business you should communicate at once with

The Herzog Art Furniture Co., Saginaw, W. S., Mich.

BIG TALKER ADVERTISEMENTS.

The Bon Marche Dry Goods Co., Lowell, Mass., Uses Two-Page Spreads in Local Newspapers to Feature Victor and Columbia Lines.

(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 a most successful talking machine department. 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.

Herzog Art Furniture Co. Builds Addition to Plant and Increases Working Force—John Herzog, Head of the Company, a Hard Worker—Many New Designs in Cabinet.

(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 decidedly unusual, in view of current conditions, and the progress of the Herzog Co. is due largely 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 employes 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-

tory at Grand Rapids in the Leonard Exhibition building, in New York at the New York Furniture Exchange, and at Los Angeles in the Trust & Savings building.

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



Philip T. Dodge.

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. developed this business into one of the largest manufacturing concerns in the world. His handling of the reins of this giant 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 unanimously of 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 & Machinery Co., London, and others.

L. C. WISWELL'S SON INJURED.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 13.—The members of the talking machine trade will regret to learn of the serious injury sustained by L. C. Wiswell's eight-year-old son, Leslie, Jr., who was thrown from a bicycle yesterday and fractured his skull. The doctors hold out hopes for the boy's recovery, in which the many friends of Mr. Wiswell earnestly join.

The American Graphophone Co. has declared a regular quarterly dividend of 1 3/4 per cent. on its preferred stock, payable May 15 to stockholders of record May 1.

GOOD SHOWING IN CLEVELAND.

Business for the Month Has Shown a Steady Increase, and the Outlook Throughout the State, Particularly in Northwestern Ohio, is Excellent—News of Importance for Month.

(Special to The Talking Machine World.)

CLEVELAND, O., May 8.—During the past month the dealers of all lines of talking machines have been very much encouraged by the fact that business has been on the increase. Most companies have suffered from the scarcity of goods, but all are hopeful for better conditions in the near future. The advertising features during the past month have greatly stimulated the music loving public to purchase talking machines and records. Clifford Ely, special representative of the Columbia Graphophone Co., on his trip through this territory reports conditions exceptionally good. He states that the North Ohio territory for the Columbia Co. has been greatly increased, and even better conditions are expected.

Mr. Denlow, manager of the Eclipse Musical Co.'s retail department, reports business good and steady, with each month rolling up a large increase over 1914 business. Several attractive window displays brought in a fair quota of business. Mr. Evan Williams was an interested visitor during the month.

C. A. Routh, energetic manager of the Grafonola Co., states that business is favorable, and despite the scarcity of goods feels optimistic that the ensuing months will bring increasing results.

The phonograph department of the Story & Clark Piano Co. has installed several new and beautiful demonstration booths. Mr. Hug, the manager of the department, is very optimistic that, with the splendid facilities, the demand for the Edison phonograph should be greatly augmented during the coming months.

The W. H. Buescher & Sons Co., Victor distributors, are very well satisfied with the results for the month.

Mr. Morton, manager of the Grafonola department of the H. M. Brainard Piano Co., reports a very successful month both in Grafonolas and records.

The George D. Koch & Sons Co., the well-known East End furniture store and Edison retail dealer, reports a steady increase in business and looks for-

H. C. BROWN ADDRESSES PUBLISHERS

Henry C. Brown, advertising manager of the Victor Talking Machine Co. and vice-president of the Sphinx 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

Recordsave trebles life records, \$1.
 Cleannote pad cleans, lubricates records. Lessens scratch, 25c.
 Talkoil (tubes) won't run or dry. Perfect for Motors, 25c.
 Talktimer only way get accurate speed, 10c.
 Descriptive Circulars
 Vox Humana Talking Machine Co., Nantucket, Mass.

NEW MODEL OF PATHEPHONE.

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 Pathephones of a new model, which will be known as No. 100, and will retail at \$100. This is the second new Pathephone 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 the Pathé line. They are equipped to play all makes of records, thereby permitting Pathé dealers to present the Pathephone to lovers of all kinds of music. Constructionally, the new Pathephones are



No. 100 Pathephone.

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. Distributors and dealers have been signed in all parts of the country, and the interest that the Pathé line is attracting is evidenced in the numerous inquiries which have been received from members of the trade relative to securing territorial rights for the Pathé discs and Pathephone.

FIVE O'CLOCK TEA WITH MUSIC VANQUISHES THE WOLF.

How a Spacious Veranda, Daintily Served Viands and a Meritorious Talking Machine Drove the Wolf from the Door of a Financially Embarrassed Household—Some Pointers for the Dealer Who Is Looking for New Avenues of Distribution for Their Products.

The bolt descended from out a clear sky, on a sunny morning in April, with as little warning as an aerial bomb gives 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 daughters, 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 forbear, 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 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, when 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 a vine-clad lattice. The kind of dancing to be avoided, however, was made known at the outset, and all patrons who were fond of the extreme

varieties of tango and maxixe were given the alternative of conservatism or departure.

In the evening the luncheon made way for a cooling repast of ices and cakes of sorts. Also refreshing drinks that cheered but did not inebriate, were served with a thought toward the easement of thirsty and dust-laden throats.

This venture of the Misses G— was carried along throughout the summer of 1914 with the greatest success. They were so well pleased, not only by the money they made, which, by the way, was ample to lift the cloud that had been hovering over them, but with the congenial character of their business and the new friends it made for them, that they have decided to continue on a larger scale this year.

"Five o'clock tea with music" has become a slogan among automobile parties for miles around, and when a family party starts out for a day's jaunt in their car, it goes without saying that a stop will be made in H— for a bite, a tune, and a trot.

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 it did 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—whenever you make friends of people like these estimable young ladies and their sweet old mother 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

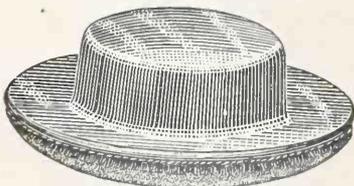
and we will guarantee to make deliveries when promised.

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.

"Standard" Record Cleaner



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

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

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

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

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

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 talking machine 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 munching 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 tunefulness still in their ears. You know how it is—when you hear 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 entertain guests at dinner, throughout the summer months, who would, I am sure, be glad to avail

themselves of the opportunity to strengthen their hold upon their trade by the addition of good music well rendered.

Why not make a tour of your vicinity, and put the following proposition, viz., musical concerts as a drawing card, up to each hotel, restaurant, tea room, roadhouse and cafe proprietor? Now is the time to do it, too, for spring is already here, and it takes but a single sweep of the scythe which old Father Time wields so dexterously to bring another summer upon us.

The fact that the Misses G— have been victorious in their battle with the wolf largely through the Victrola's ability to attract, shows that there is really something worth while in this idea of five o'clock tea with music" and I think that every dealer who has among his clientele of customers a prospect, no matter how remote, along this line should lose no time in trying to develop it.

I have been at summer hotels, Mr. Dealer, where talking machines were installed for the entertainment of guests, and, while in the dining room, have witnessed the amusing spectacle of people leaving the tables before the conclusion of the meal in order that the concert which had just started in the exchange or parlor should not proceed further without them. That shows most conclusively the drawing ability of good music, does it not? when a man will cut short his dinner to hear it.

By way of conclusion, allow me to say that I hope every dealer who reads this little story of mine will think over very carefully the proposition set forth therein and, if possible, establish a talking machine outfit wherever good food is served within a radius of several miles of his shop. By doing this, he will add materially to his own financial income, and at the same time make a lot of other folks happy which, by the way, is the best kind of philanthropy.

Statistics compiled by experts stationed at the colleges, where advanced farming and dairying are taught to thousands of students every year, have proved that even a cow will indulge in a more copious flow of milk while listening to music. If a talking machine will make a philanthropist of a cow, it should do as much for you, Mr. Dealer.

HOWARD TAYLOR MIDDLETON.

LEAVES ON BUSINESS TRIP.

Otto Heinemann, 45 Broadway, New York, managing director of Carl Lindström, Berlin, Germany, and St. Croix, Switzerland, the well-known manufacturer of motors for talking machines, left Wednesday for a fortnight's trip through the South and West. He will visit the talking machine trade in this territory in response to numerous inquiries received regarding the Lindström motor.

Before leaving on this trip Mr. Heinemann commented upon conditions as follows: "We have found business very encouraging to date, and our patrons are well pleased with the service Lindström motors are giving. Our factory at Berlin is being devoted in a measure to the needs of the German Government, but our factory at St. Croix, Switzerland, is working to full capacity, and we are receiving shipments regularly. We look forward to an excellent fall trade with all the many types of our motors."

The Columbia Graphophone Co. has just issued an interesting brochure devoted to a list of the company's contributions to the talking machine industry within the past ten years.

—for Edison Dealers

The Ideal Cabinet for the \$80 Edison Machine

THE POOLEY Record Cabinet



WITH RACKS No. 19 - - - - - list \$20
WITH SYSTEM No. 80 - - - - - list \$28

Don't be satisfied with merely an average cabinet.

Get a leader!

Show an outfit for \$100 that looks like \$150. Here it is—our new Edison!

A perfect unit with the \$80 Machine in size, finish and design, and the best value of its kind in the country.

And remember! This cabinet can be had with the Pooley Filing Device for the wide Edison records. The handiest record filing system known and heretofore available for only Victor or Columbia records. We make the most popular Victor and Columbia cabinets in the trade and to convince yourself that this is your "Big Business" Edison order a sample both ways NOW.

Don't forget!

POOLEY
FURNITURE CO., INCORPORATED
PHILADELPHIA - - - - - PA.

FOR SALE

An exclusive Edison disc and cylinder business, established, for sale in city of 55,000 population, no competition. Correspondence invited. Address Box 1000, care The Talking Machine World, 373 Fourth Ave., N. Y.

WANTED

A man familiar with record manufacturing and record machines. Address Box "S," care The Talking Machine World, 373 Fourth Avenue, New York.

HELP WANTED

An experienced sound wave recorder in the hill and dale type. State experience and salary wanted. Address "M. A. 3," care The Talking Machine World, 220 South State Street, Chicago, Ill.

For Sale

Large Victor Electric Sign—almost new—cost \$175—will sell for \$75. Owens & Beers, 81 Chambers Street, New York.

FOR SALE

Exclusive Victor Victrola retail store in city of 100,000 population. Invoice about \$10,000. Excellent location—four-year lease. Doing fine business. Other business connections force me to sell. Address "S. S. S.," care The Talking Machine World, 373 Fourth Ave., New York.

WILL SELL

7,000 brand new double-faced, imported records; 6,000 instrumental and 1,000 songs. Will play Victor or Columbia machines. PRICE: \$250.00 per thousand.

FOR FULL DETAILS WRITE

CHICAGO RECORD COMPANY

1014 Consumers Bldg.
220 S. State Street

CHICAGO,
ILLINOIS.

AT A MEETING OF THE
Directors of the
Company, the following
unanimously adopted

Whereas, The late
the President of the American
President and Founder of the
Company, on the 30th of
sorrow to the hearts of the
Company, and to his
life, and

Whereas, The late
masterful leaders, in the
izer, and

Whereas, We fully
American Graphophone Company
realize to the fullest extent
the first years of organization
personal efforts through
his unfailing inspiration in
affairs of the Company

Whereas, With
Easton possessed a unique
devotion to his friends and
tality as generous and
affected, Therefore

Be It Resolved, That
can Graphophone Company
his death, and tender
ances of our most prominent

Be It Resolved, That
bodied in the permanent
copy furnished to the
and associate.

Jul
C. M. Noddrop
Secretary

f the Board of
ican Graphophone
resolutions were

Edward Denison Easton,
Graphophone Company and
Columbia Graphophone
1915, has brought intense
sors, the employes of the
riends in every walk of

try loses one of its most
neer, creator and organ-

ciate the debt that the
y owes its founder, and
value of his foresight in
his tireless energy and
ears of development and
e and service in all the

arked business ability, Mr.
harming manner and a
that dispersed a hospi-
s it was simple and un-

e Directors of the Ameri-
most sincerely lament
reaved family the assur-
heartfelt sympathy. Also

hese resolutions be em-
s of the Company, and a
our departed chief, friend

W. H. Burton
Acting President

FROM OUR EUROPEAN HEADQUARTERS

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

Season Just Closing Marks a Remarkable Epoch in the Gramophone Trade—Triumphing Over Many Difficulties Despite War Conditions—British-Made Goods in Increasing Demand—Exporters Having Problems to Meet Which Are Momentous—Needles and Springs of Domestic Manufacture—Something of the "Guardsman" Records—Columbia Co. Organizes a European Administrative Council—J. C. Goff Made Director—New Rena Record—Various Companies Issuing Interesting Lists of Records—General News of Month.

(Special to The Talking Machine World.)

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 none too 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, beset 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 make such arrangements as will lessen the necessity of relying upon foreign sources of manufacture. This is the problem with which we are faced and of which the honor and prestige of British workmanship demand an early solution.

Gramophone Plants Making War Supplies.

Now, what is being done to meet the supply question? With the best of good will one is forced to the view that British accomplishment in the direction of gramophonic production is comparatively of a negligible quantity. It is not entirely the fault of inappreciation of the vast trade awaiting capture so much as inability on the part of engineering firms to handle other than governmental work. Over 3,000 shops in this country are working night and day in the production of ammunition and weapons. Other metal and wood work in enormous quantities is being supplied by separate factories, and the facilities, therefore, available for the manufacture of gramophone

mechanism are very obviously of a limited scope. Some of the work is being handled in gramophone factories. I am not permitted to mention names, but that in itself is significant enough of the demands upon our factory resources for the production of war engines.

Increase in British-Made Goods.

With it all, however, an increase, if little, in the number of firms engaged on gramophone work is to be registered. It is now possible to obtain British-made motors, tone arms, sound boxes, turntables, brackets, etc., at prices somewhat higher than Continental figures, it is true, but the fact of having made a start is the great point to be considered. In due course, as manufacturers find their level of costs, they will be able to show economy here and there which, in competition, will tend to price reduction along lines showing favorable comparison with pre-war rates. To this end it behooves British trading houses to co-operate upon an equitable plan for the encouragement of any and every firm willing to utilize its plant for the manufacture of talking machine goods.

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 times 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 paired 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 unassailable position in the world of music. Two new patriotics 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 presentment 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 salesman 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

JUST A WORD TO YOU

ARE YOU STOCKING

COLISEUM RECORDS

IF NOT, WHY NOT

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Write for Complete Lists

WM. COOPER BROS., LTD.

(X Y DEPT)

1735-37-39-41-43 Clerkenwell Rd.

LONDON, E. C.

"RENO"

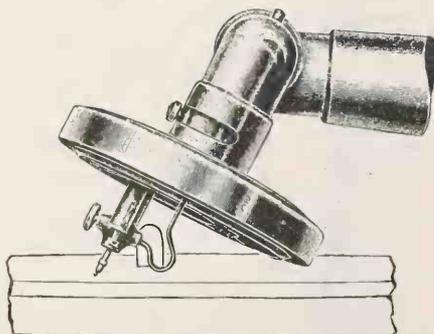
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64
PAGE CATALOGUE



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

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

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

upon for the best finger pricks. Which is my curious way of testifying to the 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 "Dreadnought" 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 mainspring manufactures, for which is claimed special tension steel ribbon and reliable quality throughout.

The Attributes of "Guardsman" Records.

Of pertinent interest to oversea buyers these days is the character, quality and standing of records imported from England. In isolated directions patriotism may be at a discount, but even if increased by the limits of one's pocket patriotism in connection with records can be exercised by all. Not on this ground alone has the "Guardsman" 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 perusal of the company's fine program, which embodies a feast of good items from cover to cover. Among musical selections many excellent contributions 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 present busily engaged in the delectation of martial music at recruiting meets, and as a result of its inspiring work thousands of bashful youths have been encouraged to take the King's shilling.

Contributions by many other first-class band and orchestral combinations, not to mention solo items of almost 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, and throughout a uniformly high standard of quality is maintained.

The "Guardsman" record is 10 inches double-sided, sells at a competitive figure and is obtainable only from the Invicta Record Co., Ltd., New Inn Yard, Great Eastern street, London. With it goes the company's guarantee: "That this record is made in a factory owned entirely by Englishmen, and no German capital is invested in it." **Important Acquisition to Columbia Executive.**

Under date of April 14 Louis S. Sterling, European general manager of the Columbia Graphophone Co., advises me of a new departure in the Columbia administration, of which James C. Goff has undertaken the directorship. The step evokes general approval in trade circles, where Mr. Goff's popularity is only superseded by his wide experience and ability in the domain of talking machine trade administration. In a letter sent to the trade Mr. Sterling says in part:

"The development of our business during the past few years 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 market that our future, and that of the whole industry, 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 Administrative 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 circumstances permit, other important appointments will be made to the council.

"The Passing Show of 1915."

In addition to the usual quota of monthly "gems" from the world of music, several special issues are announced on "His Master's Voice" recent impressions. Described as a "scoop," and it unquestionably is, 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. And not the least important aspect of this issue represents the services of the original artists, who were specially "commandeered" for the occasion. The star is, of course, Elsie Janis. Boosted in the form of large and attractive newspaper advertisements, these new "H. M. V." records have sprung into instant and insistent demand all over the country. An excellent photograph 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. Having been held up on supplies when war broke out, he immediately set about investigating the possibilities 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 production. The youngster is christened "Defiance," surely a good name upon which to commence life in a commercial field of strenuous and keen competition. "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." Further particulars will be published in due course. Meantime I would extend to Mr. Reynolds all good

(Continued on page 38.)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kosuth Lajos-Utca 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES

REGISTERED



TRADE MARK

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:

Export Manager, INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

YOU ARE
PAYING
TOO MUCH FOR
GRAMOPHONES
AND RECORDS.

A GLANCE
AT OUR
CATALOGUES
WILL
CONVINCE
YOU.

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

wishes for the unqualified success of his new venture.

"Rosy Rapture" First Records.

The Columbia Co. has secured the first records of Sir James Barrie's sensational revue, "Rosy Rapture." These are two 12-inch records and embrace an orchestral selection of the numbers in revue, the "Rosy Rapture Waltz," the "Gaby Fox-Trot" and the "Beauty Chorus March."

As the revue was only produced at the Duke of York's Theater on March 22 and the records were on sale throughout London by March 31, it is obvious that the splendid resources of Columbia were not tested in vain.

New Russian Tariff.

One outcome of the war is the automatic lapsing of commercial treaties between the belligerent nations. Pending other arrangements, Russia has now adopted a temporary revision of tariffs whereby even free-trade England is debarred from the most favored nation clause which she previously enjoyed. The latter advantage is in fact altogether abolished, every nation being placed on a common footing. The new protective tariff shows an average increase of 25 to 30 per cent., and this will remain in force until the conclusion of peace renders permissible the making of fresh commercial treaties.

It is reasonable to say that "the man in the street" will fail to appreciate the motives which actuate this new move on the part of Russia, which has since the war expressed more than once her wish for increased commercial relationship with her allies. Is this how she encourages it?

Ban on Exports of Shellac.

On the latest list of goods which must not be exported is shellac. This prohibition applies to all foreign ports in Europe and on the Mediterranean and Black seas.

T. Edens Osborne Still at It.

Many brightly written advertisements of the edi-

torial style which make interesting and even instructive reading have recently appeared in the Belfast newspapers. The enterprise delinquent is, of course, our old friend, Thomas Edens Osborne.

Interesting Coliseum Record List.

In the May list of Coliseum records will be found many interesting numbers which have won favor in musical circles throughout the kingdom. Parts 1 and 2 of the "Cinema Star" production are performed in excellent style by the Royal Military Band, an organization which has given of its best art on Coliseum records. Disc 745 carries two selections of almost international flavor, "The Royal Canadians March" and "Le long-du-Missouri," both presented in an attractive manner by the above band. Chirgwin's immortal "Blind Boy" and "My Fiddle Is My Sweetheart," two of the most heart-moving songs ever published, are down to the credit of Stanley Stuart as phono-fiddle solos on No. 746. The accordeon and the xylophone are also brought under contribution in pleasing solo performances by accomplished executants. On the vocal side we notice several good baritone and tenor contributions, and some popular airs of the ragtime type are offered by the American duetists, Messrs. Hayes and Croft. The foregoing are all 10-inch double discs. The 12-inch section contains particulars of a special issue of selections from "The Bohemian Girl," "Martha," "Raymond" and "Faust," by the Imperial Guard Band. These records represent the highest attributes of musical art, and readers are well advised to get into touch with the Coliseum people for trading terms, etc.

New Records by Ysaye.

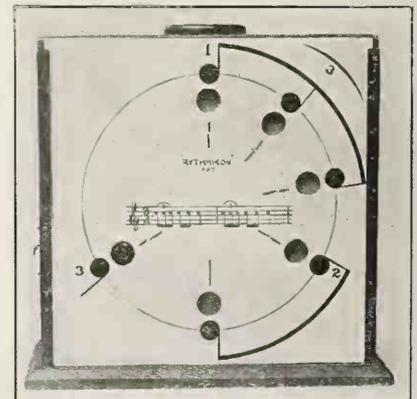
The sojourn of Ysaye in this country as one of the most illustrious of the refugees from "Hun-riden Belgium" lends added interest to the announcement of two new Columbia recordings by the world-famous violinist.

Ten records already stand on the Columbia "De Luxe" series against the name of Ysaye, and it is interesting to learn that since the war has centered the musical public's attention upon the violinist and his trying experiences the sales of these records have been phenomenal.

The two new records (both 12-inch, single-sided) are the selections Schumann's "Abendlied" and Ysaye's own "Reve d'Enfant."

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 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.

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

THE HOUSE OF MANY PARTS

We are the oldest established house in the trade who have seriously catered for all kinds of replacement parts necessary for repairs. Without doubt we have the largest and most varied stock of all classes of wheels and pinions, of all the popular machines that have 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 pinions, which can be made in your patterns in a few hours.

We also hold large stocks of needles, motors, of Swiss manufacture, sound boxes, springs, tonearms, horns and all other small sundries suitable for the talking machine world.

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

WM. COOPER BROS., Ltd.

1735-37-41-43 Clerkenwell Rd., London, E. C.

Also at Manchester and Cardiff

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

**Talking Machine
Springs and Needles**

Best Prices—Best Quality
Inquiries Solicited

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.

Name of Editor, EDWARD LYMAN BILL, 373 4th Ave., N. Y.
Managing Editor, J. B. SPILLANE, 373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE, 373 4th Ave., N. Y.

Publisher, EDWARD LYMAN BILL, 373 4th Ave., N. Y.
Sole Owner, EDWARD LYMAN BILL, 373 4th Ave., N. Y.

There are no bondholders, mortgagees or other security holders.
The Talking Machine World, Per August J. Timpe, Business Mgr. Sworn to and subscribed before me this 29th day of [SEAL] March, 1915.

Eugene R. Falck, Notary Public 1053
(My commission expires March 30, 1916.)



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.

Schloss Brothers, Inc., Opens Factory in New York and Will Produce an Extensive Line of Talking Machine Record and Music Roll Cabinets—The New Wagon-Cabinet.

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 637-643 West Fifty-fifth street, New York, and is now actively engaged in the production of an excellent line of talking machine record cabinets



Myron J. Schloss.



Edwin G. Schloss.

designed to match and fit the popular types of Victrolas.

The president of the new company is Myron J. Schloss and the general manager Edwin G. Schloss. Both young men are well known in the talking machine trade and have had long and thorough experience in the manufacture and marketing of cabinets for records and music rolls. The line of cabinets offered is a comprehensive one with a variety of styles and finishes to meet practically all requirements.

One of the specialties offered is the new Schloss Wagon-Cabinet illustrated in the advertisement on another page of *The World*. The Wagon-Cabinet is designed for either the town or country home, schools and other public places, where it is desirable to move the Victrola and supply of records from one room to another or out to the porch or lawn during the summer season. The

Wagon-Cabinet is equipped either with horizontal shelves for record albums or with suitable divisions for vertical filing, as desired, and is handsomely finished to match and fit the Victrola IX.

The factory of Schloss Bros. is now in operation, and a full line of cabinets will soon be ready for the trade. Edwin G. Schloss, the general manager, states that the substantial construction of the cabinets and the finish will both receive the personal attention of himself and his brother.

INSPECT NEW HOFFAY MACHINE.

Local Talking Machine Men Much Interest in the New Features Embodied in the Latest Product of the Hoffay Talking Machine Co.

A large number of prominent talking machine men of this city have called at the office of the Hoffay Talking Machine Co., 500 Fifth avenue, recently for the purpose of hearing the instrument that embodies the several inventions of J. Hoffay, and which have been referred to in *The World* during the past few months.

The pre-eminent feature of the Hoffay machine is its unusual tone, the reproductions of the records being of a most life-like character in every detail of shading, overtone, etc.

Mr. Hoffay, besides eliminating all resistances, prevents the rocking of the stylus lever, the action of the latter 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 heretofore. 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

thereon 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.



The "Perfection" Record Holder in Use.

TRADE MARK
BEE CROFT

The "PERFECTION" RECORD HOLDER

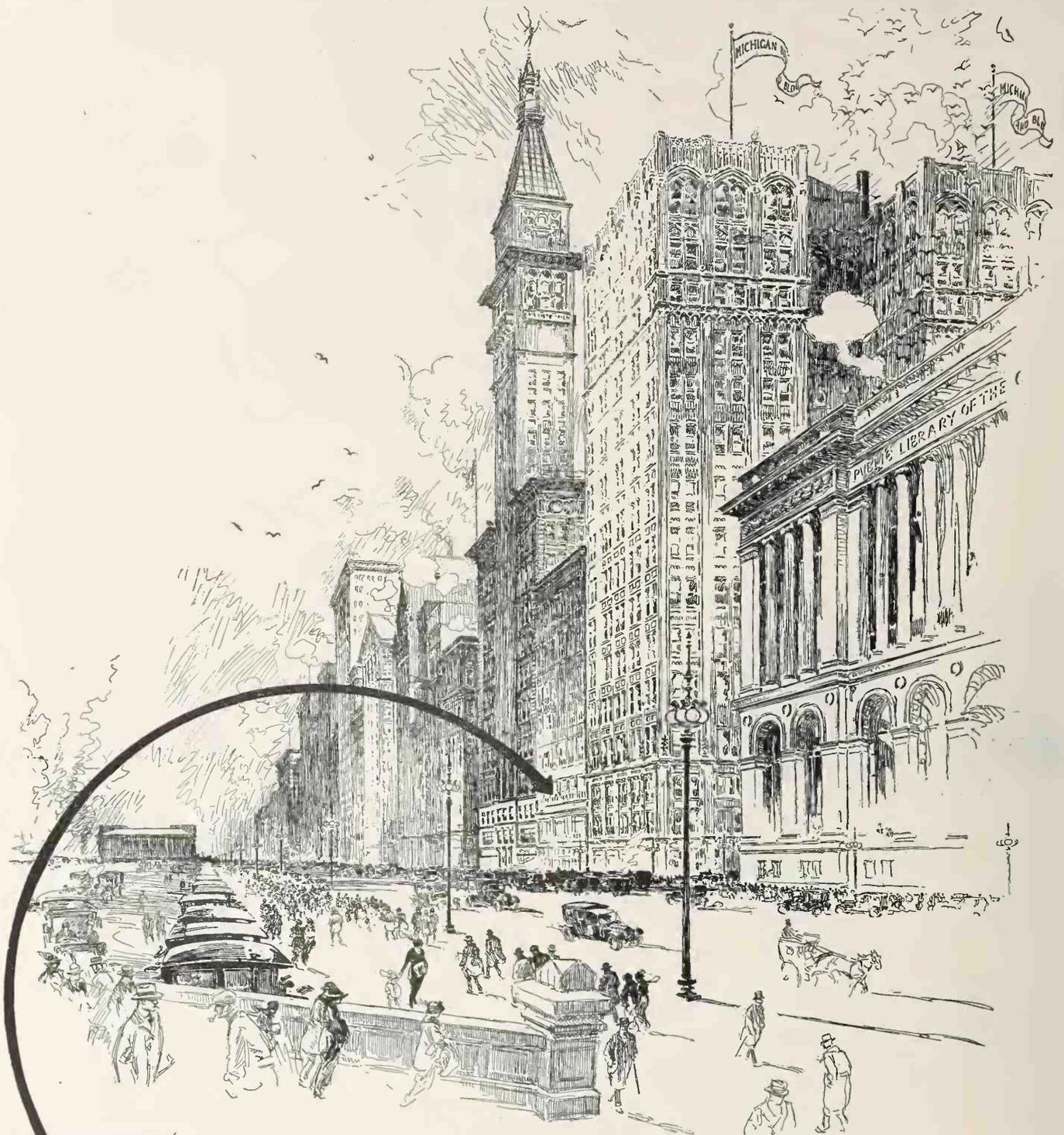
Fits Victrolas X and XI. Retails for 50c. Substantially made, Covered with Cloth and Supplied with Index for Ten Records.

THE LATEST AND BEST HOLDER ON THE MARKET

Cabinets—Record Envelopes—Needles

Write for Prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA



COPYRIGHT - 1914
CHARLES DANIEL FRESY

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

FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., May 8.—From a jobbing view April has proved another excellent month, showing a very material increase over the same month last year. Although the shortage of goods still continues, considerable improvement in this respect is noted. Shipments from the various factories have increased notably. These shipments, it is true, have been quickly absorbed on back orders, but the jobbers in the different lines now feel that if the factories continue to forward the goods even at the present rate the time is not far distant when they will be able to care for current orders with reasonable promptness, this especially in view of the approaching summer season.

Local retail business, while still phenomenally good as compared with conditions existing in piano and other musical instrument lines, has not been up to the April record. The principal reasons given for this are the widespread effect of the great building strike, and the unsettled conditions caused in many homes incidental to moving to new quarters and getting settled therein. While, as a general proposition, the higher-priced machines are distinctly in the ascendancy, still there has been as is usual at this time of the year, a notable increase in sales of lower-priced machines of the portable type to people who are preparing to leave for their summer homes. This business will, of course, increase the next month or so. It is for the most part "velvet," for in the majority of instances the dealers report that they are sold to people who have machines of the larger type: in their city homes, and a number of local dealers are making it a point to ask their regular record buyers if they have summer cottages, and, if so, if they would not like to purchase a lower-priced machine,

which they can make a permanent fixture at their summer homes.

Six Best Sellers.

The six best Columbia sellers in the May list are reported to be the following: "I Want to Go to Tokio," song; "I Want to Go to Tokio," band; "I Want to Linger," Medley Fox Trot; "Silver Threads Among the Gold," (12 in.) song; "One, Two, Three, Four," by Toots Taka Hawaiian Co.; "Star Spangled Banner," sung by Margaret Woodrow Wilson, who receives twenty-five cents royalty on each record, which is donated to the International Red Cross Society.

The Victor best popular sellers: "Love's Dream After the Ball," "Little House Upon the Hill," "Little Bit of Heaven," Gems from "Traviata," and "Tip-top Medley Fox Trot," (10-inch double-faced record); "Sweet Kentucky Lady," and "Virginia Lee."

The six Edison sellers are: "Dixie Medley," "On the 5-15," "Back to the Carolina You Love," "Rondino," violin; "Elegie," and "Thru the Park."

Synchronized Music Rolls.

An innovation of interest to the trade has been inaugurated by the Imperial Player Roll Co. of this city. They have brought out a number of perforated rolls for the player-piano synchronized so as to be played simultaneously with a selected list of Victor records. They are entirely different from the accompaniment rolls with which the trade is familiar. They are hand-played rolls, the pianist seating himself at the instrument and playing the full melody of the number as the record is being played on the Victrola and following closely the singer's phrasing. An actual record of the playing is made as the artist performs, and the

music rolls afterwards produced from this record. The functions of these rolls are threefold. First, for playing with the talking machine; second, for use as a piano soloist; third, for singing to the accompaniment of the player. This is possible with music before him. The list of Victor records for only be done by an experienced singer with the music before him. The list of Victor records for which synchronized rolls have so far been cut is as follows: "Because," sung by John McCormack; "Good-Bye, Tosti," by John McCormack; "Good Morning, Sue," by Schumann-Heink; "Heart Bowed Down," by Clarence Whitehill; "I Hear You Calling Me," by John McCormack; "Irish Love Song," (Lang), by Schumann-Heink; "Little Grey Home in the West," by Alma Gluck; "The Lost Chord," by Caruso; "Mother Macree," by John McCormack; "Silver Threads Among the Gold," by Elsie Baker; "That's An Irish Lullaby," by Geo. McFarlane; "Where the River Shannon Flows," by John McCormack.

Changes Name of Retail Store.

C. F. Baer, Chicago, manager of the Columbia Graphophone Co., has decided to change the name of the retail store. Hereafter it will be known as The Grafonola Shop. For years the Columbia Graphophone Co. has been building up their dealers' business until it has reached a most satisfactory stage, and during the last three years special and decided progress has been made in this direction, the result being that in the Fall of 1913 the company moved its retail store to Michigan avenue, taking it out of the well-beaten path of the music district on Wabash avenue. The result of this move is quite apparent when you consider that to-day they are represented by nine houses on Wabash avenue as compared with three houses two years ago. Mr. Baer further states that all

(Continued on page 43.)

The "Wado Triplets"

WADOLATUM—WADO-POL—WADO-OIL

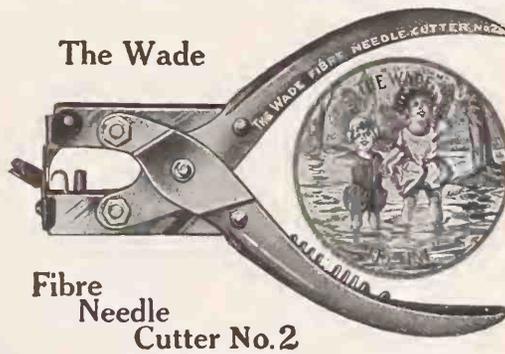
Bring Business To YOU!

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."



The Wade

Fibre Needle Cutter No. 2

If It's the "Wade," It's Fine"

The Wado Triplets are the same high quality as the well known Wade Fibre Needle Cutters.

Repeat orders are assured on account of complete satisfaction.

Write for Distributors' proposition.

WADE AND WADE, Chicago, Ill.

Gentlemen—Please send samples of the Wado Triplets (Wado-Oil, Wado-Pol and Wadolatum) also full information regarding your agency proposition and discounts.

.....
.....
.....

Notice the Patent Dropper.

Wade and Wade
3807 Lake Park Avenue
CHICAGO - ILLINOIS



Dealers!

For the best service,
send your orders to

VICTOR DISTRIBUTORS

Lyon & Healy

CHICAGO

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

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 old Wellington Hotel building, in which they were located, to make way for the new Lyon & Healy building. They are now at 138 South Wabash avenue.

Louis B. Maleki & 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 Schumann Piano Co., Columbia dealers, have moved from the Republic building to the North American building.

Abraham Glick, music and talking machines, 2100 W. Division street, increased his floor space, taking the store adjoining, tearing down the intervening partition and fitting up the whole in a most attractive manner.

John A. Bryant 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 on 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's, Boston Store, Rudolph Frachtman, The Fair, Geo. C. Vining, Schumann Piano Co., W. A. Pushee & Co., Rintelman Piano Co., Rothchild's, Siegel Cooper & Co., P. A. Starck Piano Co., W. W. Kimball Co., J. O. Twichell, Kennedy 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 Sparch, 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.

Enlarge Quarters.

The H. Reichardt Piano Co. have taken over the store next their quarters at 6423 South Halsted street and converted the two places into one of the finest talking machine and piano stores outside of the loop. Eight large booths have been constructed and a complete line of Victor and Columbia machines has been installed as well as a large stock of records. The company also handle pianos.

Dealer in Bankruptcy.

J. M. Wilkinson, proprietor of the Wilkinson Piano Co., of Joliet, Ill., and dealer in pianos and talking machines filed a voluntary petition in bankruptcy recently. The trouble is ascribed to poor collections.

Opera Star Sings in Edison Shop.

Helen Stanley, who created such a furor in the recent season of the Chicago Grand Opera Co., is a contributor to the Edison library. Last week she happened into the recital hall of the Edison Shop. She was at once recognized and someone in the audience requested that one of her records be placed on the machine. The record was exceptionally beautiful, and one of the enthusiastic auditors took the unusual liberty of asking her to sing with it. This she smilingly consented to do, and sang the entire number through. In other words, she sang a duet with herself. In addition she sang three additional numbers for the crowd, which had meanwhile increased to very large proportions. The idea appealed to Manager C. E. Goodwin, and he at once made arrangements for her to appear at a later recital, where she would sing with the rec-

ord in the same way as before. This time the concert will not be so impromptu and a large crowd is expected.

On the same day Christine Miller, soloist of the Apollo Club, one of the best known of Chicago song birds, came into the Edison Shop and being informed of what Miss Stanley had done consented also to sing with her records.

Bruno Steindel, one of the most famous 'cellists in this country, has signed a contract to make records for the Edison Co.

Twichell Incorporates Talker Department.

J. O. Twichell, one of Chicago's oldest piano dealers, has moved to his new quarters at 332 South Wabash avenue and has taken on a complete line of Columbia machines and records. In all probability several commodious booths will be constructed for the proper demonstration of the Columbia goods. Mr. Twichell will also probably handle the Colonial electrically driven machines.

Pathophone Discloses Fugitive.

One day a couple of weeks ago a man wandered into the Pathé-Pathophone Shop. He was neat in appearance and well dressed, and Manager Harry O'Neill was rather surprised when he asked for money for something to eat. Mr. O'Neill consented to buy a meal, whereupon the party made a threatening move toward his hip pocket and intimated that that would not be sufficient. Mr. O'Neill was wondering what action he could possibly take when a customer happened to put on a record from La Boheme on the machine. As the first notes of a woman's voice reached the ears of the would-be hold-up man, he turned quickly and cried, "Louise, it's Louise! My God!" and with that sank into a chair. He was all unnerved, but heard the record through. While he was listening to it Mr. O'Neill stepped into the office next door and called the police. It then developed that the voice in the record was that of the sister of the unfortunate man, and that when he had left France several years ago she was beginning to become prominent in musical circles. The police took him to the Central station, where it developed that he had just been released from a Wisconsin penitentiary, and that he had spent most of the years in America behind the bars of some jail or penitentiary. Both Mr. O'Neill and the judge felt sorry for the man after hearing this story, and consented to release him if he would leave the State at once. This he did that night.

Parsons Joins Edison Force.

W. W. Parsons, who, as reported last month, resigned as manager of the Chicago office of the

Dictaphone department of the Columbia Graphophone Co., is back in the 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. Olshansky, for many years a dealer and jobber in talking machines and records on the West side, has entered the talking machine manufacturing business. Mr. Olshansky has since organized his business under the name of the International Talking Machine Co., with factory at 1426 W. Harrison street, where a large force of men are 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 purchaser or can supply motors and parts.

The company will also shortly put on the market a line of talking machine record cabinets.

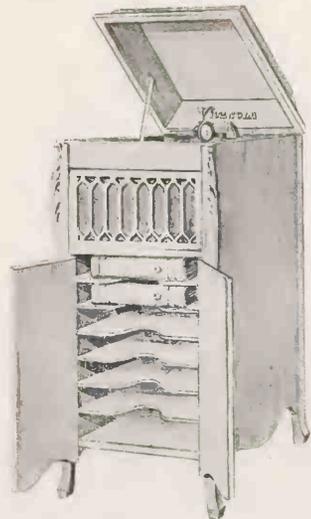
New Edison Dealer.

Charles F. Manahan, jeweler at 361 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., 225 South Wabash avenue, is the latest of the Chicago piano houses to take on talking machines. Manager W. H. Mosby announces 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.)

**FRENCH MODEL**

Style No. 3 Vitanola List Price: \$150.

Mahogany or Oak. Size 50 in. high, 21½ in. wide, 23½ in. deep. 12 inch turntable, nickel-plated sound box, tone-arm, brake, speed regulator and indicator, tone regulator. Extra heavy double spring worm gear motor (can be wound while playing).

17 N. Wabash Avenue

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

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

L. C. Wiswell, manager of the talking machine department of Lyon & 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 Manahan Bros., 361 W. Sixty-third street, and the Schumann Piano Co., of Rockford, Ill. 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 completed arrangements whereby he secures a ten year lease on a fine new store at 6238 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 1030 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.

Adds to Factory Facilities.

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 automatic machines for sharpening the needles, which will not only reduce the labor cost greatly, 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. Fuhri, district superintendent for the Columbia Phonograph Co., returned this week from

the East, where he went to attend the funeral of President E. D. Easton, of the Columbia Co., which occurred at Arcola, N. J., on Sunday. Mr. Fuhri 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 high 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 his genial and kindly personality are heard in one's rounds in the trade.

Talking Machine Co. Co-operation.

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 come to watch 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 profit 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 posting the salesmen and repair men in the various departments in the general care of the spring motors and sound boxes. In this connection the Talking

Machine Co. always welcomes the salesmen and repair men of its dealers for help and instruction in its very complete repair department.

The 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. of New York City, is enjoying a ten days' sojourn at French Lick Springs on his way to Chicago on one of his regular business trips.

E. K. Andrew, Jr., manager of the J. L. Hudson Co. of Detroit, made a special visit to the Talking Machine Co., last week in reference to the order for Victor goods recently placed with them and which is said to have been one of the largest ever placed by a Victor dealer.

De Gogorza a Visitor.

Emilio 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. It was an unpremeditated reception but one which he thoroughly enjoyed.

Opens New Store.

The Baxter Piano Co., Davenport, Ia., is in its new store, said to be one of the handsomest in the State, and a special feature of which is a splendidly equipped talking machine department. 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 territory.

Coast Agency for Mastroia.

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 to secure the distributing agency for the Pacific Coast for the Mastroia, 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 produces a surprisingly good tonal effect. Mr. Meyerfeld has established offices in the Monadnock building, San Francisco. While new to the talking machine business, he has a long record as a salesman and is the man, who, while representing the Hillson Co., of New York, introduced the Hoffman House cigar throughout the country. He is going after the Coast talking machine business in an energetic manner, and will, no doubt, meet with signal success.

H. W. Brelsford Incorporates.

The H. W. Brelsford Co. has been incorporated with a capital stock of \$2,500 by H. W. Brelsford, G. E. R. Cummerow and M. C. Clift. The step was taken as a general business advantage, and the business at 911 W. North avenue will be continued as heretofore. Mr. Brelsford has been connected with the general music trade for some twenty years and has spent approximately the past fifteen years in the company of the talking machine. The company will continue to handle the Victor and Columbia lines.

Personals and Visitors.

C. L. Davidson, of the Talking Machine Shops, has returned from a six weeks' trip to California, where he visited both expositions. While at San Francisco he spent much time among the different talking machine displays and reports that they are all very interesting and beautifully laid out.

A. J. O'Neill, of the O'Neill-James Co., has returned from a two weeks' trip to the East. Mr. O'Neill was very much pleased over the rapid

FAST BECOMING UNIVERSAL

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

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

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

To demonstrate the Tusko is to make a permanent customer.

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

RETAIL PRICE \$1 PER DOZEN. REGULAR DISCOUNTS APPLY.

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



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.



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

Columbia Graphophone Company
Woolworth Build. g, 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, Ind.; H. G.

Power, manager of the talking machine department of the Taylor Carpet Co., Indianapolis, Ind.; Robert Smallfield, Smallfield 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.

Place on the Markets a Line of Lubricants Particularly Designed for Talking Machine Mechanism and a Polish for Talking Machine Exteriors—The New Products Described.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 10.—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 Wadolatum, 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 Wadolatum 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.

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 latter 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 recognizes 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, vouch 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-by. 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.

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



STYLE D INTERNATIONAL
41 ins. High, 18 ins. Wide, 22 ins. Deep.
Furnished in Mahogany or Oak. RETAIL PRICE, \$65.

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

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, because of the magnitude indulged in, has others sitting up and wondering. Hardly a day passes now that the newspapers are not graced with dozens of really big ads.

C. Kurtzmann & Co., the big piano house, the last to take up the talking machine lines, are keeping well before the public through advertising. Neal, Clark & Neal advertise that they have

the greatest variety of Victor Victrolas in this part of the State to offer, there being more than 1,000 machines and 150,000 records in their stock. These two firms are only a few of the big houses that 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 luncheon 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 \$3 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.

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



A. F. Macoun.

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'Neill-Adams 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 are now out of catalogs. We think the catalog will hold the deal till about August, but what if we do not get a machine by that time? The back was off the catalog, so we are not out much even if he does cancel.

The Victrola is one of the best businesses we ever went out of, but we had intended staying in a bit longer. Add 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.

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.

INCREASE YOUR RECORD SALES



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



Patent construction enables quick installation by inexperienced labor. Neither nail nor screw required. Moderate in cost.

SEND FOR CATALOGUE

Geo. W. Smith & Co., Inc.
Philadelphia, Pa.
Attention of Mr. Hayburn Clark Smith, V-Pres.

Gentlemen:-

Regarding the installation of the "Unico" demonstrating booths, in January of 1914, we wish to state that after using these for over a year, we are more than pleased with our investment.

Not only are they clean and sanitary, but their very attractiveness has been the source of numerous requests from hundreds of our customers who have visited our store.

They have our hearty endorsement and we know of no other investment so worthy and you may refer to us, anyone who is contemplating installing an up-to-date Talking Machine Dept., and we will be more than willing to write them, and we feel that notwithstanding the fact that they are a little expensive in the beginning, yet they will be more than repaid in the end for having installed an equipment of this type.

With very kind regards, we are,

Sincerely yours,
THE FULTON MUSIC COMPANY.
A. F. M. / C.

Geo. W. Smith Co.,
Philadelphia, Pa.

Gentlemen:-

Regarding the "Unico" Demonstrating booths and their influence on the volume of sales and the consequent profit, would advise you as follows:-

The first month, we more than doubled our sales and in some months, we more than tripled them, and every month we show an increase over the old system.

It puts our talking machine department on a dignified basis and on the same plane as the piano business.

We are enthusiastic over the possibilities presented by the installation of these booths, and as you know, we use the same construction for our offices and player booths, and we find them eminently satisfactory.

Wishing you continued success, we are

Very cordially yours,
THE FULTON MUSIC COMPANY.
A. F. M. / C.

A. F. M. / C.

P.S. You have our permission to use any letters that we may have written to you in connection with your advertising.
F. M. C.

THE TRADE IN NEW YORK CITY AND VICINITY

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 but 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 inordinately busy season and arrange minor odds and ends 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. It is but natural that the talking machine trade should share in the general attack of "summer and vacation fever," as the first signs of an increase in temperature bring thoughts of vacation and similar matters of timely importance. At the same time the retail talking machine trade occupies a better position than many contemporary industries, as there is a demand for small machines and records during the summer months that often compares favorably with other months of the year. The situation to date is distinctly encouraging, as the first four months of 1915 have been regular

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 corking 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 heaviest in the higher-priced types, the 'Leader' and up. We 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 catalog is comparatively small and has nothing but good, salable records. This accounts in a way 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 Is 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 25 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 used by our dealers on all their instalment sales. We have just been advised by Miss Anna Case, the famous operatic soprano, who has recorded a number of selections for the Edison diamond disc 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 usual, considering the fact that the 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 month this campaign will be in full blast. 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 products during 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 ejector. 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 kept 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 Pathé discs is the Stilwell Co., 316 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 Spaulding, formerly manager of the Aeolian Co.'s talking machine department, is now associated with Ormes, Inc., Victor distributor at 366 Fifth avenue.



ONE OF

SCHLOSS BROS.

LATEST PRODUCTIONS, THE

WAGON-CABINET

WONDERFULLY CONVENIENT.

Takes the Victrola and its records wherever you desire. From one room to another; on the porch, the lawn or in the summer house. Properly and substantially built and finished to match and fit the new Victrola IX.

Order Now for the Summer Trade.

Details and Price for the Asking.

SCHLOSS BROS.

PHONE, COLUMBUS 7947

637-643 WEST 55th STREET,

NEW YORK

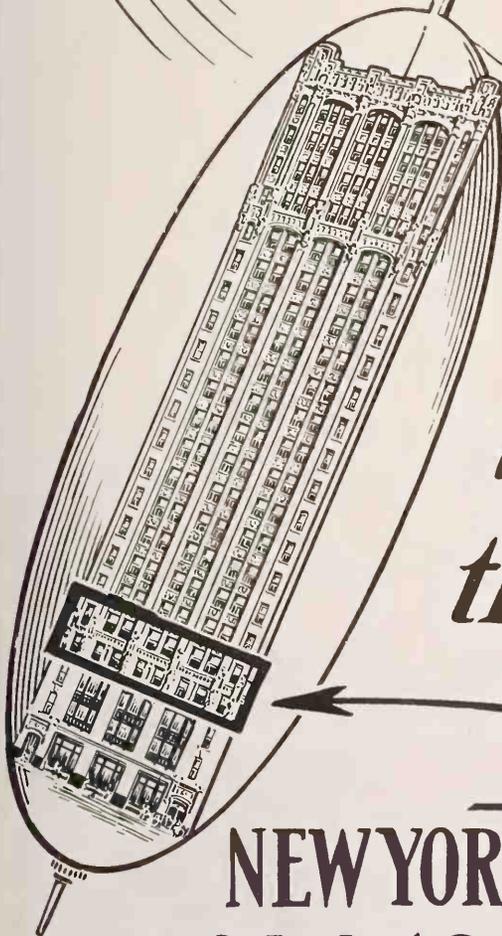
New York Talking Machine Company's Service

Mr.:



*As Regular
as the Pendulum
on the Clock.*

*Time to Swing
those Orders
this Way*



NEW YORK TALKING MACHINE CO.
119 W. 40TH ST., NEW YORK.



**Retails
for \$1⁰⁰**

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

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

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

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

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

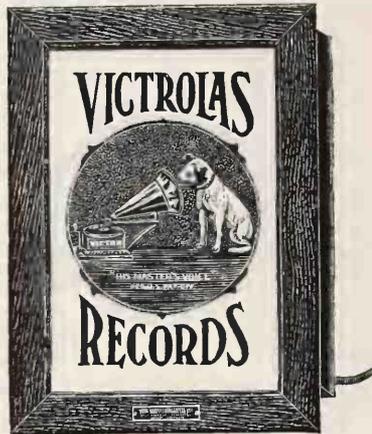
Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. F. BRIGHTSON, President.
57 Reade Street - NEW YORK

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., 353 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



Bruno Electric Sign No. 1.

show the new Victor electric sign. No. 1, showing the screen, is the sign that always appears, while No. 2 is the advertisement shown when the sign is lighted. This works on a flash principle, so that no matter whether the sign is lighted or not it bears a very striking advertisement. Screen No. 2 may be changed to any reading that the dealer desires, and can be shifted frequently.

Automatic signs of this character generally cost about \$20, but through an arrangement made by Bruno & Sons with the factory, by which it has the exclusive right of distribution, it is enabled to offer these for the low price of \$5 each. The cost of operating is very little. The size of these electric signs is 10 1/4 x 14 1/2 inches.

Cut No. 3 shows 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 let-

ters and red arrow. Size: 13 1/4 x 22 inches. Price, \$2 each.

Dealers who have used both the electric sign and the window display say they can trace direct



Bruno Electric Sign No. 2.



New Bruno Display Card.

sales to this work, which at its low cost gives a very small selling expense for goods that otherwise might remain unsold or be distributed through higher priced methods.

NEW MANAGER IN ST. PAUL, MINN.

O. J. Junge Takes Charge of Columbia Co. Branch in That City—New Victor Distributor Will Help Trade—Edison Business on Increase—Small Machines in Demand.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, May 10.—C. P. 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 store. 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 the sales for last year.

Considerable activity is manifest in talking machine and phonograph markets. Some people who wouldn't have a machine in the house are glad to have them at "the lake," and as everybody is to spend the summer at one or the other of the thousand lakes in Minnesota there is brisk business.

A feature of the sales is the large number of inquiries for the small sizes for use in canoes. Some of the shops almost had forgotten that they had the little ones until the canoe fad came.

The new supply house established in Minneapolis for distributing the Victrola instruments and records is pronounced by the local dealers to be a great convenience, a "long-felt want," in fact. That it will materially promote the Victor Co.'s

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.

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.

SOSS

INVISIBLE HINGES

**"OUT OF SIGHT
EVER IN MIND"**



When you fail to see an slightly hinge protruding you *know* SOSS is the answer.

Write to-day.

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



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.



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

Columbia Graphophone Company
Woolworth Building, New York

BUSINESS 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 Opens 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 Ogden filing 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 new deal will be harmful to them is surely an error, as many of them will discover, for it will mean more business to them than they are doing at present. The new company will, no doubt, do a lot of advertising of the Columbia line, and the more the line becomes known the better it will be for the dealer. Business during the month in distribution showed a 61 per cent. increase."

The Columbia Co. is just now pushing a campaign for new business in North Carolina, and P. W. Peck is in that section going over the field. W. L. Eckhardt, the district manager for Baltimore, whose headquarters is in Philadelphia, made part of the trip with Mr. Heath, going to Norfolk and Richmond, and he is well pleased with the business being done by the Baltimore headquarters.

W. C. Roberts, manager of E. F. Droop & Sons Co., says that April of this year will show an increase of approximately 40 per cent. over the business done by his firm during April of last year.

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is preparing for the usual summer falling off in business. He has al-

ready started the outside work, which he feels confident will result in the firm getting many orders it would not otherwise receive. Each morning at 9 o'clock all the employes of the department, with the exception of one, leave the store and work outside. The one left in the store during hot weather can care for all the trade coming in.

Mr. Gibbons says that he expects fully three-quarters of the summer business which will be done by the firm to come from outside work.

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 "Liberatus." To one of the Greeks she sold a \$150 machine and \$110 worth of records. The other purchased a \$100 machine and \$96 worth of records.

Mr. Gibbons says that he is filling fully 98 per cent. of his record orders. He recently started a most attractive plan to catch the eye of the record-buying public. When he gets the monthly pamphlet of new records he immediately has them bound in an attractive cover. He is the only one in Baltimore doing this. On the May cover he has a picture of a couple on the porch of a summer home listening to a Victrola. On the front is printed "The new Victor records for May, suggesting the imperative need of summer music in your summer home."

On the inside of the cover Mr. Gibbons gives out 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 \$365 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 Bal-

timore artists, including Prof. John Itzel, director of the Academy of Music Orchestra, violinist; Prof. John C. Bohl, conductor of the Hippodrome Orchestra, flutist; Prof. Alfred Furthmaier, 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., 332 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. Crowley, 212 West Saratoga street, and the Central Piano Co., 120 North Liberty street.

I. Son 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. Leonard C. Wilson, who was formerly with 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 store 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 Victrola, Grafonolas and Pathés. At the main branch of the firm on North Howard street the firm is also carrying the Edison Diamond disc.

Milton Boucher, 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.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT, MICH.

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

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (Corner Ford Road)
PHONES - PROSPECT 2140 - CLAY 1406
CLEVELAND

SOLD BY
MURTEAU WILLIAMS & CO.
MONTREAL - OTTAWA

500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.

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

Kunkel Piano Co.
BALTIMORE

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

SOLE AGENT BY
J. E. STRATFORD
AUGUSTA, GA.

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.

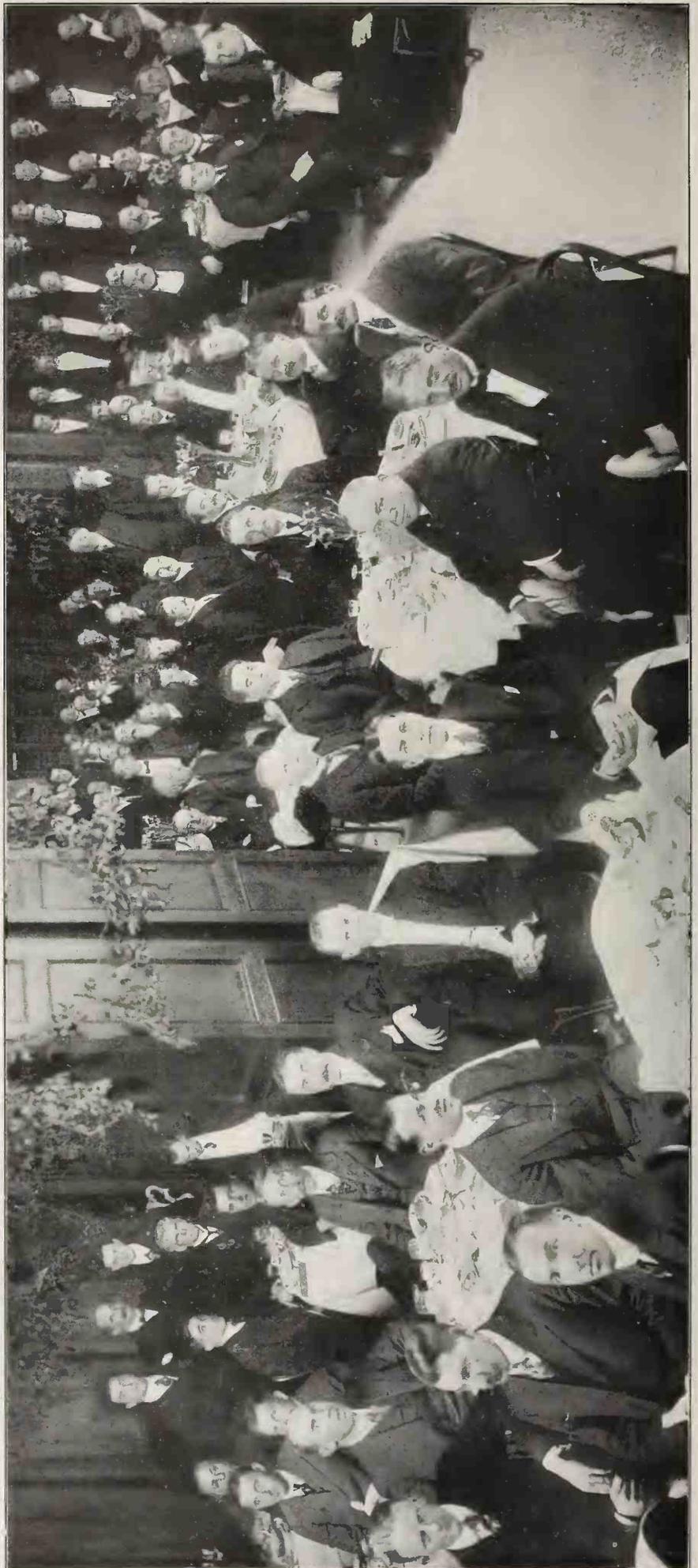
Following the discussion of an excellent menu, John E. Hunt, the well-known piano and talking machine man of White Plains, N. Y., assumed the responsibilities as toastmaster and introduced as the first speaker Henry C. Brown, advertising manager of the Victor Talking Machine Co., who based his address 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 in less than ten minutes had decided to add \$287,000 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 co-operation 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.



Annual Dinner of The Talking Machine Men at Hotel Gregorian, New York, Wednesday Evening, April 14, 1915.

The Oldest Victor Distributors in the Southwest

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

**Emergency and
Rush Orders
Promptly Filled**

Schmelzer Arms Co.

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

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 benefits 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 as 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

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



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.

The next speaker was 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.

The very successful meeting broke up with a rising vote of thanks to John G. Bremner, presi-

dent 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 Quarters in Live Connecticut City.

(Special to The Talking Machine World.)

NEW BRITAIN, CONN., May 4.—Brodrib & Wheeler, who opened the Grafonola Store at 138 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



J. E. Hunt, Vice-President.

is well pleased with the location selected for its store, for it is in a great manufacturing center with the various factories 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.



H. C. Brown.

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 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

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

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.



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. talking machine 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 un-

dertakes, 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 this 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 consequence 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 are 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., 825 Arch street, this city, has been entirely separated from the talking machine business, being removed to 837 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."

*"Pen your
orders to
Penn"*

*You are assured
of a close co-operation
when you rely
upon Penn Victor
Service for your
supply of Victor
talking machines
and supplies.*

*We specialize
upon Victor ma-
chines and records,
offering a quick
service in both.*

*Penn Phonograph Co.
17 South 9th Street
Philadelphia*

EVER classify the different types of record buyers? Some come in and buy only what they want; some have to hear first and then buy. If you don't have the records in stock that class No. 1 customers want, you lose direct profits, while on the second class, you don't even have a chance to make a sale.

So you must have the records first, in order to make the profits. This interpreted, means that you ought to be a user of Buehn Service.

VICTOR
Exclusively

Louis Buehn Co.
Philadelphia



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.



(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**

NO FALLING OFF IN MILWAUKEE.

Talking Machines and Records Still in Active Demand and Shortage Still Obtains—Winter Piano Co. Takes on Columbia Line—Gannon with Smith Co.—Honors for P. F. 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. S. W. 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 enterprising 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. Abbott, resigned, is meeting with a good gain in business and has enlarged his sales force.

Joseph Gannon, 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. Gannon 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 Cheney 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 Hempstead in 1859, 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 Cudahy, an outlying city just south of Milwaukee, by Boros & Vlossak, 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 enterprising 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 1907. 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.

This



On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

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 upon this decision. There was 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 25 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 and dispose of any merchandise purchased by them at any price they may see fit regardless of the rights of others or the injury it may do others. The principal attack of the "Free Market" is upon standard goods for the reason that the producer places upon such articles a fixed selling price which he desires maintained, and at which price they are to be sold to the public. The producer spends large sums of money 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 fully prepared for the "Free Market" advocate, who simply has to cut the price thus advertised at "\$1, our price 75 cents."

"A Free Market" principally demanded by department stores, mail order houses, chain stores and the like, brings about an eternal war between its advocates. A regular cut-throat and survival of the fittest policy which is carried on in every important center throughout the United States. It is claimed by those favoring the "Free Market" that all this is done for the benefit of the consumer, and which argument they wave frantically before the legislators and the public in their efforts in favor of 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 combatants. 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 more or less the country over and every merchant is more or less involved in it. For this reason the "Free Market" asked for by R. H. Macy & Co. and others becomes a vital national question to every citizen throughout the United States.

What is the method of war now carried on in the "Free Market" and made more free by the successful litigation of R. H. Macy & Co.? This house, unquestionably one of the foremost in the maintenance of the cut-price principle, announces its stand to the world as follows:

In the advertisement of R. H. Macy & Co., in the New York Sun of March 24, 1915, celebrating the great Victrola decision, they announce:

"Another sweeping Macy victory that will sweep a Victrola and Victor records into your home at a Macy price."

"Macy's store will continue to maintain its famous reputation for lowest-in-the-city prices. Our right to sell standard merchandise at our own low-priced standard, and now comes an even greater tribute to our efforts, to undersell every store in this community on dependable merchandise."

And they straightway advertise a cut price on Victrolas and records. To this 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.) in 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 Victrola 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 "Kilkenny Cats" is a joke in comparison to the glorious trade war thus engendered by the "Free Market."

R. H. Macy & Co. state: "That there is legitimate rivalry among distributors, also, legitimate competition of distributors is for the patronage of the consumer." Comparing this statement with the advertisement, the result is striking.

R. H. Macy & Co., in advocating the "Free Market," maintain that their methods of buying for cash, selling for cash and general efficiency enable them to distribute merchandise cheaper than their competitors, and they further state "that those distributors who, through inability to keep up with the march of progress are unable to meet the competition of their more efficient competitors, must suffer." We can all call to mind what happened to certain monopolies not so long ago, who, by means of large capital, buying for cash and greater efficiency, endeavored to monopolize the market by underselling supremacy in underselling their competitors.

It does not require a lively imagination for any reader of this article, particularly business men and intelligent consumers, to see where the "Free Market" as here

advocated and carried out must lead to. It is and must be dominated by the most powerful factor in any community, and as this factor refuses to allow competition at any price, where is the competitor and where is the consumer? It must, more or less, compel a resort to all sorts of trickery and dishonesty on the part of dealers who struggle for a living. It brings about failures, bankruptcy, fires, and all the evils imaginable, and all because "the march of progress," the "Free Market," will not let them live—except on the leavings of these big factors and what they do not care to handle.

The "Free Market" advocates claim the legal and moral rights to seize on "standard goods" and so draw them into this maelstrom of the "Free Market" and cut-throat competition. Against this the "standard goods" advocates have bitterly fought but without avail; they seemingly have been handed over by the law as fit and becoming victims to the rapacious maw of the "Free Market." What does the public want, and how long will it be fooled? For, in fact, the consumer is the greatest sufferer in the "Free Market"; "our former price and present price" hits him hard and tells the story. Who can tell what influence the "Free Market" has had in the recent disasters to the big pushing combinations the country over.

Suppose a corporation was formed with a capital say of \$50,000,000 (not impossible nowadays) and that it buys two or three blocks in the heart of the city and erects thereon magnificent buildings with every modern improvement; that it carries out the same idea in all the large cities of the country. It opens up and gives warnings that its prices on all goods shall be the lowest in the city prices, and that it will undersell all competitors, and that it does it in the same merciless way as the present underselling monopolies. Would R. H. Macy & Co. and the rest calmly say, "Well, through our inability to keep up with the 'march of progress' and the liability to meet the competition of our more efficient competitors," as they now preach to others "we must submit, be crushed and get out the best way we can?"

That they would do this is very doubtful. The chances are they and their able lawyers would be besieging the Government for protection against such a monopoly and give a thousand reasons why the Government should do it, mainly because of underselling monopoly, unfair trading, restraint of trade, and so on.

The "restricted price" claims that "one price for all" will secure to the consumer the benefit of protection of stable uniform retail prices upon all trade-marked and branded goods; that it is absolutely fair to the consumers, all buying alike; that it is the real "Free Market" wherein both large and small merchants can buy and sell. It is argued, therefore, by those favoring the "restricted price" that competition is not price cutting, but that it is piracy. The real competition is superior stock, superior location, superior service, and therefore all merchants are in competition with one another when selling at the "restricted price," and the consumer is benefited in many ways, impossible to enumerate here, and no unfair advantage is taken by one over the other. This is a near approach to our Constitution, which declares: "All men are endowed by their Creator with certain inalienable rights; governments are instituted to secure their rights." Surely the right to do business free and unhampered from competition is one of them.

BIRD'S-EYE VIEW OF VICTOR PLANT

Artistically Printed in Colors Sent out Recently to Victor Dealers.

The Victor Talking Machine Co. sent out to its dealers this week an artistic supplement in colors showing a bird's-eye view of the immense Victor plant at Camden, N. J. Accompanying this picture was a guide sheet which indicated the various buildings shown on the lithograph, which included the shipping department, machine factories, storage building, record pressing plant, cabinet factories, recording and research laboratory, executive building, lumber yard, printing department, etc. The company suggests that Victor dealers frame this supplement as it will convey a stronger impression to their customers than any number of skilfully chosen words.

ISSUES THE "PIPES O' PAN."

Southern California Music Co. Publishing Attractive and Interesting House Magazine.

The Southern California Music Co., Los Angeles, Cal., has selected as the title for a very attractive house organ published by the company at regular intervals, the "Pipes o' Pan," a name for which a prize of \$100 was awarded in a contest. In the publication, which is of generous size, well printed and full of interesting reading matter, there are published attractive announcements regarding the various instruments of the company's line, and which include the Chickering, Kranich & Bach, Apollo player-piano, the Hobart M. Cable, Armstrong and other makes of pianos, Victor, Columbia and Edison talking machines, musical merchandise and sheet music.

UDELL

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

Send for six of these; the price is right.

At least get our catalog.

The UDELL WORKS

1025 WEST 28th STREET

INDIANAPOLIS, IND.



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 1893 with the American Graphophone Co., he becoming head of the consolidated concern.

The Bell and Taintor 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

remarkable business ability and farsightedness.

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 park, where he built a splendid home and near him resided married members of his family.

Outside of the Columbia Co. Mr. Easton had important interests, being president of the Burt Co., The Water Power Securities Co., The Eaglesmere Co., vice-president of the Hackensack Trust Co. and the Hackensack Hospital Association. He was a member of the Arcola Country, Hackensack Golf, the Oritani Field and the New 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. Bradburn 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 Frugh, 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. N. Burns, E. V. Murphy.

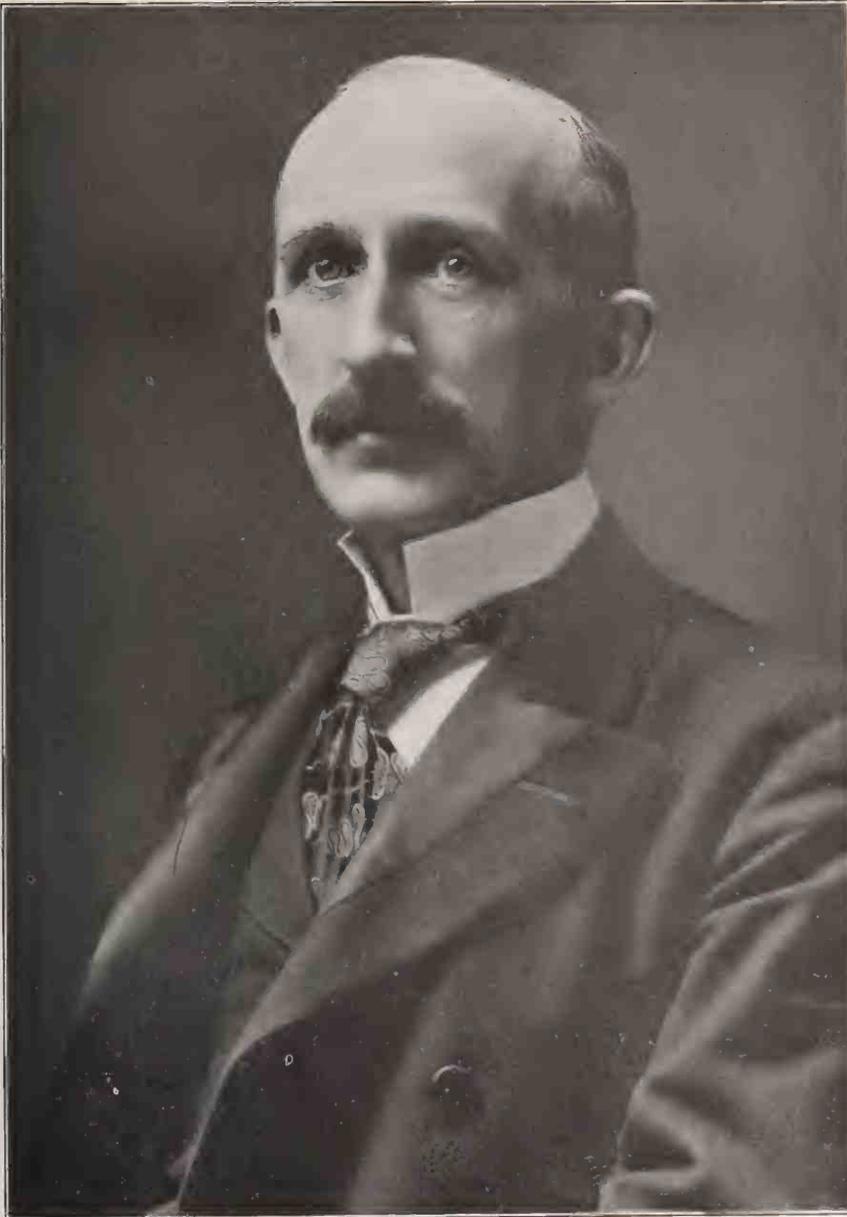
Those present included the officers and directors of the Columbia and American Graphophone companies, Frederick J. Warburton, Thomas R. White, C. W. Woodrop, Marion Dorian, Henry A. Bishop, Edward N. Burns, Charles W. Cox, John Devine, Philip T. Dodge, William M. Johnson, Charles A. W. Massie, Timothy D. Merwin, Edward V. Murphy, John J. Phelps, David St. John; the departmental heads, branch managers from far-away points, representatives of the employes, as well as many personal friends, who filled the spacious mansion. The floral tributes were imposing and completely filled two large rooms. The interment was in Hackensack.

ADDS 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 instalment 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 117 Second avenue, to add 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 types of Victrolas, ranging from No. IV to the No. XVI of the spring motor type. Under the machines are printed the various prices with the first payment and monthly payments clearly marked. For instance, on the No. IV the price is given as \$16.50, first payment \$3, monthly payment \$2, while on the Victrola XVI the price is given as \$220, with first payment of \$40 and monthly payment of \$20. It is thus seen that the man who appreciates the value of cash receives a most satisfactory discount when he is quoted the list price of the Victrola as its cash price.



Edward D. Easton, Founder and President of the Columbia Graphophone Co.

who had been summoned from California, were 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 Guiteau 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

been the head and directing force of the Columbia interests. He surrounded himself by a coterie of men who absorbed his enthusiasm, and together they worked for the development of an enterprise, modest at first, but expanding until after many years the Columbia Co. has controlled branches in all parts of the civilized world, with factories and assembling plants in America, Europe and Canada.

The business has grown to enormous proportions, and its product is distributed in all of the countries of the earth.

Mr. Easton had always given liberally of his strength to the upbuilding of the enterprise and his business and financial ability stamped him at once as a leader among men. He built a trade edifice which will endure as a monument to his

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—Pathephone for Prominent Toronto Church.

(Special to The Talking Machine World.)

MONTREAL, CAN., May 7.—Previous to the appearance of John McCormack in Montreal, the Berliner Gramophone 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 totaling the above amount and immediately instituted proceedings to have Ott arrested. Inquiry is said to have shown that Ott had left for New York in company with a woman, and on what was supposed to be a honeymoon trip, registering there under the name of Schomberg and later bought tickets for Colon, Balboa and Chile. A cable to the British Ambassador resulted in the arrest of Ott when the steamer called at Guayaquil, Ecuador. Extradition papers prepared in readiness for Ott's

arrest have been forwarded to the Secretary of State at Ottawa for transmission to Panama. Ott came to Toronto from New York about a year ago. Besides being a bookkeeper for the Columbia Graphophone Co., he also conducted a manufacturers' agency under the name of W. T. Ott & Co., at 32 Front street West. He is alleged to have made an assignment of the stock and book debts 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 to good advantage the merits of the New Edison Diamond Disc machine and have featured this make lately at several successful concerts.

It may not be generally known that Albert Weiderhold, a new baritone in the Columbia blue label list of artists, is a Canadian, being a native of New Hamburg, Ont. In the April 1 list Mr. Weiderhold's voice is reproduced on both sides of A1690, 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 cat-

alogs 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, catalogs 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 illuminative 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 7½ per cent. on the valuation of \$1 should not do more than increase the cost from \$1.25 to \$1.32½. 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 7½ 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, 27½ 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.

John M. Dean CORPORATION

Putnam, Conn.

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

Manufacturers of

Talking Machine NEEDLES

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 gramophone records through the 7½ per cent. war tax does not a ply to Columbia records. No increase has been made in the price of Columbia graphophones, Columbia grafonolas, or Columbia double disc records, nor is 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 \$60,000 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 should convince you of our earnest desire to shoulder our full share of the expense of the war without endeavoring to foist any part of it off on the buying public. We feel that your article is, therefore, apt to create a false impression on the public mind, which would be prejudicial to us. As we are sure that this is not your desire, we would appreciate it if you would kindly correct your article, so far as it applies to the Columbia Graphophone Co., in an early issue.

"O. C. DORIAN,

"Assistant Canadian Manager."

An Edison Diamond Disc phonograph, loaned by Layton Bros., provided music, while Pathéscope views were being shown at a recent entertainment held by the Fairmount Methodist Church in Montreal.

B. 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 the 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 Pathophone and a collection of Pathé records were presented by the choir and congregation of one of Toronto's churches to Dr. Gilmour, Warden of the Central Prison, a prominent minister who removes to Guelph to assume the charge of the new reformatory there. One of the newest 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. Gittleston, 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. Gittleston 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.

Gittleston'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. Gittleston 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. Gittleston returned home via New York.

A. G. Farquharson, 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 remarked 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 increased 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 Canada."

The Gerhard Heintzman 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. Deynes in charge.

The Patricia Columbia Grafonola, known as a "Royal Model," dedicated to H. R. H. the Princess Patricia, selling at \$78, 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.

For New IX.



D79

Special 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

HEADS RECORDING DEPARTMENT.

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



G. C. Jell.

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 he became a member of the Columbia Co.'s first music committee, and gradually increased his ac-

tivities in this direction until he was made chairman of the record committee several years ago, a post which he has held since that time with signal success.

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 transaction at this meeting, including the election of officers 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 admission of distributors to the association, the election of three vice-presidents instead of one, and the appointment 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, Connecticut and New Jersey. Among the several new committees that have been provided for in the by-laws are credentials, grievance, membership, advertising, legal and entertainment committees.

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 postpone the selection of a vice-president from Connecticut 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 installment sales, and practically every one stating that they would include this interest clause in their contracts 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 charter as a corporation under the laws of the State of New York.

The Rowland Sound Regulator Co. was incorporated in New York for the purpose of manufacturing regulators for phonographs and talking machines. Capital \$10,000, and the incorporators are R. L. Convissar, Dr. Charles J. Pick, R. E. Falol, 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 CHANGE 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 marvelous 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 40% profit.

For further information address—

REX TALKING MACHINE CO., Inc.

**1332 ARCH STREET
PHILADELPHIA, PA.**

INCORPORATED FOR - - - \$1,200,000

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 rather attractive and a spell of cool weather sort of revived interest in the talking machine trade.

Mr. Byars, of the Aeolian Co., reports for the month just closed an increase over last April's figures. He says: "While business is not naturally brisk, yet it is marvelous how the public will buy talking machines and actually postpone the purchase of what are commonly considered necessities. I deplore this chronic complaining on the part of men in the music trade. If, as our President has said, hard times are largely psychological, I fear the germ is getting a tight grip on some of our best men. I can't help but feel that a lot of good, effective enthusiasm and energy is being stifled by a perpetual complaining of poor business. If that time was spent in real, live, aggressive thinking and working the psychological germ would be destroyed and monthly figures would show up better."

Manager Whelen, of the Columbia Co., when asked as to business conditions during the past month, stated: "On the whole business was fairly good and the total figures for the month went over April of last year; the retail came in spurts, although the wholesale kept up in a steady gait. Our company has been doing considerable advertising in the Cincinnati papers in the form of a 'T' ad, featuring not only our own store but the Cincinnati dealers. This advertising has had quite a tendency to increase retail sales, especially records, and our dealers are quite enthusiastic about it."

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a few days in Cincinnati during the past month for the purpose of making arrangements for remodeling the Cincinnati store, and alterations will be commenced at a very early date.

Cliff Herdman, formerly connected with the Cincinnati Columbia store, has been transferred back to that city and took up his duties as assistant manager the first of the month.

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

(Made in two grades)



No. 3 Strap

Write for
booklet

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

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 Victrola 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 prospects. 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.

LEMLEY-STANDKE NUPTIALS.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., May 7.—William F. Standke, manager of the local store of the Columbia Graphophone Co., was married April 28 to Miss Elsie Laura Lemley, a young lady prominent socially, and a member of one of New Orleans' old families. The marriage was a quiet affair, being solemnized at the home of the bride's parents and witnessed by intimate friends and relatives. Mr. Standke is one of the best known as well as popular executives in the employ of the Columbia Co., and has been in charge of the store here for the past three years. He and his wife were the recipients of many handsome nuptial remembrances, quite a number coming from different parts of the country where he was formerly located as well as from Columbia officialdom. The couple will make an extensive honeymoon trip, taking in the California expositions, and visiting other points of interest in the West and will be at home after June 1.

Some people impress us as having so much good in them that it's too bad they can't let a little of it out.

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.

Max Strasburg on Fishing Trip—New Quarters for the Metzger Co.—Additional Store for Noble—Phonograph Co. Take Hayes Business in Toledo—Another Store for Grinnell—C. S. Gardner Discusses Edison Expansion—Other Items of General Interest.

(Special to The Talking Machine World.)

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 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 hundreds 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 Manistee River, 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. Tentative plans call for the addition of five booths, making fourteen in all; new offices, recarpeting and re-decorating throughout, making it one of the finest exclusive talking machine stores in the Middle West. The changes contemplated will cost in the neighborhood of \$5,000.

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 501-503 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 Adcock and H. D. Purinton. The formal opening is scheduled for the middle of May.

A. 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 erect-

ing a building in the rear for factory purposes.

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

Frank J. Bayley, who is located on Witherelli 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 \$5,000 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 Downs, 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 and records. The size of the property is 47 by 200 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 have the entire main floor. 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.

C. A. Grinnell, of Grinnell Bros., told a representative of The World that business throughout all of the company's stores was not up to last year. "I don't know just how to account for it, unless it is that people are holding onto their money pending the outcome of the war," he said. "We are working hard for the business, but it does not seem to be coming in as fast as we would like to see it. This applies to all of our departments."

Harry Wright, formerly with the American Phonograph Co., is now with the J. L. Hudson Co. talking machine department.

Scott Hughes, formerly with the Crowley-Milner department store, of Detroit, as advertising manager, and at present with the Rotaschild store in Chicago, will become advertising manager of the J. L. Hudson store in Detroit on June 1.

Manager Andrews, of the Hudson Co. talking machine department, reports a scarcity of mahogany Victrolas XVI and XIV at \$150 and \$200. He



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

says 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, conferring with Edison dealers relative to methods of sales, etc. He told The 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 Liggett 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 employes 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 de-

Business is good—
There's a reason. A
trial order will show
you. WHY? The
goods and the service
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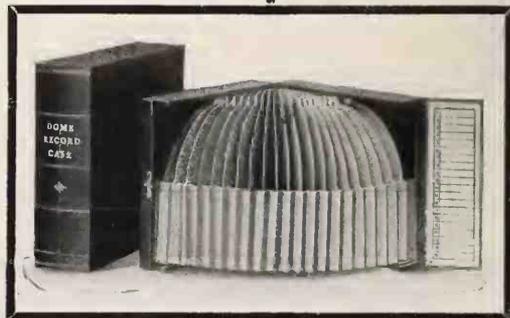
**VICTOR
and EDISON
Distributor**

DOMER

RECORD CASES

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

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



W. D. Andrews - Buffalo, N. Y.



There is as much money for a Columbia dealer in your territory as there is in the other territories that are already yielding big profitable business.



(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

partment employes were there in full force. On April 8 an order was placed by the J. L. Hudson Co., Detroit, for 650 Victrolas with the Talking Machine Co. of Chicago, for delivery in May and June. They will be used for the new store. The company already has in stock a complete assortment of records.

George Cheate, of the Talking Machine Co., and H. Conover, of the Rudolph Wurlitzer Co., of Chicago, were visitors to Detroit during the past thirty days.

The G. & W. Sound Adapter Co., Lefandora building, Detroit, is making a device that fits any Edison machine, enabling it to play Victor records. It sells at \$2, and is on sale at most of the stores in Detroit. W. H. Golblum, general manager of the Story & Clark store, is one of the officials of the company making this device.

The Detroit Times purchased a \$150 Edison Diamond Disc phonograph, which it offered in connection with a membership campaign and a popular voting contest.

F. E. BOLWAY & SON INCORPORATE.

Prominent Edison Jobbers and Piano Dealers of Oswego and Syracuse, N. Y., Plan to Expand Their Phonograph Business.

(Special to The Talking Machine World.)

Oswego, N. Y., May 8.—Frank E. Bolway & Son, one of the pioneer phonograph dealers in New York State, and who has been in business in this city since 1889, was recently incorporated with capital stock of \$100,000 for the purpose of expanding the business of the company as jobber of Edison phonographs, with a large section of the Empire State under its control.

The officers of the company are Frank E. Bolway, president; Frank E. Bolway, Jr., vice-president and treasurer, and Edward W. Austen, secretary. The main offices of the company are in Syracuse, where they were located some time ago, and it is planned to close out much of the business in this city. The two front stores of the company will be rented, the stock of pianos will be closed out at low prices, and only a small display room and office will be maintained to take care of local business.

PERSONAL RECORD DEPARTMENT

Inaugurated by Columbia Graphophone Co.—Will Record Personal Records of All Descriptions—Henry D. King in Charge.

An innovation in the talking machine field was announced by the Columbia Graphophone Co. this week in the nature of a "Personal Record Department." The details regarding the formation of this new department have been under consideration for some time, as the unlimited possibilities



Henry D. King.

of this field and the valuable publicity it would afford Columbia products had been brought to the attention of the company by its dealers from coast to coast.

There had been a steadily increasing demand for disc records of a personal nature, and it was to fill this demand that the personal record depart-

ment was inaugurated. It is planned to make records of an intimate and personal nature that will tend to maintain and stimulate the interest of talking machine owners in their individual machines. Judging from the enthusiasm already manifested, the innovation will achieve signal success.

The business of the personal record department will be handled by an efficient and trained staff under the direction of Henry D. King. Mr. King, who joined the Columbia forces a few weeks ago, has been prominent in insurance circles throughout the country, and because of his pleasing personality, executive ability and thorough knowledge of business affairs generally is admirably equipped to fill his present important post.

NEW VOCALION CATALOG.

The Aeolian Co., 27 West Forty-second street, New York, manufacturer of the Aeolian Vocalion, has just issued a new catalog which gives in detail the tonal features of this new phonograph, and contains an interesting discussion of the creation and development of tone from a scientific standpoint. Tone waves are illustrated as produced by a tuning fork, violin, flute and human voice, and considerable space is devoted to a description of the Graduola, which is an exclusive feature of the Aeolian Vocalion. Six styles of the Aeolian Vocalion are presented in this attractive and complete publication, including Styles "G," "H," "I," "J," "K," and "L."

ELECTED VICE-PRESIDENT.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., was elected vice-president of the Sphinx Club of New York at the annual election of officers held recently. Mr. Brown had filled the post of president during the past year, winning the highest praise for his able administration.

The department store of A. D. Matthews' Sons, Brooklyn, N. Y., has been placed in the hands of receivers, who will carry on the business by order of the court until a rehabilitation is effected. This concern handles Victor and Columbia products.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

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

Mermod & Co.

505 Fifth Avenue New York

Manufacturers of

Talking Machine Supplies

Motors—Sapphire Points

Diamond Points a Specialty

Keep Your Record Stock with

THE
Feise
SYSTEM
TRADE MARK

Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., May 10.—**PHONOGRAPH ATTACHMENT FOR CLOCKS.**—James H. Pearson, St. Louis, Mo., assignor of one-third to William Carter and one-third to Harvey L. Doney, Bloomfield, Ind. Patent No. 1,131,001.

This invention relates to striking clocks of the graphophone type, one of the objects of the invention being to provide mechanism of simple, durable and compact construction whereby a carriage carrying a reproducer and a horn can be caused to travel at predetermined intervals during which time the cylinder, disc or the like on which the announcements have been recorded will be operated.

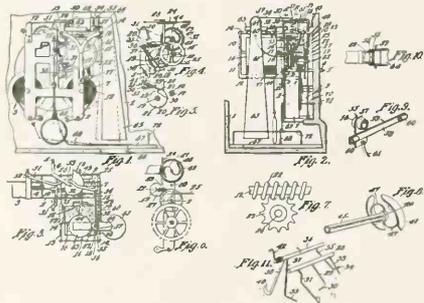
A further object is to provide mechanism of this character which can be combined readily with the mechanism of clocks of different types now in use, the entire mechanism constituting the present invention being so proportioned as to be readily housed within a casing of ordinary proportions.

Another object is to provide improved means for releasing and stopping the mechanism employed for operating the record and the carriage.

A further object is to provide means by which the carriage, upon reaching one limit of its movement, is returned automatically to its initial position so that the intelligence recorded will be repeated during successive operations of the mechanism.

A further object is to provide a novel form of governor for controlling the speed of rotation of the record, said governor being connected to the record operating mechanism in a novel manner to prevent the governor from coming to an abrupt stop when the record is stopped and, consequently, relieving the mechanism of the excessive strains which would otherwise be produced.

In said drawings Fig. 1 is a rear elevation of a clock mechanism having the present improvements



combined therewith, only a portion of the clock casing being shown. Fig. 2 is a side elevation of the mechanism shown in Fig. 1. Fig. 3 is a plan view thereof. Fig. 4 is a section on line A—B, Fig. 2. Fig. 5 is a section through a portion of the mechanism on the line C—D, Fig. 2. Fig. 6 is a section through a portion of the mechanism on the line E—F, Fig. 2. Fig. 7 is an enlarged plan view of the worm wheel and of a portion of the worm engaging the same. Fig. 8 is a perspective view of the revoluble portion of the governor. Fig. 9 is a perspective view of the carriage. Fig. 10 is a view partly in elevation and partly in section through the connection between the horn and the reproducer. Fig. 11 is a perspective view of a portion of the controlling mechanism.

TALKING MACHINE ATTACHMENT.—Charles Ira Lamb, Nashville, Tenn. Patent No. 1,130,910.

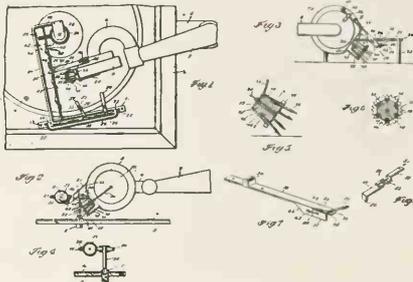
This invention relates to repeating attachments for graphophones or other sound reproducing mechanism, but particularly for disc graphophones; and it has for its primary object the provision of mechanism which will effect an automatic return of the sound box to the starting end of the record after the playing of the record.

Another object of the invention is the provision of repeating mechanism for graphophones having feeding mechanism receiving its power from the spindle of the revolving platform or table of the

machine and arranged with such relation to the sound box that on a prescribed or predetermined position of the sound box on the record the sound box will be lifted above the record and then conveyed back to its starting point.

Another object of the invention is the provision of repeating mechanism having means therein for cushioning the movement of the sound box against the record during the period of the movement of the sound box off of the feeding mechanism.

A further object of the invention is the provision of a needle holder constructed so as to accommo-



date a plurality of needles and to hold such needles whereby they may be singly advanced against the record successively with returning the sound box to the starting point of the record.

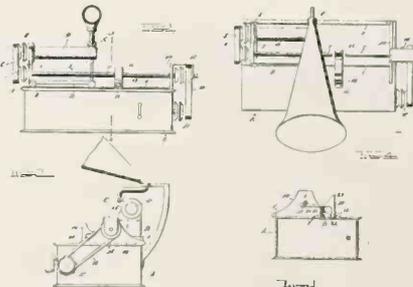
A still further object of the invention is the provision of repeating mechanism which may be readily connected with any well known form of disc machine without necessitating material alterations in the construction thereof.

Another object of the invention is the provision of feeding mechanism which will be adjustable above the record, so that it may be freely moved to an inactive position to permit of the application of the record to the revolving table or the removal of the same therefrom as the occasion may require.

In the accompanying drawings Fig. 1 is a top plan view of the repeating mechanism, showing the application thereof to a graphophone; Fig. 2 is a side view of the sound box, showing its position with relation to the returning means during the movement of the sound box toward the end of the record, parts being shown in section; Fig. 3 is a similar view, looking toward the reverse side of the sound box; Fig. 4 is a vertical section through the spindle of the revolving table, showing the driven means for transmitting motion to the feeding means of the repeating mechanism; Fig. 5 is a section through the needle holder; Fig. 6 is a section on line 6—6 of Fig. 5; Fig. 7 is a perspective view of the traveling arm, and Fig. 8 is a perspective view of the actuating arm of the needle holder.

PHONOGRAPH.—John Lyman Stevens, South Bend, Wash. Patent No. 1,132,497.

This invention relates to phonographs of the cylinder record type and the principal object of



the invention is to provide an improved phonograph in which the stylus and sound reproducer are stationary and the cylinder movable longitudinally thereunder.

Another object of the invention is to improve and simplify the construction and operation of apparatus of this character so as to be comparatively

simple and inexpensive to manufacture, reliable and efficient in use and readily operated.

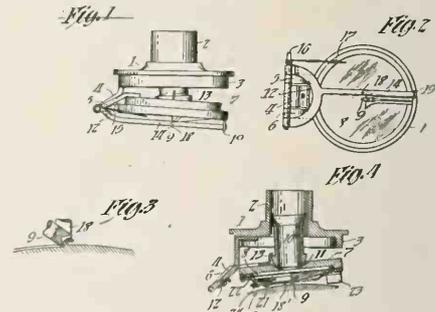
Another object of the invention is the provision of a novel record operating means for simultaneously rotating the record and giving it a movement of translation under the stylus of the reproducer, which is stationary.

In the accompanying drawings, which illustrate one embodiment of the invention, Fig. 1 is a front view of the phonograph. Fig. 2 is an end view thereof. Fig. 3 is a transverse section on the line 3—3 of Fig. 1. Fig. 4 is a plan view.

PHONOGRAPH-RECORDER.—Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,131,782.

This invention relates to improvements in phonograph recorders and more particularly to a device in which the compensating weight supporting the diaphragm is made of considerable mass, or to have considerable inertia, so that imperfections in the record due to vibrations of the diaphragm support are reduced to such a degree as to be unobjectionable, and in which a tracker or "ball advance," adapted to bear on the surface to be recorded upon, is employed, means being provided for automatically adjusting the relative positions of the tracker and the recording stylus when the latter engages 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 diaphragm. 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 recorder 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 heretofore 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 adapted for use by the general public. For the recorders of business phonographs and other phonographs for general use, it has therefore been found impracticable to use a tracker; and the size 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 and when the machine is stopped.

It is the object of this invention to improve the construction of the recorders of business phonographs and other phonographs specially adapted for general use; and this result is accomplished 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.

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

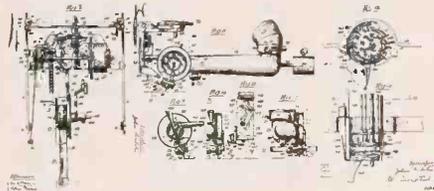
Fig. 1 is a side elevation of a recorder embodying one form of this invention; Fig. 2 is a bottom plan view thereof; Fig. 3 is a detail view taken from the side of the recorder opposite to that shown in Fig. 1, and showing the stylus cutting a record blank, and Fig. 4 is a central, vertical, sectional view of a recorder showing the preferred form of the invention.

AUTOMATIC TALKING MACHINE.—John Gabel, Chicago, Ill. Patent No. 1,134,603.

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 on 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 a number of discs or records into operation, together with means whereby any particular record may be selected as desired by the user of the machine; to provide operating means for the automatic mechanism that may be coin-controlled so that all of the parts of the machine may be ar-

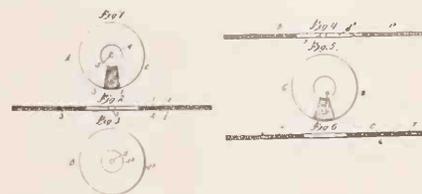
anged within a suitable inclosing casing and to provide means for preventing the operation of the automatic mechanism when the talking machine is reproducing a record.



that controls the shift of the sound-box, parts being shown in section on line 11—11 of Fig. 8. Fig. 12 is a front view of the sound-box and its supporting arm. Fig. 13 is a horizontal section through the needle carrier or magazine taken on the line 13—13 of Fig. 14. Fig. 14 is a front elevation of the lower portion of the needle magazine with certain parts shown in section on the line 14—14 of Fig. 13.

PHONOGRAPH DISC RECORD.—Frederic W. Thomas, New City, N. Y. Patent No. 1,134,774.

This invention relates to phonograph disc records. In disc records now in use and heretofore proposed there are certain inherent objections which it is the general object of the present invention to overcome by the production of a record which will give out mellow and pleasing sounds, do away with false, high notes, screechy and sharp noises, give a truer and more natural reproduction of sounds, and reproduce the human voice and other sounds more naturally. These results are unattained in the present disc records, owing to the fact that the disc body is of a hard, resinous nature. By the present invention the body of the record is permanently soft, yielding or cushiony, and hence non-sonorous, so that a more natural reproduction of



sounds is possible without screechy noises or sharp notes.

In carrying out the invention the body of the record is made of a pad of felt, wood pulp or other fibrous material which is impregnated with a suitable material, such as asphalt or a composition in which the asphalt is the main constituent. This asphalt serves to impart permanent softness and non-resonance to the disc body, so that the record material applied to the surface thereof will be backed by a continuously soft cushion, whereby the objections to the present disc records are wholly overcome. A record of this type has the advantage of cheapness and simplicity of construction, indestructibility, stability sufficient to prevent cracking of the record material in the use and handling of the record, and superior tone qualities.

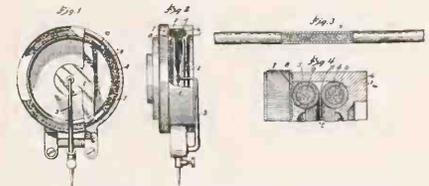
Figure 1 is a plan view of the improved disc record with a portion of the record material broken away; Fig. 2 is an enlarged diametrical section; Fig. 3 is a plan view of a modified form of disc record; Fig. 4 is an enlarged diametrical section thereof; Fig. 5 is a plan view of a ring form of record; Fig. 6 is a diametrical section thereof.

DIAPHRAGM SETTING FOR PHONOGRAPH-REPRODUCERS.—Frederic W. Thomas, New City, N. Y. Patent No. 1,134,775.

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 uni-



form 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 reproducer 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 stock, and Fig. 4 is an enlarged sectional view through the gaskets and the peripheral portion of the diaphragm.

TALKING MACHINE.—Peter Weber, Orange, N. J. Patent No. 1,133,685.

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 undulating 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 2—2 of Fig. 1 of certain details of construction; Fig. 3 represents a side elevation of a modified form of a detail 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.

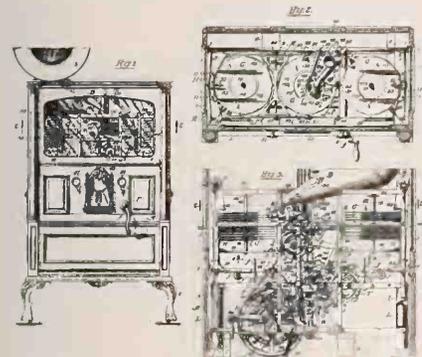


Fig. 5 is a partial front view of the parts shown in Figs. 3 and 4. Fig. 6 is a front elevation of parts of the operating mechanism and with certain parts shown in section on line 6—6 of Fig. 4. Fig. 7 is a side elevation of the parts shown in Figs. 5 and 6 and with the machine frame in section. Fig. 8 is a side elevation of the sound-box or reproducer, its support-

ing arms and means for controlling its shift.

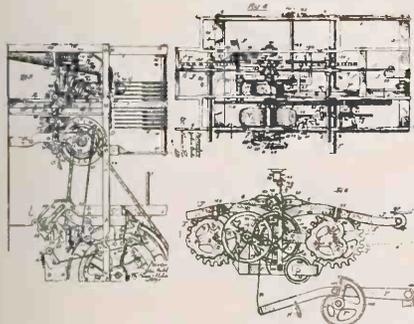


Fig. 9 is a detail elevation showing the side of the sound-box opposite to that shown in Fig. 8 and with certain parts in section on line 9—9 of Fig. 10. Fig. 10 is a front view of the sound-box with parts in section on the line 10—10 of Fig. 9. Fig. 11 is a face view of the cam plate

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 The largest manufacturing plant in the world devoted exclusively to the
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 Sole Manufacturer of **Wax "P."** the best recording material for **Berliner-cut.**

RECORD BULLETINS FOR JUNE, 1915.

VICTOR TALKING MACHINE CO.

DANCE RECORDS FOR JUNE.

Table with columns: No., Title, Artist, Size. Includes records like 'Blame It On the Blues' and 'Henrietta'.

THE "COUNTRY FIDDLER" GIVES AN ENCORE.

Records by Charles Ross Taggart, including 'The Old Soldier's Vision'.

NEW STORIES BY NAT WILLIS.

Records by Nat Willis, including 'Darkey Stories' and 'Too Much Dog'.

A RECORD BY A FAMOUS SAXOPHONE SEXTETTE.

Records by a Saxophone Sextette, including 'The Original Fox Trot'.

I'm Proud to Be the Mother of a Boy Like You.

Records by Sterling Von Tilzer, including 'I'm Proud to Be the Mother of a Boy Like You'.

The Flame of Love, from "The Peasant Girl."

Records by Harold Atteridge-Rudolf Friml, including 'The Flame of Love'.

My Own Venetian Rose.

Records by Edna Brown-James F. Harrison, including 'My Own Venetian Rose'.

You are the Rose of My Heart.

Records by Allison-James Kendis, including 'You are the Rose of My Heart'.

Everybody Rag with Me.

Records by Gus Charles Harrison, including 'Everybody Rag with Me'.

You Don't Know How Glad I Am to Get Back Home.

Records by Billy Murray, including 'You Don't Know How Glad I Am to Get Back Home'.

My Bird of Paradise.

Records by Irving Berlin, including 'My Bird of Paradise'.

I Want to Be There.

Records by Herbert Stuart, including 'I Want to Be There'.

VIOLIN RECORDS OF THE "OLD SONGS."

Records by Annie Laurie (Scott), including 'Annie Laurie'.

My Old Kentucky Home.

Records by Samuel Gardner, including 'My Old Kentucky Home'.

TWO BILLY SUNDAY FAVORITES BY RODEHEAVER.

Records by Homer Rodeheaver, including 'I Walk with the King'.

TWO GREAT "TROVATORE" NUMBERS.

Records by Trovatore, including 'Trovatore-Misere'.

THE OPERA COMPANY GIVES "PERSIAN GARDEN."

Records by The Opera Company, including 'Gems from "In a Persian Garden"'.

NEW EDUCATIONAL RECORDS.

Educational records, including 'Merci clament (de Coucy)'.

BLUE LABEL RECORDS.

Blue Label records, including 'Lucia-Mad Scene'.

NEW RED SEAL RECORDS.

Red Seal records, including 'Si vous l'aviez compris'.

One Sweetly Solemn Thought.

Records by R. S. Ambrose, including 'One Sweetly Solemn Thought'.

Continuation of dance records, including 'Faithful Johnie' and 'Pique Dame'.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

Records by Edoardo Ferrari-Fontana, including 'Jewels of the Madonna'.

BLUE LABEL DOUBLE-DISC RECORDS.

Blue Label records, including 'Route Marchin' (Stoek)'.

PLUE-LABEL DOUBLE-DISC RECORD.

Plue-label records, including 'Maritana (Wallace)'.

DOUBLE DISC RECORDS.

Double disc records, including 'My Task (Ashford)'.

SONG HITS FOR JUNE.

Song hits records, including 'The Peasant Girl (Friml)'.

DOUBLE DISC RECORDS.

Double disc records, including 'Uncle Josh at the Roter Kink'.

DOUBLE DISC RECORDS.

Double disc records, including 'Uncle Josh at the Bughouse'.

DOUBLE DISC RECORDS.

Double disc records, including 'Carnival Maid-March and Two-step'.

DOUBLE DISC RECORDS.

Double disc records, including 'Lettre de George (Gillet)'.

DOUBLE DISC RECORDS.

Double disc records, including 'It's Mine When You've Done With It'.

DOUBLE DISC RECORDS.

Double disc records, including 'My Own Venetian Rose'.

DOUBLE DISC RECORDS.

Double disc records, including 'The Peasant Girl (Friml)'.

DOUBLE DISC RECORDS.

Double disc records, including 'My Bird of Paradise (Berlin)'.

DOUBLE DISC RECORDS.

Double disc records, including 'Don't Take My Darling Boy Away'.

DOUBLE DISC RECORDS.

Double disc records, including 'Sprinkle Me With Kisses (Ball)'.

DOUBLE DISC RECORDS.

Double disc records, including 'Kentucky Home (Donaldson)'.

DOUBLE DISC RECORDS.

Double disc records, including 'Baby (Bennett)'.

DOUBLE DISC RECORDS.

Double disc records, including 'My Little Dream Girl (Freidland)'.

DOUBLE DISC RECORDS.

Double disc records, including 'Kentucky Home (Donaldson)'.

DOUBLE DISC RECORDS.

Double disc records, including 'Baby (Bennett)'.

DOUBLE DISC RECORDS.

Double disc records, including 'My Little Dream Girl (Freidland)'.

Records by Albert Campbell and Henry Burr, including 'Runaway June'.

Records by Prince's Orchestra, including 'Mighty Lak' and 'Nightingale Waltz'.

LATEST EDISON RECORD LIST.

CONCERT LIST.

Concert records, including 'Mein lieber Schwan!'.

REGULAR LIST.

Regular list records, including 'After Sunset' and 'At the Ball'.

RECITALS BIG ATTRACTION.

(Special to The Talking Machine World.) HAMILTON, ONT., May 6.—Heintman & Co.'s Hamilton branch is still featuring to excellent advantage Victrola recitals...



Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the Scientific American. A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. MUNN & Co. 361 Broadway, New York. Branch Office, 625 F St., Washington, D.C.

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

Do you belong with—"the quick or the dead"
 Every talking machine jobber in America should be represented in The World of June 15th.
 If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.
 The time to secure space is now, and get your copy in at once. Don't be a "dead one."


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 Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
 Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
 Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
 Cleveland, O., Columbia Graphophone Co., Kinney Levan Building, 1375 Euclid Ave.
 Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Stores Co., 505-507 Sixteenth St.
 Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
 Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
 Hartford, Conn., Columbia Graphophone Co., 719 Main St.
 Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
 Kansas City, Mo., Columbia Graphophone Co., 112 Grand Ave.
 Lincoln, Neb., Grafonola Company, 1541 O St.
 Livingston, Mont., Scheuber Drug Co.
 Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
 Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
 Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
 Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
 New Haven, Conn., Columbia Graphophone Co., 25 Church St.
 New Orleans, La., Columbia Graphophone Co., 983 Canal St.
 New York City, Columbia Graphophone Co., 68 Chambers St.
 Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
 Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
 Portland, Me., Columbia Graphophone Co., 580 Congress St.
 Portland, Ore., Columbia Graphophone Co., 571 Washington St.; Eilers Music House.
 Providence, R. I., Columbia Graphophons Co., 119 Westminster St.
 Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
 Sacramento, Cal., Kirk, Geary & Co.
 Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
 San Francisco, Cal., Columbia Graphophone Co., 834 Sutter St.
 Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
 Spokane, Wash., Columbia Graphophone Co., 815 Sprague Ave.
 Springfield, Mass., Columbia Graphophons Co., 174 Worthington St.
 St. Louis, Mo., Columbia Graphophone Co., 1005 Olive St.
 St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
 Tampa, Fla., Tampa Hardware Co.
 Terre Haute, Ind., 640 Wabash Ave.
 Toledo, O., Columbia Graphophone Co., 229 Superior St.
 Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.
 DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
 Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.
 Headquarters for Canada:
 Columbia Graphophone Co., 363-5-7 Sorauren Ave.
 Toronto, Ont.

Southern Victor Dealers
 Largest Stock VICTROLAS and RECORDS.
 Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
 Oldest Music House in Virginia or North Carolina.
 RICHMOND, VA.

SERVICE FIRST
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Standard Talking Machine Co.
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Edison Phonograph Distributors
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 All Foreign Records in Stock.
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EDISON AND VICTOR
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THE EASTERN TALKING MACHINE CO.
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 All orders shipped the same day received
 Service to all points

The Chicago Edison Jobber
 The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.
 THE PERFECTION OF SERVICE—Our Service.
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The Phonograph Company
 229 So. Wabash Ave. CHICAGO

"THE HIGHEST CLASS TALKING MACHINE IN THE WORLD"



Stands without a rival in perfection of
**TONE QUALITY—MOTORS, UNIVERSAL PLAYING
 and INDIVIDUALITY**

Exclusive territory given to
 Live and Acceptable Dealers

All Styles from \$35 to \$300

Dealers throughout the country are beginning to realize what it means to represent such a high class machine as the Sonora. Consequently, what territory remains open is being taken up very rapidly.

Hereunder is a list of towns where Sonora dealers are already established. ARE YOU LOCATED IN ANY OF THESE TOWNS? If not, then be the first to make application because where we establish a good live dealer, we do not give him any competition.

- | | | | | | | |
|---|---|---|--|--|---|--|
| CALIFORNIA.
Eureka
Samoa
Petaluma
San Rafael
San Francisco
Oakland
Berkeley
San Jose
Redwood City
Los Gatos
San Luis Obispo
Los Angeles
Santa Monica
Hyde Park
Sacramento
Vallejo
Benicia
Chico
Crescent City | Milford
New Britain
New Haven
Norwalk
South Norwalk
Norwich
Stamford
Lakeville
Port Chester
Westport
New Canaan
Georgetown | IOWA.
Iowa City
Clarinda
Waterloo
Muscatine
Davenport
Council Bluffs
Marshalltown
Cedar Rapids | NEVADA.
Reno
Winnemucca | NEW HAMPSHIRE.
Keene
Plymouth
Alstead | Ilion
Ballston Spa
Fulton
Little Falls
Cortland
Friendship
Jamestown
Malone
Marcellus
Ogdensburg
Oswego | Reading
Bethlehem
McKees Rocks
Oil City
Lancaster
Scranton
Meadville |
| CONNECTICUT.
Danbury
Bridgeport
Hartford | GEORGIA.
Atlanta | MASSACHUSETTS
Great Barrington
Lee
Pittsfield
Williamstown
North Adams
Boston
Salem | NEW JERSEY.
Camden
Jersey City
Newark
West Hoboken
Trenton | NEW YORK.
New York City
Brooklyn
Poughkeepsie
Syracuse
Auburn
Elmira
Buffalo
Rochester
Watertown
Albany
Binghamton | OHIO.
Akron
Canton
Cleveland
Youngstown
Columbus | SOUTH CAROLINA
Charleston |
| | ILLINOIS.
Chicago
Decatur
Peoria
Aurora
Paris
Kewanee | MICHIGAN.
Benton Harbor
Holland
Traverse City
Saginaw
Grand Rapids
Niles
Detroit | | | UTAH
Salt Lake City | SOUTH DAKOTA.
Mitchell |
| | | | | | VERMONT.
Saxtons River
Bellows Falls | WASHINGTON.
Seattle |
| | INDIANA.
Fort Wayne | | | | WASHINGTON.
Seattle | WEST VIRGINIA.
Charleston
Huntington |
| | | | | | OREGON.
Klamath Falls
Ashland | CUBA.
Havana |
| | | | | | PENNSYLVANIA.
Philadelphia
Pittsburgh | |

Wholesale Distributors

C. W. Snow & Company
 SYRACUSE, N. Y.

Sonora Phonograph Company
 344 Geary Street
 SAN FRANCISCO, CAL.

E. S. Adams
 NORWALK, CONN.

SONORA PHONOGRAPH CORPORATION
 Manufacturers

57 Reade Street - NEW YORK



List Price \$75



List Price \$100