

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

Leading Jobbers of Talking Machines in America

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

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PITTSBURGH, PA.

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock.

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBGING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
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177 Tremont Street BOSTON, MASS.

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Planols,
Pianos, Holton Band Instruments

Chase & West DES MOINES, IOWA



Victor
Distributors

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.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO



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Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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Atlanta, Ga., Columbia Graphophone Co., 63 Pryor St.
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Hartford, Conn., Columbia Graphophone Co., 719 Main St.
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Kansas City, Mo., Columbia Graphophone Co., 112 Grand Ave.
Lincoln, Neb., Grafonola Company, 1341 O St.
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Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
Milwaukee, Wis., Albert G. Knnde, 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., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 860 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Ellers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Kirk & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Ellers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 813 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1008 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 Borauren 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.

1856 WURLITZER 1915

VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY

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

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

The Perry B. Whitsit Co.

DISTRIBUTORS OF
Victrolas and Victor Records
COLUMBUS, OHIO

OLIVER
DITSON
COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

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

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

VICTOR & EDISON
Distributors

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

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

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

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

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

The Talking Machine World

Vol. 11. No. 6.

New York, June 15, 1915.

Price Ten Cents

EFFECTIVELY SIZING UP THE WAREROOM VISITORS.

The Different Temperaments of Prospects Mean Different Treatment—Many Types of People to Consider—It Pays to Know How Best to Handle the Other Fellow—Why the Study of Human Nature Is the Stepping Stone to Success in Salesmanship.

If all of us were alike salesmanship would be an art.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

You know you must handle the quick-tempered man with gloves, while the lethargic person you must urge to action. But mankind is not divided simply into the quick and slow. There are many types. The art of analyzing character scientifically is not as simple as the alphabet.

Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be practiced. You must be able to do it quickly, too.

Learn salesmanship. This means more than knowing your job, although you should make sure that you know that first. After that you should get busy. Know the job above yours—yes, even the job above that, for the fellow just above you may not be able to fill the job above him. If you can there is your chance.

While it is the doing that counts in the battle for success, it is not the doing that starts the battle for success. It is your preparation to do the things that should be done when the opportunity

arrives that makes you make good at the supreme moment. Be prepared to do things.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands have been lost by salesmen not knowing the other fellow and how to handle him.

Thousands of hours of honest effort have been wasted by those who have failed to handle business prospects intelligently.

Thousands of men fail as salesmen simply because they do not get down to the fundamental of understanding the other fellow's viewpoint of things.

How can you sell such an article as a talking machine or records to a person whom you do not understand?

Since the greatest statesmen and the greatest professional men owe their success to their skill in handling men and women, can any salesman fail to enrich his knowledge in this particular?

The knowing how to handle men—that is, by learning what you can about the other fellow and learning it quickly—has been the stepping stone to the success of the greatest salesmen America has ever produced.

Everyone can learn something in this particular and everyone can profit materially by the cultivation of their mentality along the lines of sizing up the other fellow.

so successful a completion and who, in this case, will carry out the entire plan of the building, as well as the interior furnishings.

It is expected that the new building will be

MAGNIFICENT NEW BUILDING

To Be Erected for Pardee-Ellenberger Co., New Haven, Conn.—Architects Plans Call for Most Artistic Structure with Recital Room.

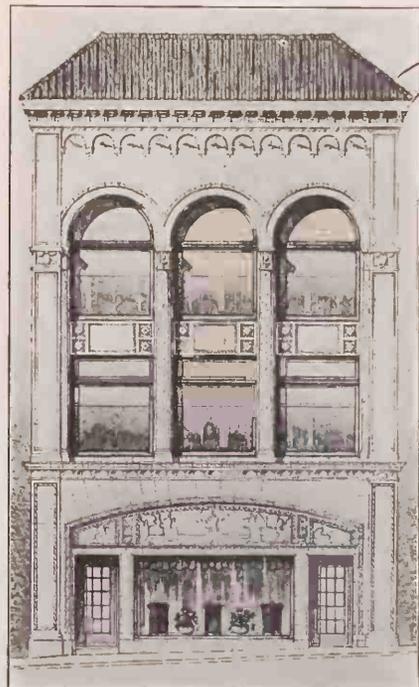
(Special to The Talking Machine World.)

NEW HAVEN, CONN., June 7.—An important real estate deal for the property at 962-964 Chapel street, this city, was closed last week whereby a new building will be erected to be occupied by the Pardee-Ellenberger Co., prominent dealer and jobber in Edison diamond disc phonographs. The plans include a spacious reception hall, special rooms where the various instruments may be individually demonstrated, a number of soundproof booths for record purchasers and a large concert chamber or music room, where continuous demonstrations will be held and where, at intervals, it is proposed to carry on recitals by record-making artists, for the comparison of the instrument with the voice itself.

The furnishings, decorations and equipment will be of a most sumptuous nature and in keeping with the prestige of the Edison diamond disc phonograph and will follow along the same lines as "The Edison Shop" on Fifth avenue, New York.

In the design of the building individuality and distinction have been sought and the architectural style adopted is pure Italian, of the period of the early Renaissance. The character of the design will be emphasized by the material used, which will be terra cotta, but of a color and texture new in the use of this material. It is exactly the quality of fine axed granite, and even the hammer marks appear on the surface. The spandrel of the low arch which spans the entrance and display window will be enriched with groups of classical figures, suggesting successive periods of musical development and modeled especially for this panel. The interior treatment will be in character with the exterior design, and simplicity will be observed and originality obtained by the decorative color scheme, worked out in tapestry and furniture specially designed for the purpose.

The architects are Shape & Bready, of New York City, who brought "The Edison Shop" to



Pardee Ellenberger's New Home in New Haven, ready for occupancy by October 1 and, when completed, will be one of the most artistic and striking on Chapel street and will give New Haven the finest shop of this character in New England.

The Sound-O-Photoplay Co. was incorporated at Albany recently with a capital stock of \$150,000 for the purpose of manufacturing and dealing in phonograph films, moving pictures, records and other sound-producing specialties.

CO-OPERATES WITH THE SCHOOLS.

How Thor Norberg, of Moline, Ill., Helps to Increase Interest in the Talking Machine in His Locality by Giving Free Lectures.

(Special to The Talking Machine World.)

MOLINE, ILL., June 5.—Thor Norberg, a successful Victor dealer of this city, is utilizing an original and essentially helpful idea to assist the local schools in raising funds to purchase Victrolas and adequate libraries of Victor records. Mr. Norberg is well known in athletic circles, both here and abroad, having captured first prize in gymnastics in the London Olympic games in 1908, and owns a large number of medals given him for swimming, high diving and similar accomplishments. He has a very fine collection of interesting and informative lantern slides which he uses to illustrate a well-prepared lecture on the "Olympic Games in Stockholm, 1912." Mr. Norberg attended these games as a special representative for a number of newspapers and his knowledge of the various events is complete and informative. He gives this lecture in the schools gratis, and in this way co-operates with the schools in their efforts to secure sufficient funds to purchase Victrolas.

OPENS STORE IN POUGHKEEPSIE.

R. B. Caldwell Buys Talking Machine Department of the C. H. Hickok Co. and with R. P. Dunlap Will Handle the Victor Line.

R. B. Caldwell, formerly vice-president of the Blackman Talking Machine Co., New York, well-known Victor distributor and one of the most popular members of the talking machine industry, in company with Ralph P. Dunlap, who formerly conducted a retail Victor establishment at Far Rockaway, N. Y., has purchased the Victor department of the Charles H. Hickok Music Co., Poughkeepsie, N. Y. Mr. Caldwell will house this Victor business in a new and finely appointed store in the best retail district of Poughkeepsie and, according to his present plans, will be completely established by the middle of the month. Both Mr. Caldwell and Mr. Dunlap are versed in every detail of Victor merchandising and should achieve a pleasing success in their new venture.

DEATH OF MRS. LOUIS EPSTEIN.

Louis Epstein, of Epstein & Berdy, who conduct Victor stores in New York and Brooklyn, is receiving the sympathy of his many friends owing to the death on May 14 of his wife at the age of thirty-four years. Mrs. Epstein was actively engaged for more than two years at the New York store; her keen perception and rare natural abilities of salesmanship helped to build up a successful business, and she was at trying times in the career of the house a source of inspiration. Mrs. Epstein was well known and highly esteemed by the talking machine fraternity of New York.

VICTROLA FOR BARNARD COLLEGE.

At the Class Day exercises of Barnard College's Senior Class, held in the university gymnasium, New York, June 3, Miss Ray Levi presented to Barnard on behalf of the class one of the most expensive cabinet Victrolas made, as well as a goodly number of records. This gift, needless to say, was keenly appreciated.

TWO HUNDRED PER CENT. INCREASE.

(Special to The Talking Machine World.)

LINCOLN, NEB., June 8.—The Grafonola Co., of this city, reports business so far for 1915 as 200 per cent. ahead of the same period of last year. This business, which is controlled by A. H. Armstrong, is under the capable management of F. F. Dawson. The prospects are for a steadily enlarging volume of trade.

WORK FOR THE STEVENS BILL.

Talking Machine Dealers Should Keep This Measure, Which Favors the Maintenance of Prices and Protects the Industry, in Mind by Writing to Their Congressmen to Favor This Bill When It Comes Up for Consideration in the Next Session of Congress.

Victor dealers throughout the country are being urged by the Victor Talking Machine Co. to take an active and personal interest in the passage of the Stevens bill, which in all likelihood will be brought before the second session of the present Congress, which will convene in Washington the end of the year. This bill should receive the unanimous support of members of all retail trades, as it favors the maintenance of prices and the safeguarding of the public's rights in a way which is certain to be of benefit to the commercial prosperity of the country and to the individual dealer in any line of high-grade merchandise.

The Victor Co. recently sent to its dealers a batch of valuable literature which is well deserving of careful perusal and thought. This literature comprised an official copy of the Stevens bill, a pamphlet of the speech of Hon. M. Clyde Kelly, of Pennsylvania, who addressed the House of Representatives with masterful eloquence on behalf of the Stevens bill, a group of editorials and cartoons from various newspapers emphatically favoring the passage of the Stevens measure and similar important messages relative to the true meaning of the Stevens bill.

It is suggested that the individual Victor dealer communicate with his Congressman in Washington stating in brief but forceful terms his reasons for favoring the passage of the Stevens bill and the beneficial effect which it will exercise on the general public, his personal business, and the country as a whole. In view of recent happenings in the courts relative to the question of price maintenance the Stevens bill should receive the hearty support of every Victor dealer throughout the country, who should realize that the passage of this bill will insure the recognition of price maintenance in the way which it justly deserves. The Victor dealers owe it to themselves and their industry to communicate with their Congressmen at the earliest possible moment.

The purpose of the Stevens bill is well summed up by the Victor Co., which, in a letter accompanying its suggestions regarding the bill, said:

"If you believe in a manufacturer's right to establish the price at which his product shall be sold—which right guarantees the value of the goods in a dealer's store and safeguards the public against prices of goods of unknown value by the so-called bargain house, then you can help eliminate such

practice by calling on your Congressman and Senator and telling them just exactly what your views are regarding the Stevens bill, H. R. 13305."

MISS GRACE KERNS DELIGHTED.

Popular Soprano Expresses Pleasure and Satisfaction on Hearing Her Own Voice Through the Medium of the Columbia Record During Her Visit to Little Rock, Ark.

(Special to The Talking Machine World.)

LITTLE ROCK, ARK., June 8.—A recent visitor to this city was Miss Grace Kerns, the well-known soprano, who arrived in Little Rock, Ark., with the New York Symphony Orchestra and appeared at a number of concerts which were very success-



Miss Grace Kerns.

ful. Miss Kerns has achieved considerable prominence in musical circles throughout the country, having appeared in oratorio and concert.

In the illustration herewith Miss Kerns is shown listening to one of her Columbia records in the warerooms of the Gus Blass Co., of this city, a Columbia dealer. Miss Kerns has recorded a number of selections for the Columbia Graphophone Co., but the one which she heard through the medium of the Columbia "Grand" in the Gus Blass Columbia department was a new one which had been recorded a short while since. Her pleasure with its rendition is evident in the picture.

HAD MUSIC WHILE HOUSE BURNED.

In connection with the destruction by fire of the magnificent summer home of J. Harvey Ladew, a New York banker, at "Elsinore," near Glen Cove, N. Y., the daily papers have been telling how, owing to a scarcity of water, all the firemen could do was to turn their efforts toward saving the con-

tents of the home. This done, they watched the flames.

But this was rather monotonous. However, the situation was relieved when one of the firemen discovered that among the articles saved was an unusually large Victrola. Forthwith this was taken to a place of vantage back from the heat and set to work. Each man selected his favorite record and the strains of music were soon compensating the firemen for the lack of water. They sat around the Victrola and thoroughly enjoyed themselves, keeping an eye on the fire meanwhile.

TUSTING PIANO CO.'S NEW HOME.

Victor Department an Important Feature of This Establishment, Which Was Formally Opened on May 29 at Asbury Park, N. J.

The Tusting Piano Co., of Asbury Park, N. J., the well-known music house, whose building was destroyed by fire last year, held the opening of its handsome new warerooms on May 29, and during the course of the day the store was visited by hundreds of enthusiastic music lovers from many near-by points. The Tusting Piano Co. has handled the Victor line of talking machine and records for quite some time, and in its new home no stone was left unturned to provide for a Victor department which would compare favorably with any in this territory.

A number of Unico booths were ordered for use as demonstrating rooms for the Victrola and Victor records, and these booths are finished in cream and gray to harmonize with the store's general artistic decoration scheme. Attractively furnished and arranged, the Tusting Victor department is a splendid indication of the rapid growth in popularity of the Victor line in this section of the State. Among the floral offerings received by Mr. Tusting on his opening day was a beautiful wreath from the New York Talking Machine Co., New York, prominent Victor distributor.

VICTROLA XVI AS A GIFT.

Purchased by Friends for Presentation to the Hon. L. P. Pelletier, Canadian Postal Office.

(Special to The Talking Machine World.)

OTTAWA, CAN., June 3.—A model XVI Victrola in mahogany case with 200 of the most select records has been purchased from C. W. Lindsay, Ltd., and duly presented to the Hon. L. P. Pelletier by some of his admiring friends in the Post-Office Department of Canada at Ottawa. The instrument was on view in the Ottawa branch of C. W. Lindsay, where it was sold and was shipped to Montreal and was on view in the show windows of the company there.

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

Victor supremacy is self-evident



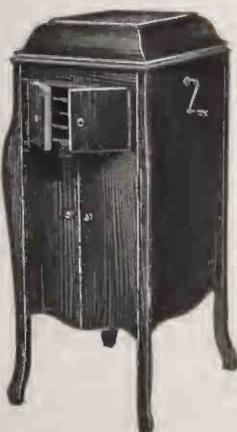
It is the supremacy of achievement
— of great things actually accom-
plished.

And it brings success to Victor
dealers everywhere!

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



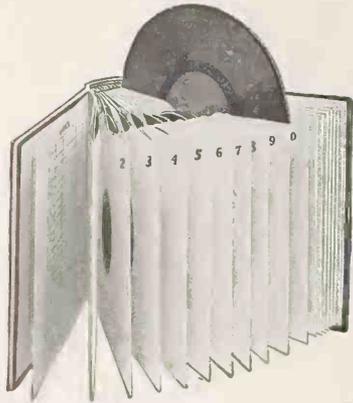
Victrola XIV, \$150
Mahogany or oak



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.

EARLY TALKING MACHINES IN NATIONAL MUSEUM.

A Fine Series of Instruments and Records to Be Seen in the Division of Mechanical Technology of the National Museum at Washington, D. C.—These Exhibits Are of Historical Importance and Interest—Many Interesting Types of Apparatus Displayed.

(Special to The Talking Machine World.)

WASHINGTON, D. C., June 5.—The talking machine is nearly universal; it is found in homes, clubs and offices, and a remarkable feature of its popularity and usefulness is that these social and commercial uses have come about in less than thirty-eight years. At first speech alone was registered and repeated in the so-called talking machine, but a broader field was soon opened, and to-day the reproduction of vocal and instrumental music has become the most popular feature of this sound reproducing instrument.

Fortunately it has no very complicated mechanism, a point which adds to its life and tends to lower the cost of manufacture, thus making it available to the general public. A fine series of instruments and records is to be seen in the division of mechanical technology of the National Museum at Washington.

The first invention connected with the phonograph was the phonautograph of Leon Scott, in 1857, which had for its purpose the recording of sound vibrations upon a cylinder rotated by hand and moved forward by a screw. The vibrations were recorded on a carbon-coated cylinder by a very light stylus attached to a vibrating diaphragm. The record thus made could not be reproduced, but was used merely to study sound waves. The stylus and the vibrating diaphragm became, however, important features of the talking machine. A machine of this type, built by Rudolph Koenig, was secured for the Smithsonian Institution by Prof. Joseph Henry in 1866 and deposited in the museum collections.

Charles Cros has the honor of being the first to suggest the idea of mechanically reproducing speech; he presented a paper to the Academy of Sciences of Paris in 1877, but this paper was not read until Thomas A. Edison had reproduced speech itself.

In the course of some experiments in 1877, conducted with a telephone transmitter, Mr. Edison discovered he could reproduce articulate speech. At this time he never thought of it inde-

pendently, but simply as a telephone repeater, not unlike a telegraph repeater, which would repeat messages on a secondary circuit extending to a greater distance than the initial vocal utterance would reach. It was not until one of his collaborators, Edward H. Johnson, who was on a lecture tour demonstrating some successful telephonic experiments, mentioned the telephone repeater invented by Mr. Edison, that anyone realized what had actually been accomplished. The Buffalo papers, however, in reporting the lecture announced the invention of the talking machine by Mr. Edison. After featuring this in his next lecture, Mr. Johnson canceled the remaining ones and hastened home to assist in perfecting the machine, which he had realized would be a comparatively simple thing to do. Arriving in Newark, he exhibited the news clippings to Mr. Edison and asked if he could make such a machine. Mr. Edison replied that he could and, after securing some material in New York, they produced a machine in 24 hours. It consisted of a little revolving cylinder turned by a crank, a simple vibrating diaphragm and needle and a piece of tinfoil which they wrapped around the cylinder. The words, "Mary had a little lamb" were spoken into the machine, and then it was immediately set back and the cylinder revolved again to see if it would repeat the words, which it did, not as clearly as can be done to-day, but quite distinguishably.

This was the original phonograph and the starting point of an invention which, notwithstanding all Mr. Edison's other successful experiments, has carried his name and fame outside the more technical circle into the whole civilized world.

The first machine completed for public exhibition was shown in 1878, after being exhibited before President Hayes at the White House and the National Academy of Sciences at the Smithsonian Institution, and is now on exhibition in the Museum at Kensington, but a similar early machine is shown in the National Museum.

The later developments of the phonograph are represented in a series of Edison instruments in

which the records are made on wax cylinders by a steel stylus, and by inventions of Dr. Alexander Graham Bell, Chichester A. Bell and Sumner Tainter, in which the record on the wax cylinder is carved out by a stylus terminating in a cutting point. The first practical machine of this sort was produced by them in 1887 and called the graphophone.

Another group of original apparatus illustrates the talking machine called the gramophone, devised by Emile Berliner, first introduced in 1887, and publicly demonstrated the following year before the Franklin Institute of Philadelphia. In this instrument the sound vibrations are first recorded in a delicate film of wax or fatty substance spread on the surface of a flat zinc disc. The lines thus traced by the stylus are etched by means of chromic acid into the zinc to an even depth. From this record a reverse electrotype matrix is then made, and from it a large number of india-rubber copies are produced.

The Franklin Institute machine, a collection of Mr. Berliner's early experimental apparatus, and specimens showing the various steps in the manufacture of his records form part of the museum collection. The gramophone was the forerunner of the Victor talking machine, examples of which, together with one of the latest Edison machines and an electrically operated Columbia graphophone, are also displayed.

Unlike purely historical collections, the exhibits of mechanical technology include ever growing series of instruments and devices, which are kept up to date by the addition of each modern improvement.

MONTHLY RECITALS HELP TRADE.

(Special to The Talking Machine World.)

NEWPORT NEWS, VA., June 6.—The Fergusson Music Co., local Victor dealer, recently gave a recital which attracted considerable attention in music circles, the Press commenting on the recital said:

"A thoroughly enjoyable recital was given before an unusually large and appreciative audience in the showrooms of the Fergusson Music Co. last night. Operatic arias by Caruso and other stars of the grand opera stage were received with rounds of applause, while the singing of the popular and semi-classic airs were listened to with great interest. Each selection on this instrument was rendered as perfectly as if the artist had been present. The sweet tenor of John McCormack in 'Tipperary' was simply great. These recitals will be given each month in the showrooms of the Fergusson Music Co., and the public is invited to attend them."

The store and stock of E. H. Harding, who handles Victor and Edison talking machine, as well as musical merchandise, at 503 Main street, Norfolk, Va., was damaged slightly by smoke and water in a recent fire which occurred on the premises. He carried ample insurance and there was no delay in the conduct of business.



THE BEST ALBUMS

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

New York Album
& Card Co., Inc.
23 Lispenard Street
New York



SEND FOR CATALOG

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

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NEW YORK, JUNE 15, 1915.

BUSINESS men in all lines are naturally interested in the kind of legislation which affords protection and permanency to trade enterprises.

In a recent address at the annual dinner of the National Association of Manufacturers held in this city, former President Taft denounced the Clayton act as constituting a great injury to the business interests. There are plenty who will agree with the former President regarding his attitude concerning that recent legislation.

Business men should take an interest in legislation of all kinds.

Talking machine men are particularly interested in legislation which presumably will be taken up for consideration in the early days of the next Congress.

We refer to what is known as the Stevens bill. This is a bill which unquestionably favors methods in the retail business which will benefit manufacturers, dealers and the public as well. If you believe in placing this law upon the statute books, it will be well to so express your views to your representatives in Congress.

Large numbers of organizations representing various lines of trade have gone squarely on record as favoring the passage of this bill. It will benefit not only the large merchant, but the small retailer as well, and unless a law be passed which specifically restores the right to maintain retail prices under proper conditions and suitable regulations, price-cutting will be indulged in to such an extent that many enterprises, which have taken years of toil to create and the expenditure of millions of capital to establish a standard in the estimation of the people, will be annihilated.

Price maintenance is not only protection for the manufacturers who put their money, their time and their brains into a product, but it protects the public as well. It saves them from inferior substitution, and in the talking machine trade it will save standard products from deterioration which is bound to be forced upon them if all restraint regarding price maintenance is to be removed.

THINK what a condition would be created in the talking machine industry if the trade were to be flooded with special brand machines whose origin in some cases might be shrouded with indefiniteness and with all sorts of price inducements for the public to purchase them! Then add to it a price demoralization on standard machines, and it does not require a wide stretch of the imagination to picture a lessening of value in talking machine stocks, and an unheaval of conditions generally.

The men of the talking machine trade may as well look at this condition squarely, and the more they investigate, the more they will see the advantage of throwing their interests in favor of en-

acting legislation of the kind which makes legal protected selling price contracts for the sale of articles made under a trade-mark or special brand. This bill in no way attempts to modify the patent or foreign laws of the country. It simply states that with interstate and foreign commerce, it should be legal for the vendor of articles sold under a brand or trade-mark to prescribe the uniform selling price at which such articles may be sold. Certain conditions must be complied with by the vendor, as, for instance, he should not have any monopoly, or control, of the market for an article or the class of merchandise to which it belongs. He must affix a notice to each article stating the price prescribed as the retail selling price. He must file with the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by him, and a schedule for the uniform price of sale to dealers at wholesale, and the uniform price of sale to dealers at retail and to the public.

The bill provides certain conditions under which a dealer retired from business, or who becomes bankrupt, may have the stock of articles, covered by such contract, sold, and also for the sale of damaged, deteriorated or soiled articles, the manufacturer having the first right to buy these if he deems it advisable to do so.

IT is plain that every talking machine man is interested in this vital subject, because the enactment of such legislation into laws means protection and permanency to the business.

Talking machine stocks will have a worth which under chaotic conditions they would not possess.

It will do away with the kind of savage, cut-throat competition which never did anything for legitimate business but assassinate it.

Cut-throat competition means the knife of the assassin always at the throat of the legitimate trade.

It is high time for the talking machine men to wake up to the seriousness of the condition, and throw their interests on the side of the fight which not only will benefit them in a monetary sense, but will be a progressive move for the protection of the public, as well as private interests.

WE are advised by L. C. Wiswell, chairman of the Traffic Committee of the National Association of Talking Machine Jobbers, that a large number of reservations have already been made on the special convention train, which will leave Chicago for San Francisco on July 13. It, therefore, behooves talking machine men who contemplate this trip to the convention city to get in immediate communication with Mr. Wiswell so that proper reservations may be made for them.

The journey out includes various stop-overs at interesting points which will afford the jobbers an opportunity to view many of the natural wonders of the great West.

The attractions at the fair, or rather, the two fairs, for the itinerary calls for a stop-off at San Diego, without extra charge where there is a fair that though not advertised as much as the San Francisco Exposition has many delightful features, should alone serve to influence the jobbers to make the journey to the Coast, at the time of the convention.

A number of unusual entertaining features are being considered by a special committee of the Jobbers Association which have not been announced, but it can be relied upon with certainty that the association gathering of 1915 will be one replete with many joyful surprises.

Surely for those who journey to this delightful exposition there will be a never-ending series of notable events.

All aboard for Frisco!

THERE is a big difference between selling talking machines and other products—a fundamental difference. Take, for instance, the difference between the piano salesman and the talking machine salesman. The salesman does not have to demonstrate a talking machine in the same manner that a piano salesman has to show up the different qualities of a piano.

The people who come in to inspect talking machines are interested, and with proper handling they become purchasers. Of course, the demonstration and treatment is a big thing. The salesman of the right kind must convince his callers that the talking machine is just what he needs for home entertainment, but the machine itself demonstrates its peculiar ability to entertain.

Talking machine salesmen, however, should be careful students of human nature. They should be able to size up each caller with reasonable accuracy, and that when they make a record selection they will select something that will appeal to the individual listening.

Talking machine salesmanship is interesting, and it requires a keen intelligence and tactfulness, as well as unvarying courtesy.

MORE and more talking machine men have expressed themselves as favorably inclined to a system of charging interest on deferred talking machine payments.

In a number of points like New York men have not hesitated to put these rules into active practice. Why should they not? It is good business to do. Figure out, if you will, an estimate of the total number of talking machines which are placed out on the instalment basis and the total interest on the whole. It can be readily figured that if interest is not charged on instalment accounts then talking machine men in this country are big losers; yes, mighty big losers.

Even charging interest does not by any means make good the loss which an instalment sale means as compared with a cash sale.

Many people who buy talking machines on the instalment plan will find certain time-absorbing excuses developing about the time the next instalment payment is due.

Time is money or its equivalent.

Then there is a considerable expense in the accounting and collecting departments, postage and everything, which adds considerably to the expenses which are directly chargeable to the deferred payment accounts. Even though interest is charged on instalments, it does not cover the expenses incident to carrying these instalment accounts. There is no good reason that we can see why men in business should deprive themselves of revenues which are legitimate and which should come to them from accounts which should be interest bearing.

Take some of the larger companies and the amount of business which they carry on deferred payment talking machine sales is very considerable, and the annual interest on this sum amounts up into good figures.

IT is rather interesting to note how men who propose to invade the talking machine industry can figure out alluring paper profits with which to make convincing arguments to investors.

It is quite easy to arrive at mathematical deductions showing enormous profits in any enterprise, but it is quite another thing to demonstrate the success of theories by actual results. Results count no matter whether in manufacturing talking machines or in anything else.

Brilliant paper prospects do not always develop into satisfying realization.

We have had in this trade a number of talking machine enterprises whose success was announced with the blare of trumpets, and yet where are they to-day?

Hundreds of thousands of investors' money has been sunk in these profitless enterprises which were launched with due promoting enthusiasm. So far as this publication is concerned it is sceptical of any proposition whose future success relies upon flamboyant statements. In each and every case we shall be glad to note that promises have been translated into performance, but until that time we shall accept with considerable discount over-enthusiastic public statements made by any persons who contemplate incursions into the talking machine manufacturing domain.

A SIGNIFICANT tribute to the value of advertising is revealed in the annual reports of a number of companies in which they point out that certain lines of goods have shown a decided increase in sales as compared with other years, due entirely to the fact that they have been advertised more largely and more persistently than ever before.

The fact that these companies credit advertising for growing profits has a moral for every business man, and is of especial interest to those who are prone when times are disturbed, or business is dull, to shut off publicity, when it is needed in order to stimulate interest in their business.

At no time in our history was it so necessary as now for manufacturers and merchants to comprehend the importance of arousing the trade and the public to a full sense of confidence in the future of the country, and to a proper appreciation of the improvement in industrial conditions which had been retarded through the limitation of business energies, resources and legitimate expenditures.

It has been clearly shown that the large business concerns that have carried on liberal advertising campaigns have had the least percentage of business decreases since the European war disturbed conditions in this country.

And this is also true whether the manufacturer or merchant is selling talking machines, or some other line of goods.

Timidity and fear of the future as exemplified in unnecessarily cutting down expenses on all sides has unquestionably a psychological influence that is harmful. It makes people fearful and uncertain, and creates a mental condition that hinders progress.

Now is the time for optimism—for action—for stimulating confidence among the trade and public by demonstrating that you yourself have faith in the country's business future by advertising and helping create a condition that will tend toward better times.

WM. H. DOUGAL, New Preston, Conn., writes us as follows: "The makeup and great work of The Talking Machine World speaks in no uncertain tones for itself every month, and there is no better edited, cleaner paged, unbiased journal and advertising medium in the world, or, perhaps, I ought to say, published."

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.

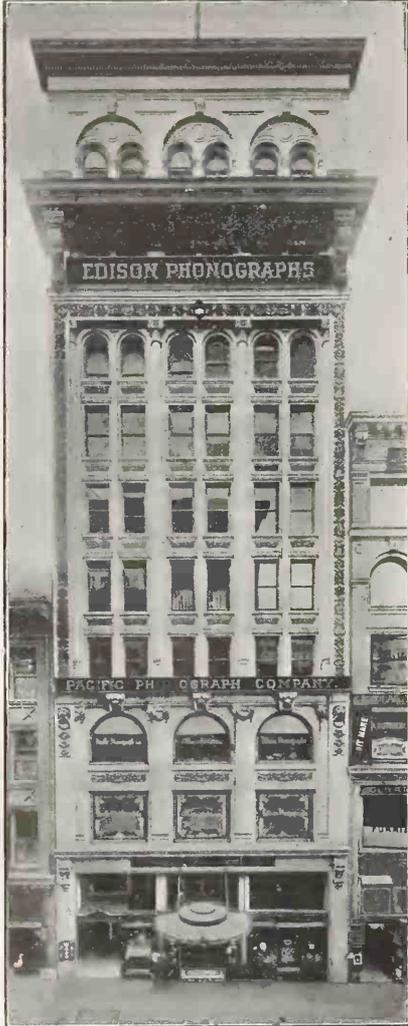
OLIVER DITSON CO.
BOSTON
CHAS. H. DITSON & CO.
NEW YORK

EXPOSITION EXHIBITS PROVE POTENT ATTRACTION.

Steady Expansion of Trade in San Francisco—Pacific Phonograph Co.'s Plans—Occupying New Home—Talking Machine Booths at Exposition Have Many Callers—Completing Plans for Jobbers' Convention—Columbia Jobbers in Conference—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, June 6.—Judging by the experience of the last few years, the talking machine business is normally due to fall off a little in May, but this year expectations in that direction were not realized. It can hardly be said that there is any more activity than a month ago, but at least the volume of sales has held up remarkably well, and in view of generally prevailing conditions the talking machine men consider themselves very



New Home of Pacific Phonograph Co.

fortunate. The results of demonstration work at the exposition are being felt to an increasing extent all over the country, although the effect counted on is rather for the future than for the immediate present. The trade in general is still rather short of stock in the principal lines. As for the outlook, local dealers are looking for a drop in the business at any time, to last through the vacation season; but in view of the remarkable crop prospects and better tone of business conditions generally they look for a great improvement later in the season.

More Territory for Pacific Phonograph Co.

A change of far reaching importance has just been made in the Pacific Coast representation of the Edison line by which the Pacific Phonograph Co., of San Francisco, adds to its jobbing territory the districts covered from Portland, Ore., and Spokane, Wash., where the distribution of Edison phonographic goods has for some years been handled by the Graves Music Co. The Pacific Phonograph Co., about a year ago, took over the jobbing business at Seattle, Wash., which had been in the hands of the Eilers Music House, and the new change gives it control of the entire Pacific

Coast, with the exception of a small section of southern California. This, it is believed, makes the Pacific Phonograph Co. the largest Edison jobber in amount of territory covered, which includes four zones besides the entire territory of Alaska. A. R. Pommer, head of the Pacific Phonograph Co., is now in the Northwest making arrangements for suitable jobbing quarters in Portland and Spokane, and is expected to complete this work within a few days.

The San Francisco headquarters of the Pacific Phonograph Co. (shown in the accompanying cut) are in the Sachs building at 140 Geary street, in the midst of the downtown retail district, an up-to-date class A building with the most modern facilities in every way. The company occupies the entire third and fourth floors, 60 by 120 feet, giving room for the complete stock which this house has always prided itself on carrying, and for convenient offices in which provision is made for the comfort of visitors. While such a location is rather unusual for a strictly wholesale business, its convenience for visiting dealers proves a great advantage, especially this year when so many are coming in from all over the Coast. The company reports a very heavy business, with orders for far more goods than can now be obtained.

Supervisor Harry Marshall a Visitor.

Harry Marshall, supervisor of the five Edison zones in Pacific territory, arrived in San Francisco a few days ago and has been getting a look at the exposition, with special interest in the numerous Edison demonstrations on the grounds. He expects to remain in San Francisco and the immediate vicinity all summer.

Reports a Very Busy Month.

The Edison Shop on Geary street reports a very busy month, well ahead of April, notwithstanding the adverse influence of war developments and bad weather. This company is keeping a good stock of disc records.

Big Crowds Visit the Victor Temple.

E. Wortington, who is looking after the work at the Victor Temple at the exposition, made a short trip to Los Angeles late in May. The force at the temple is keeping a careful count of the visitors to the Victrola concerts, and the attendance, from the opening of the exhibit, passed the 175,000 mark long before the end of the month. In fact, the place is crowded practically all the time,

as shown in the accompanying cut. The Victor exhibit is giving special demonstrations for school classes every morning, which are arousing a great deal of interest; but what has attracted most attention is the interpretive dancing, under Victor auspices, of Mlle. LaGai on the lawn in front of the building, a number of these performances having drawn enormous crowds.

Does the Honors at the Columbia Booth.

Visitors to the Liberal Arts Palace at the Panama-Pacific Exposition have expressed considerable pleasure with the courteous treatment accorded them at the booth of the Columbia Graphophone Co., where they are received by "Little Nggum," the Chinese young lady shown in the



Crowds Visiting Victor Temple at Exposition.

accompanying illustration. Little Nggum welcomes the visitors to the booth with a cordial geniality which radiates sincerity, and is particularly solic-



Little Nggum.

tous regarding the welfare and comfort of the ladies. She presents visitors with programs, in-

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

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

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

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired. LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

vites them into the music room to hear the concert, and after they reach the concert room presents them with a souvenir pin. Little Nggum dresses in Chinese costume of relative bright color, thereby adding a touch of warmth to the booth which has caused favorable comment from those in attendance at the exposition.

H. H. Blish Visiting the Exposition.

H. H. Blish, of Harger & Blish, distributors of Edison goods at Des Moines, Ia., has been in San Francisco for the last week or so. He is very enthusiastic over the exposition and also the outlook for Edison goods all over the country.

Preparing for Jobbers' Convention.

Andrew G. McCarthy, head of the talking machine department of Sherman, Clay & Co., returned from his Eastern trip about the middle of May quite enthusiastic over the outlook for the Talking Machine Jobbers' convention. As for current business, he says nobody in America has enough stock, and it is simply a question of shipping the goods out as fast as they come in.

Columbia Branch Managers in Conference.

Walter S. Gray, Pacific Coast manager for the Columbia Graphophone Co., returned a couple of weeks ago from his Eastern trip and soon after his arrival called in the various branch managers for a convention, which lasted four days, to work out plans for the coming season's campaign. Those

VICTROLA AUGMENTS ORCHESTRA

In the Colonial Theater at St. Joseph, Mo., and Scores a Great Success—Patrons of the Theater Express Pleasure with This New Addition to the Orchestra.

(Special to The Talking Machine World.)

St. JOSEPH, Mo., June 7.—The Colonial Theater in St. Joseph is one of the high class moving picture houses of the West—and the management is always alert to follow popular tastes and desires in respect to the accessories of the entertainment. Recently the orchestra at this theater was modified, the drums and brass being removed, because their notes seemed slightly too blatant for the small theater and the silent character of the show itself. The latest innovation in the musical program has been the introduction of a Victrola, with, of course, the very best of records, the numbers being vocal and accompanied by the orchestra of the Colonial. The result is wonderfully effective, and it is said to be the first time that such a plan has been adopted by a moving picture playhouse. The people who visit the theater like the best music and are appealed to by the happy combination. The management declares, however, that only records which are really fine can be used in such joint performance as local orchestra with Victrola, and that judgment must be used in selecting the film or



Columbia Co. Managers "Snapped" in Conference in San Francisco.

present were (see photo, left to right): Walter S. Gray, Pacific Coast manager; J. J. Grimsey, of Seattle, Wash.; L. D. Heater, manager at Portland, Ore.; F. R. Anglemier, San Francisco manager; W. F. Stidham, of Los Angeles, and W. S. Storms, of Spokane, Wash. The visitors had a very enjoyable time seeing the sights at the exposition, and were especially pleased with the showing made by the Columbia exhibit.

Pleased with His Visit.

L. K. Scotford, vice-president and general manager of the Cheney Talking Machine Co., has been in San Francisco for the last fortnight and is enjoying his stay immensely. He is delighted with the exposition, and especially with the Cheney exhibit and has found the trip an occasion of unexpected renewal of many old friendships.

Increases Talking Machine Facilities.

Byron Mauzy is increasing his talking machine facilities considerably and is preparing to give increased attention to the Victor line, to which he is devoting an entire floor, with several new demonstration rooms. Miss Greenleaf, formerly of Portland, Ore., is in charge of the department.

Wiley B. Allen Co.'s Store of Progress.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., says business has been holding up finely, the Victor Temple being a great stimulus. Mr. Black has just returned from Los Angeles, where he notes a great improvement. This company's store improvements in that city are progressing rapidly and considerable attention is being given to the talking machine department.

the intermission in which the experiment is to be tried. The records are, of course, the new ones issued by the Victor Co., with the special instrumentation, particularly for the purpose to which Mr. Riegelman, manager of the Colonial in St. Joseph, has assigned them.

PATHE DEALERS IN NEW YORK.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, is co-operating with its many dealers in local and near-by territory through the use of attractive advertisements in the Sunday newspapers featuring the names of the individual Pathé representatives in this section. Among the many well-known and successful concerns now handling the complete Pathé line, including the Pathephone and Pathé discs, are the following:

Hardman, Peck & Co., 433 Fifth avenue, New York, and 524 Fulton street, Brooklyn, N. Y.; Ludwig Baumann & Co., 144 West 125th street; Fred. Kraft, 33 Cortlandt street; Henry B. Pye & Co., 2918 Third avenue; Mirkin & Susser, 1529 Madison avenue; James Mather Music House, 4181 Broadway; George Fennell & Co., 2209 Third avenue; O. W. Wuertz & Co., 1518 Third avenue, all of New York; O. W. Wuertz & Co., 832 Manhattan avenue, Brooklyn, N. Y.; B. G. Warner, 1223 Bedford avenue, Brooklyn, N. Y.; Ryder Sound Regulator Co., 71 Sixth avenue, Brooklyn, N. Y.; Manhattan Carpet & Furniture Co., Port Richmond, S. I., N. Y.; Frank Steadman, 41 Warburton avenue, Yonkers, N. Y.; Pathephone Shop of New Jersey, Paterson, N. J.

At Your Service



VICTOR DISTRIBUTORS EXCLUSIVELY

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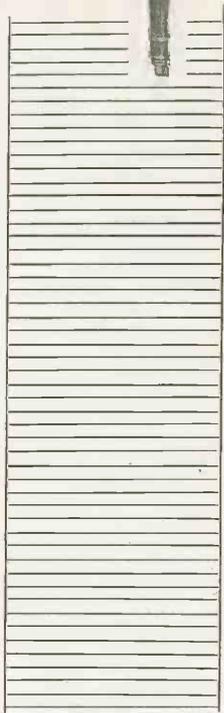
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At Your Service



VICTOR DISTRIBUTORS EXCLUSIVELY

**563 5th Avenue
NEW YORK**



What the Public Demands

The public is never long satisfied with anything but the best, the most improved, the perfected.

Each new advance in any field finds the public conservative. A certain inertia must be overcome.

But a real advance inevitably wins recognition.

The public has long been satisfied with something short of *perfect* reproduction of sound. For many years they have been content to make allowances for the artificial when compared to the original. So long in fact has this been true that the public had almost become willing to accept a close resemblance as the best possible development in sound reproduction.

A New Era in Music

But the New Edison Diamond Disc Phonograph has brought the dawn of a new era. It has opened to the public possibilities that had been hoped for but until now unattained. It has brought a tone so true in all its minute particulars—all the distinctive character, the purity and richness—that one can scarcely distinguish it from the original.

New Edison Diamond Disc Phonograph



The final perfection of every detail in the science of sound reproduction.

The Diamond Stylus Reproducer—a fundamental difference—is the secret which makes possible its peculiarly human and natural tone.

A combination of scientific improvements has finally transferred the phonograph from the realm of the talking machine to that of the real musical instrument. A universal public recognition already indicates that henceforth the New Edison will be the choice of all real music lovers.

To the Progressive Merchant

Every man in the music trades who identifies himself with the New Edison immediately stamps himself as a man alive to the most significant developments in his business. He becomes known as the progressive merchant in his community. He inspires respect and confidence. And through the New Edison he profits by a growing patronage. We will send full particulars of our terms of representation to those who desire it, upon request.

Thomas A Edison
INCORPORATED

279 Lakeside Place

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., June 8.—May business with the local talking machine dealers has been good for the most part, but more superlative designations would scarcely be in order as the business could have been considerably better. Much of the business now is for summer and short cottage uses, but while in the aggregate this business is considerably worth while, dealers would much rather have fewer sales and confined more to the higher priced outfits. Vacations will now be in order, and already the first instalment of men are arranging to get away on their fortnight respites from business.

Largest May Business in History.

With the Columbia Graphophone Co., so Manager Arthur Erisman states, the business of May was the largest with a single exception of any month in the history of the local business. There appears to be a shortage of goods, especially in some of the high-priced machines. S. B. Bowman, one of the staff of salesmen of the Columbia, has won this month's trip for the largest amount of opera business done in a single month, and tonight he is starting off for Bridgeport, Conn., to study the workings at the Columbia factory. George Krumschneid, one of the traveling men for the house, also won a similar honor for having closed the most dealers for the same period. He also will enjoy the same factory privileges. With these two will go Jack Shaughnessy, the company's local accountant. All three will be away for two days.

Friend O'Hara, who won the trip last month had a royal time at Bridgeport, so good a time in fact, that he had to go on further to New York. He was greatly interested with all he saw at Bridgeport, of course—and was especially impressed with the process of recording. He hopes one of these days to win another trip as he would like the privileges of going into a deeper study of the intricacies of record manufacturing.

Will Attend Jobbers' Convention.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., is looking forward expectantly to the San Francisco convention, which he is planning to attend. This will be the way that he takes his vacation, and while on the Coast he probably will go as far North as Seattle and to other important centers. Manager Winkelman states that he has no kick coming over business, as there is constant improvement being noted

month by month over the corresponding periods of the last year.

Pardee-Ellenberger Co. Activity.

Manager Silliman, of the Pardee-Ellenberger Co., in Oliver street, expresses himself as well satisfied over business conditions, and he looks for an even bigger business in the months to come. All of the company's salesmen are out and sending in good orders. Mr. Silliman says there is general satisfaction over the records which are now being received from the Edison factory, and with every sale of the Edison diamond disc machines there goes a large order for the latest discs.

Increases Office Room.

The Columbia Graphophone Co. has added two new rooms to its already large suite at its Tremont street headquarters. One of these is used for the instalment manager, and the other by the dictaphone manager. Both are located on the second floor and are conveniently arranged.

To Vacationize in Nova Scotia.

At George Lincoln Parker's Colonial building headquarters there was a good May business reported by Manager John Alsen, this being true of both the Edison and Victor lines. Friend Alsen is planning to take his vacation in Nova Scotia this summer.

Low Priced Talker for Vacation Purposes.

Manager White, of the C. C. Harvey Co., reports Victor and Edison business very good considering the general conditions. There especially have been good calls from prospective summer sojourners, those who are about to get away to shore or country; but these demands for the most part are for low-priced machines suitable for vacation uses. The sale of these machines, however, creates a good call for records. Mr. White expects to spend his vacation at Cambridge, N. Y., where his wife's people reside. He will send his family there early in the season, and he will get away sometime in July.

Eastern Co. Staff as Fire Fighters.

The boys of the Eastern Talking Machine Co. showed up well as fire fighters the other day when the discovery was made that there was a blaze in a Turkish bath establishment in the neighboring basement. One of the Eastern's men, who was at the rear of the store, saw the smoke coming up from below and immediately rushed out doors and down to the baths, where he found the patrons of the establishment as well as the employees rushing out, many of the former in vari-

ous states of undress. The Eastern boys got out their fire hose and their work was of such avail that they practically had the fire, which was confined to a flue, out by the time the regular fire department had arrived on the scene.

Catchy Window Interests Public.

Manager Erisman, of the Columbia Graphophone Co., is a great believer in catchy window displays, and one that has been attracting much attention is that wherein the developments of the making of the records from the first impression on are shown in a very graphic manner. The discs are arranged on a large background and are labeled clearly so that one may follow the process stage by stage.

Capt. W. H. Toozes Entertains Talks Club.

Capt. William H. Toozes, of the steamship "Anglican," which plies between Liverpool and Boston, gave the members of the Talks Club, made up of members of the Eastern Talking Machine Co., an entertaining address on the war zones. Everyone was so pleased with the captain, who often drops into the Eastern headquarters, and his delightful chat that they forthwith made him an honorary member of the club. The captain has been having a more or less exciting time of it lately as on the last five trips he has been dodging torpedoes.

Excites Vacation Desires.

A window highly suggestive of a pleasant vacation is attracting crowds in front of the Columbia Graphophone Co.'s large store at the corner of Tremont and Avery streets. There is a tent and a canoe against a rural background. Several life-sized figures are in the foreground, some of them in the act of arranging a graphophone, and the scene gives one an excellent suggestion of what good times one may have with a machine in camp, bungalow or canoe. The window really is an unusually attractive one and is even an improvement over the display shown in this store a year ago.

Promotes the New Era Club.

Mrs. Jones, who is in charge of the talking machine department for the Shepard, Norwell Co., has been able to show a surprising amount of business for the month of May which is due in large degree to her knowledge of the business and just what the customers can be made interested in. The New Era Club, by which talking machines can be paid for on a clever and original basis, has been a large factor in promoting the

**PARDEE-
ELLENBERGER
COMPANY
EDISON
EXCLUSIVELY**
BOSTON, MASS.
NEW HAVEN, CONN.

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14).

business of this house, and Mrs. Jones has made the system peculiarly adaptable to sales of goods, whether they be the Victor, Columbia or Edison lines.

Take Honors in Bowling Alleys.

No longer can the George Lincoln Parker bowlers boast their supremacy on the alleys for the boys of the Eastern Talking Machine Co. have driven them to cover by beating them three out of four at the Boylston alleys lately. The Eastern bowlers are now doing some crowing—and some more.

RECITALS PROVE BIG FACTOR

In the Success of Chandler & Co. in Bangor, Me.—Doing a Large Edison Disc Business in Disc Phonographs and Records.

(Special to The Talking Machine World.)

BANGOR, ME., June 9.—Chandler & Co., jobbers for the Bangor zone of the Thos. A. Edison Co., have completed their new diamond disc department, and it reflects most creditably on the company. There are three large booths, and a very attractive recital hall, where concerts are held weekly. Mr. Chandler is a firm believer in these recitals, and he says that the attendance shows that they are appreciated, and as a boom for business their value is great. Mr. Chandler lately sold an Edison diamond disc outfit to the Palm street school of this city, and when he demonstrated the machine in every room in the school there was the greatest enthusiasm on the part of pupils. Miss Mary Gallagher is in charge of the recitals at the store, and she says that the Edison is rapidly growing in popularity, and she is having many calls for concerts in schools and churches. "Jed" Dean, the traveling man, reports most favorably for the Edison line, and recently he was able to place twelve new dealers for the sale of Amberolas and blue amberol records in Maine. Mr. Esterbrook, the veteran shipper, continues to show his value as general stock clerk for Chandler & Co.

HAVE BUILT UP A GOOD BUSINESS.

(Special to The Talking Machine World.)

BROCKTON, MASS., June 6.—Two young men who have made a great success of the talking machine business are Charlie Popkin and C. Feldman, who operate the United Talking Machine Co. of this city. They lately have finished first five years in business, and their store, which is centrally located, is known to practically everyone in town. By close application to business and a keen knowledge of how to meet customers they have been able to build up a large business which many another house might envy.

KNOWING THYSELF IN BUSINESS.

How the Business Man Can Protect Himself from Financial Distress by Knowing Exactly What He Owes, When He Owes It and What He Has to Pay It With Is Well Set Forth in The Arrow—Good Bookkeeping Essential.

Statisticians in regarding reasons for failures seem to find the largest percentage due to lack of capital. Following this more or less closely, it is stated that lack of experience also causes a very large number, and is, perhaps, the next factor in line. It is known, too, of course, that a man may have sufficient capital and ability, yet he may fall short of success through lack of energy.

In all this talk there is overlooked, more often than not, a very important factor in business which has much to do with one's success or failure, and that is the bookkeeping, says The Arrow, published by the National Piano Co. A business may meet a fair measure of success without much attention paid to accounting, and conversely, it may fail when it has seemed to give this department all necessary care; but the fact remains that no business can make its best success without the bookkeeping end being properly taken care of.

This does not mean that the small business needs the elaborate system of the big business, but each must know its exact standing every day or it is bound to suffer accordingly, and often, from the lack of this very knowledge, meet failure.

Every business man should always know what he owes, when it is due, and what he has to pay it with.

Proper bookkeeping is not a difficult matter, and no set method need be used. Forms may be varied according to the ideas of the individual and the needs of the business, but they should always be as simple as possible.

A man starting in business can average a pretty good guess of about what he can do, but he can only come up to this estimate, as a general thing, by proper accounting of the way to it, and only by doing this has he an accurate check on what may be going wrong.

It is assumed in going into business that a man knows how to run it and about what results are possible under average conditions. In selling pianos he knows from experience about how many he may be able to sell, and it is not hard to estimate with fair accuracy what the expenses of selling will be, including rent, advertising, his own living, etc., and what the cash receipts may be.

Therefore, a man can tell what he can do with his capital or what credit he must have to go with it to do a paying business.

Bookkeeping is just as important to the man

who may have enough capital to start with as to the one who does not. The man who, has sufficient capital can know what his business is doing only by system of proper accounting. The man who must add credit to his capital is doubly assured by knowing just where he stands. If there could be any difference between the needs of the two, to the man with the limited capital, a positive knowledge of his affairs is the most important; yet the truth is that it is the other man who averages keeping his accounts in the best shape. This more often than not is the way he got his capital to begin with.

BUSINESS FAR AHEAD OF LAST YEAR.

(Special to The Talking Machine World.)

WATERVILLE, ME., June 8.—The Wentworth Music Store, one of the first concerns in the State to handle talking machines, has had a business far ahead of last year. Mr. Wentworth looks after the interests of the store on the outside and constantly is giving evidence of his hustling ability, while Mrs. Wentworth superintends the sales in the store, and it often is nip and tuck between them to see who can outdo the other in amount of business done.

TO INSTALL LARGE DEPARTMENT.

(Special to The Talking Machine World.)

AUGUSTA, ME., June 6.—Charles H. Downey is planning to install a large department, where there may be sufficient space for recitals. Mr. Downey does a great deal of recital work in the neighboring towns, and he states that his Victor as well as Edison business is growing fast.

RECITALS ATTRACT PROSPECTS.

(Special to The Talking Machine World.)

ROCKLAND, ME., June 6.—The Fuller-Cobb Co., of this city, which is the exclusive Edison dealer, recently gave a recital which was in charge of Mr. Sampson, and the results easily justified the experiment. The company is so well pleased with the idea that it plans to continue these recitals weekly.

MEETING WITH MARKED SUCCESS.

(Special to The Talking Machine World.)

LEWISTON, ME., June 6.—F. E. Taintor & Son, the pioneer piano house of this State, has been having some marked success in the sale of the Edison diamond disc outfits, and the Victor machines and records which it also handles.

A fellow has to be something of a sprinter to keep pace with his good intentions.

The man who buys his popularity generally pays more than the market price.

BAGSHAW

W. H. BAGSHAW
LOWELL, MASS.

Many members of the talking machine trade have congratulated us upon our recent achievement of shipping 63,000,000 needles in ten days—a forcible and practical demonstration of just what can be accomplished by having a quality policy and sticking to it.

You need Bagshaw-quality needles to secure more profits as well as to give your customers the best talking machine needles, and we'll be pleased to show you just how we can serve you for mutual benefit.

TALKING MACHINE NEEDLES

PROSPERITY IN MILWAUKEE.

Labor Better Employed—Columbia with Milwaukee Boosters—New Booths for Edmund Gram—Enlarged Victor Quarters at Gimbel Bros.—The Month's News Budget.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., June 8.—Little or no relief from the shortage of machines in the various lines has been experienced during the past month, as business has held up unusually well for this season of the year. Jobbers and dealers are hopeful that shipments from the factories may show some increase during the coming summer months so that there may be some chance of catching up with back orders. Dealers all over the State are carrying exceptionally light stocks, due to the fact that jobbers have been so short of machines for the past several months. Jobbers in all the leading lines are receiving insistent orders each day, asking for both machines and records, but they are able to fill only a part of the orders. Dealers are anxious to get their stocks up in shape this summer, so that they may be in readiness for the early fall rush.

Milwaukee talking machine men are much interested in the report of James A. Fetterly, secretary of the retail merchants' division of the Merchants & Manufacturers' Association of Milwaukee, to the R. G. Dun Commercial Agency, which shows that general business here is beginning to show some improvement. Mr. Fetterly cites that more than 50 per cent. of the men idle three months ago have returned to their trades; that bank clearings the past week gained between 9 and 10 per cent. over the corresponding week of 1914; that retail sales were about the same as a year ago, despite the poor weather, and that collections were about normal and better than a year ago.

The Badger Talking Machine Co., jobber for the Victor line, reports that it is now receiving more records from the factory, but that the shortage in machines is still serious.

The Phonograph Co., of Milwaukee, jobber for

the Edison goods, is again able to meet the demands of its dealers in Wisconsin and Upper Michigan as it has just received four carloads of \$150 and \$200 Edison machines. Business at the Edison Shop, 213-215 Second street, the retail branch of the concern, has been showing decided improvement since the arrival of the new machines. The Flanner-Hafsoos Music House, the C. Niss & Son, Inc., and the other concerns handling the Edison goods, report a fine trade.

The traveling sales force of The Phonograph Co. has been increased by the addition of George Campbell. Herbert Gossowitz has joined the sales force at The Edison Shop.

The Columbia line is receiving some good publicity as the result of the enterprise of A. G. Kunde, Columbia jobber and retailer, who took one of the larger Columbia machines and a large number of records along on the annual trade excursion, which members of the Merchants and Manufacturers' Association are taking through Eastern and Northern Wisconsin and Northern Michigan. Mr. Kunde is the only talking machine man and the Columbia is the only machine on the big special train which is carrying the Milwaukee boosters.

Charles F. Baer, Chicago manager of the Columbia Phonograph Co., was a recent visitor.

The Smith Piano Co., 90 Wisconsin street, is meeting with a steadily increasing Columbia business according to General Manager F. D. Holmes.

One of the finest talking machine departments in Milwaukee has been opened at Gimbel Bros. by L. C. Parker, manager of the Victor department, who recently moved his Victor quarters from the second floor to the third floor, where considerable more space is now available. Mr. Parker has installed eight handsome sound-proof mahogany booths and has arranged a large auditorium, where daily Victrola concerts are being given to the patrons of the department store.

Robert E. Lauer, who recently took charge of the Victor department at the Boston Store, succeeding C. W. Abbott, has been made manager of the piano department of the store, where he was assistant manager for several years. The Boston

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

store Victor department is now in charge of Louis Marks, son of the general manager of the piano and Victor departments of the three department stores of Edward Schuster & Co.

One of the features of the "stag" party of the Milwaukee Press Club, held at the new club rooms in the Jung building on May 14, was that portion of the program rendered by William P. Gensch, of the Gensch-Smith Co., 730 Grand avenue, retail Victor concern. Mr. Gensch, who is a professional whistler and has appeared on the vaudeville stage, gave several selections to the accompaniment of a Style XI Victrola. Mr. Gensch also whistled the "Mocking Bird," accompanying himself on the piano. The Victrola gave such a good account of itself at the gathering that Mr. Gensch sold a machine to W. J. Bollenbeck, secretary of the Voters' League of Milwaukee, who is a member of the Press Club.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Manufacturing Co., is giving special attention to the sale of the small styles of Victrolas to people who are about to leave for their summer homes. Special literature, calling attention to the Baby Victrola and other Victor machines suitable for outing purposes, has brought satisfactory results.

Among the recent visitors in the Milwaukee talking machine trade were the following: Roy J. Keith of The Talking Machine Co., Chicago; Daniel Creed, representing the Victor Co. and U. S. Gibbs, of the Wurlitzer Co.

Some helpful advertising ideas were given to Milwaukee talking machine men recently by James Dunlop, advertising expert of Chicago, who spoke before the Milwaukee Advertisers' Club on the subject: "What to Say In An Advertisement." Mr. Dunlop said in part:

"The successful advertiser must reach the man who wants the article and knows it, and the man who wants the article and does not know it. In writing an ad, forget you are writing it, and tell a true story. Don't try to be clever. Get away from the catchy forms of advertising. The American public is trained to read advertisements. The headlines of an ad are for the men who are not quite ready for the article. They help to bring your article to his attention. You cannot succeed without plausibility in an ad."

The Edmund Gram Piano House, carrying the Victor line, has completed the work of installing four attractive new booths on the main floor of the Gram store at 414-416 Milwaukee street. The booths are ivory tinted and conform to the wall decorations on the first floor.

Manager Paul A. Seeger of the Gram Victor department has launched a campaign to secure the business of the various clubs in Milwaukee and has mailed a convincing letter to these organizations that should win out.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.



They are telling us that Columbia Double-Disc Record A5667 combines the two most wonderful chorus selections ever issued.



(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

POSTPONEMENT OF THE SUMMER SLUMP IN BUSINESS.

All Branches of the Baltimore Trade Shows Unusual Activity for the Summer Months—Still Unable to Fill Orders on Some Styles—Great Demand for Popular-Priced Machines for Summer Homes—What the Leading Talking Machine Houses Report.

(Special to The Talking Machine World.)

BALTIMORE, Md., June 6.—Talking machine dealers of Baltimore are much pleased that they have postponed the regular summer slump in business until later than ever before. Many of them report that they are still doing as much business as they did during February and March, and the prospects are excellent.

Although most of the dealers are getting supplied with machines aplenty now, some few of them report that as yet they have been unable to fill all the orders they have had on file ever since mid-winter. They are hoping that the next few weeks will bring about an improvement.

The last few weeks has brought about a greater demand for lower priced machines, probably due to the fact that many of the dealers are pushing the sale of these machines for summer homes and shores, where thousands of persons spend the summer and where they do not care to take their higher priced machines.

The record sales have been very large and there seems to be no letup along this line. The dealers in general are much pleased with the way they are receiving the record shipments and some of them say that they can fill 100 per cent. of their orders.

The first of this month marked the early closing of a large number of the stores. They now close at 5 p. m., except Saturdays, when their doors are closed at 1 p. m.

May was a better month than April for the Columbia Co. Manager Heath says that he is unable to get sufficient machines to supply the great demand being made upon him. He is sending out many machines which persons going out of town want at their summer homes. He is a tireless worker.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, also is much pleased with the amount of business which has been done and the outlook. Mr. Roberts predicts a great demand for the new Victrola XVIII, the \$300 machine. "I believe it will meet a demand no other machine has met," he said. "Already we have some advance orders for them." Mr. Roberts will visit the factory within the next few days and place his orders for the balance of this year.

Instead of falling off, as would be ordinarily expected, the business done by H. R. Eisenbrandt Sons, Victor distributors, was better than usual the past month.

Excellent reports of business done in Edison diamond disc and Edison line in general were made by William W. Gibson, manager for the McKee Co., Inc., local distributors for Thos. A. Edison, Inc. A new electric sign has just been placed in front of the McKee store on North Eutaw street and has resulted in attracting a great deal of retail trade. Seven firms are now handling the Edison line in Baltimore, according to Mr. Gibson and all report very satisfactory business.

N. H. Searer Co., York, Pa., is now carrying the Edison line and has a concert hall on the second floor of its building in which recitals are held twice monthly. On May 27 an Edison recital was given in the ballroom of the Colonial Hotel, York, Pa., and several hundred persons attended. It was in charge of Verdi E. B. Fuller, of the Edison Co.

The past month the McKee Co. started in to do retail business at its headquarters. The Ogden system of filing the flat records has also been installed.

I. Son Cohen, of Cohen & Hughes, Inc., Victor distributors, makes good reports of business for the month in the wholesale department, but is still seeking machines.

E. B. Lyons, traveling representative for the Victor Co., who makes Baltimore his headquarters, was back in town last week after almost a month in North Carolina. He says the business is showing improvement in various parts of the State. The crop conditions are a factor in the southeastern section especially, but he looks for improvement there. He also visited the western part of Virginia.

The Victrola business done by William Knabe & Co. was far in excess of that done during April. Milton Boucher, the manager of this department, is much pleased with the result. The Knabe trade is of the very best character. This is indicated by the fact that in the short time the department has been operating three electric Victrolas have been sold. In record sales the Knabe firm did exactly three times the business that it did during April.

The Kranz-Fink Talking Machine Co., also tells of large trade in all departments, as does the Hub Piano Co., where the Columbia line is handled.

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is so sure that there is plenty trade that he has put on five new salesmen. All of them are young men and are working out-

side. He says that the floor business also is very good.

The monthly races conducted by the salesmen of the Stewart Victrola department are being continued and are causing a great deal of interest. During May Charles E. Stran carried off the honors.

Mr. Gibbons always puts a cover on the monthly list of records gotten out and this affords him considerable space for advertising. One entire page is given this month to a wheel cabinet for \$50 machines gotten out by Schloss Bros. Co., of New York, to facilitate the moving of the instruments. This display is expected to have excellent results.

The Consolidated Gas & Electric Co., which signed a contract to handle the Columbia line, as told in these columns last month, has not yet begun its advertising campaign. At the main office of the company, Lexington and Liberty streets, Miss Alice E. Banes is in charge of the very attractively arranged warerooms.

Mr. Finnegan is in charge of the department at the House Electric and the branches at Highlandtown, Towson and Catonsville are expected to be ready for business within a few weeks. The Ogden filing system of records is being installed at all of the branches.

EDUCATIONAL WIDOW DISPLAY.

Arthur H. Haskins, Victor dealer at Reynolds-ville, Pa., has been featuring a unique window display in the shape of a very old type Victor "Royal" machine with a modern Victrola and two old Victor records. A card bearing the inscription "The Evolution of the Victrola" explains the comparison between the two machines. Referring to the two old records Mr. Haskins recently said:

"A friend of mine presented me with these two records, which I think have been in use for at least fifteen years and are in excellent condition yet. These records are No. 0262 (eight-inch), trombone solo by Arthur Pryor, and No. A-313 (eight-inch), "A Dream of Wagner," by Sousa's Band. The record No. 262 bears the name of E. Berliner's gramophone and the date 6/12/99."

"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 GRAMOPHONE 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.



"The Best Known Trade-Mark
in the Entertainment Field."



Model 15—Price \$15.

These are talking points that will sell machines and records.

The larger models of the PATHÉ PATHEPHONE *play all disc records.*

Pathé *Pathephone*

The Best in Music Reproduction

Whether Instrumental or Vocal

—embodies all the features that the public has wanted and that the talking machine manufacturers have been trying to produce for years. The PATHÉ PATHEPHONE gives:

—BETTER AND FULLER TONE

—BETTER AND CLEARER
EXPRESSION

—BETTER AND MORE ARTISTIC
EFFECT THAN POSSIBLE WITH
ANY OTHER MACHINE ON THE
MARKET.

With the PATHÉ PATHEPHONE
there is

—NO CHANGING OF NEEDLES

—NO WORN RECORDS

—NO "TALKING MACHINE" TONE



Model 200
Price \$200

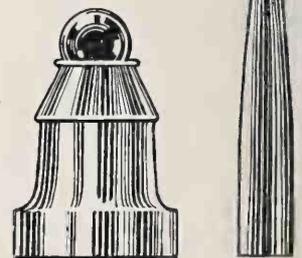
"Plays All Records."

DEALERS CAN GET GOOD CONTRACTS WITH EXCLUSIVE PRIVILEGES IN CERTAIN SECTIONS FROM JOBBERS LOCATED AT ADVANTAGEOUS POINTS. We are still open for one or two large JOBBERS. Our ADVERTISING CAMPAIGN in the "SATURDAY EVENING POST" and other Magazines begins in August. Now is the time for dealers to get lined up and make a good connection.

THE PATHÉ DISC REPERTORY

is more varied
than any other.

This wonderful ROUNDED SAPPHIRE reproduces from FORTY POINTS OF CONTACT. It yields only what the great artist plays or sings. Its up-and-down *wave motion* over the Pathé Discs results in better, clearer, sweeter tones. Here at the right is a comparison of the old-style needle and the Pathé Sapphire Ball. Which will wear the record out quicker? The answer is evident!



PATHÉ FRÈRES PHONOGRAPH COMPANY

29-33 West 38th Street

NEW YORK

HOW AND WHERE SUGGESTION BECOMES EFFECTIVE.

The Need to Search the Callers Mind—Salesmen Should Learn All They Can Regarding the Would-Be Customer's Likes and Dislikes—The Value of Suggestion Emphasized as an Aid to the Successful Study of Salesmanship in the Talking Machine Field.

Suggestion should begin with the entrance of the customer. That is, instead of waiting for the opportunity to develop in the course of conversation about the goods, opportunity should be made for the suggestion to take effect. One of the first things that may be suggested is the advantage of buying the best grade of goods that can be afforded. If the customer is thus made unconsciously to elevate quality and to subordinate price before having made any statement about how much he intends to pay, there will be one less influence set against you at the outset. Every salesman knows how a customer will stick to a price limit, not so much because of the actual inability to pay more, as because he has set his stakes and does not want to back down.

A suggestion of courtesy to a customer will soften a long wait, or help, a tired feeling. If you are busy and there is no one to wait on the customer, the indicating of a comfortable seat, and perhaps the offer of some advertising literature after discovering the customer's wants, will make the wait even a good thing for your sale.

You can suggest things to a customer that you could not say outright. Sometimes you know even better than the customer what he wants or needs. You should not intimate that or let him see that you think it. Instead you must suggest the points you appreciate and that he fails to appreciate. You need to search the customer's mind from first to last and make tactful and careful use of what you find there.

In order to avoid making suggestions that will have an adverse effect it is necessary to read the customer. If you are going to know more than the customer about what he ought to buy you will have to study below the surface of his mind.

Some customers want the thing everybody is buying. They want to be "in the swim," though they may not like to say anything to convey that impression. Other customers may reason in an opposite way and want something different from

the general run. It is science that will enable you to determine to which customer you should say, "Everybody is buying these," and to which you should say, "These are exclusive designs."

Some customers, you will find, like to have you take them in hand and tell them the whole story, because they are perfectly frank in their admission that they don't know much about the goods themselves. Other customers want you to think them very wise. Probably the wise man knows considerably less than he would have you think. Probably the ignoramus is not the fool he appears. You must avoid suggesting to any untried customer that he is either more or less informed than he seems. Take the man as he appears to wish to be taken and govern yourself accordingly.

Of all the things you can suggest by direct or indirect word or action the greatest is probably service. Whenever you are able to cause a customer to think your store is accommodating, or that you are a willing and a painstaking salesman, anxious to please and to see that the purchase made is the one that will result to the greatest advantage, you are suggesting something that has a great value.

The public appreciates service. It gets none too much of it even at the best stores. Too many people are afraid to step in and look at goods because they doubt the dealer's willingness to supply attentive service to anyone who is not ready to buy.

Salesmanship may be as simple as A B C and as easily learned. If you follow that kind of salesmanship you will get that kind of results and you will work for a salary in proportion. On the other hand, you may recognize the fact that there is more to selling, a greater depth to salesmanship, a science that is beyond the A B C stage just as there are studies in language far beyond the learning of the alphabet. If you want to go on to the top you will set about learning the higher grade of salesmanship instead of stopping satisfied with having mastered its A B C.

SMALL MODELS IN TORONTO.

Developing Satisfactory Business with Campers as a Result—N. F. Rowell Victrola Manager for C. W. Lindsay, Ltd.—Talker Men Participate in Strenuous Ball Game.

(Special to The Talking Machine World.)

TORONTO, CAN., June 5.—All dealers are featuring in the newspaper advertising and window displays the small model talking machines as especially adapted for summer homes and camps.

The Berliner Gram-O-Phone Co.'s windows during the past week have been dressed showing a typical summer camp scene with a Model IV as the predominating and outstanding feature of the same.

C. W. Lindsay, Ltd., Montreal, has engaged as manager of its Victrola department N. F. Rowell,

who up to the present has been acting as manager of the Berliner Gram-O-Phone's retail store at 415 St. Catherine street West. Mr. Rowell has a host of friends who will help to swell the already large clientele now enjoyed by the house of "Lindsay."

It was "some ball game" that was played last week between teams representing the Berliner Gram-O-Phone Co., Ltd., and Wilders, Ltd., when the Victor team made a (unproduced) record by defeating its opponents 17 to 3. This victory was all the more creditable inasmuch as the latter team had not suffered defeat during the last two years, and it was not "talk" either, but good, sound team work that helped the Berliner boys win. The batteries were as follows: Edwards, Dubuc, Rutt, Duncan and Reeve.

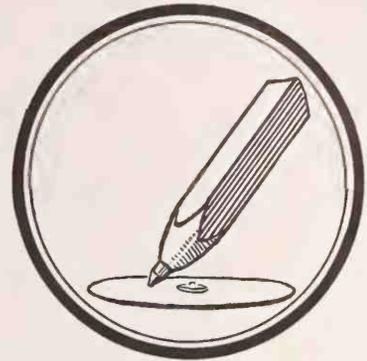
Canada's great song hit, Victor record No. 17742, "Take Me Back to Canada" ("The Land of the Maple Leaf"), by O. F. Beck, organist of the Imperial Theater, Montreal, and sung by Edward Hamilton, baritone, has proved itself one of the most popular hits of the season. The demand for patriotic records continues unabated.

WILL TAKE ON TALKING MACHINES.

It is learned that the old house of E. Witzmann & Co., Memphis, Tenn., which for some time past has been investigating the possibilities of the talking machine business, will within the near future take on a line of talking machines

INCORPORATED.

The Champion Graphophone Co., Inc., New York, has been incorporated with capital stock of \$1,000 to deal in graphophones, etc. The incorporators are Samuel Simon, Richard C. Daniels and Julia Levy.



Retails for \$1.00

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

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

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

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

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

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

Sonora Phonograph Corporation

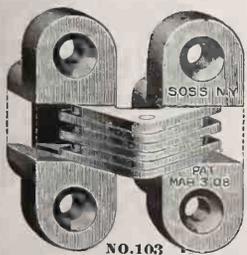
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, President,

57 Reade Street - NEW YORK

SOSS

INVISIBLE HINGES



"OUT OF SIGHT
EVER IN MIND"

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

Write to-day.

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

INCREASE YOUR RECORD SALES



The New York Talking Machine Company

Unico Demonstrating Rooms

Adopted by THE LEADING TRADE MEMBERS THROUGHOUT THE COUNTRY

An investment of \$103.70 will start the Unico System for you with an attractive 6 ft. 0 x 9 ft. 0 room in any desired finish.

You can add additional rooms at any time, but get started right.

BECAUSE
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 experienced labor. Neither nail nor screw required.

MODERATE IN COST
SEND FOR CATALOGUE

No matter how extensive or elaborate your requirements may be they can be most economically carried out by the adoption of the Unico System.

Let us submit plans and estimates.

THE UNIT CONSTRUCTION COMPANY, 31st and Chestnut Streets, Philadelphia

ANNUAL OUTING AND BANQUET OF THE BLACKMAN CO.

Sixth Annual Affair One of Great Enjoyment—New Officers of Blackman Talking Machine Co. Introduced—Dinner at Murray's in Evening When Annual System of Distributing Bonuses to Employes Took Place—Visit to Palace Theater Completed Program.

The sixth annual outing and banquet of the employes of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, took place Saturday, June 5 and, notwithstanding the high-water mark of enjoyment established by



The "Marion" and the Blackman Party.

the outings of previous years, totally eclipsed its predecessors from every standpoint. The weather was ideal and the program prepared by President Blackman provided for plenty of fun from 1 o'clock in the afternoon until 11 at night.

A feature of this year's outing was the introduction to the employes of the new officers of the Blackman Talking Machine Co., who had been elected at the annual meeting of the company held recently. In addition to the appointment of Fred P. Oliver as vice-president and general manager, Mr. Blackman announced the following appointments: Secretary, Frank Roberts; assistant treasurer, James F. Ashby; assistant secretary, John L. Spillane. These three officers, with President Blackman, are the company's officers for the ensuing year. Messrs. Roberts, Ashby and Spillane have been associated with the Blackman Talking Ma-



The Ladies Present at the Blackman Outing. The Blackman Talking Machine Co. for many years and well deserve the honor bestowed on them, as they have worked indefatigably in the interests of the company.

The day's outing started at 1 o'clock, when the Blackman employes, officers and guests assembled at the foot of Warren street to embark on the steam yacht "Marion," which had been chartered for the occasion. A four hours' sail on the Hudson was then started and, aided by a Victrola and a goodly number of Victor records, the ride was thoroughly enjoyed and finished much too soon. The "Marion," a trim craft, is capable of comfortably accommodating 150 people, and as the Blackman party numbered about thirty-five there was plenty of room to demonstrate up-to-date steps in the terpsichorean art to the accompaniment of the latest fox-trots, one-steps and hesitations in the Victor library. This ride also indicated that there are several quartets among the Blackman employes which are in line for recording appointments at the Victor laboratory.

After everybody had entered training for the rest of the program by dancing and vocal efforts the Blackman party proceeded to Murray's, where the Egyptian Room had been reserved. The program stated that the hours from 6 to 8 would be devoted to the consumption of a culinary treat from Murray's kitchens, subsequent to which the schedule called for a visit to the Palace, the city's leading vaudeville house.

Murray's is famed far and near for the superb dinners its chef stands sponsor for, and after the members of the party had been favored with a

repast that left nothing to be desired, President Blackman announced the distribution of bonuses to the employes of the company, in accordance with the profit-sharing plan instituted six years ago. This profit-sharing idea provides for the distribution of bonuses to all employes who have been connected with the Blackman Talking Machine Co. for one year or more and is based on several important factors, primarily, of course, on the prosperity of the business during the fiscal year. Mr. Blackman became convinced several years ago that the modern system of business efficiency should include a sharing of profits by the employes and



Blackman Talking Machine Co.'s Officers.

Seated (left to right)—Fred P. Oliver, J. N. Blackman, James F. Ashby. Standing—J. L. Spillane, Frank Roberts evolved this broad-minded plan which is a feature of every Blackman outing.

Before distributing the bonuses Mr. Blackman delivered a short address, assuring the employes of his appreciation of their efforts the past year and expressing the hope that everyone present at Saturday's outing would be eligible to share in the profits of the 1915-1916 business year, the extent of the bonus depending of course on the company's prosperity. Fifteen Blackman employes participated in this year's distribution, including Frank Roberts, the pioneer of the company's forces; John L. Spillane, James F. Ashby, George Thau, L. W. Bishop, H. C. Lansell, F. R. Burnham, Charles Reinhart, John Mills, John Hanley, Robert Harkins, C. Cornwall, G. Marquis, Miss L. D. Peters and Miss M. Hennig. The liberal spirit which characterizes this annual distribution was reflected in the announcement

made by Mr. Blackman that he had decided to give a bonus to one of his former employes, T. Caramano, who had left the employ of the company a few weeks since, but whose work the past year had well entitled him to this special consideration.

A feature of the banquet was the distribution of souvenirs of unusual mirth-provoking qualities. Humorous post cards which were both timely and pertinent were placed at each guest's plate, in company with unbreakable dolls, Indian hats, Turkish turbans and similar mediums of amusement. No detail, small or large was overlooked in the preparation of the dinner, and when three cheers were proposed for President Blackman they were given with sufficient vim to draw an echo many miles away.

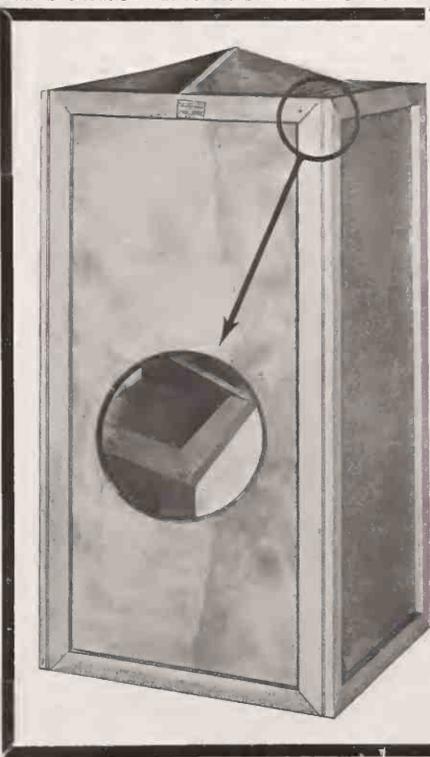
Subsequent to the dinner the Blackman party adjourned to the Palace Theater, where several rows of orchestra seats had been reserved for their use. A splendid bill was enthusiastically applauded, and when the last act had finished its turn the members of the Blackman force were willing to turn homeward, convinced that the day's outing was ideal in every particular and vowing to be there for the "big time" next year.

The moral effect of these outings is unquestioned, as they promote good cheer, camaraderie and good fellowship. The members of the staff become better acquainted on this one day than during the remainder of the business year, and the high caliber of the Blackman forces may be attributed in a measure to these outings and their resultant effects. It is a significant fact that every member of the Blackman traveling staff shared in the profits distributed on the bonus plan Saturday and, moreover, have shared in them for several years past. These four hustlers, Messrs. Bishop, Lansell, Burnham and Reinhart are representative of the up-to-date Victor wholesale traveler, as they are keen and aggressive and ever willing to cooperate with the Victor dealers in their respective territories.

TO ENLARGE DEPARTMENT.

Plans have been made for the enlargement of the talking machine department in the store of D. H. Holmes, in New Orleans, La., which is under the very capable management of J. E. Pradat. It is probable that the department will be moved to the main floor of the store in order to properly take care of the growing business in that city.

When trouble calls we are more apt to be at home than when fortune knocks.



**The ATLAS PACKING CASE
For Talking Machine Cabinets
SAVES FREIGHT**

because of its lighter weight and gives better protection to the machine because it is constructed of northern hardwood veneer, with spruce cleats. That's why the ATLAS is the recognized standard packing case used in packing over 50 per cent. of the cabinet machines made. Look for the label stamped on every case.

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



All the way from the new Casals and Nielsen records on the first page to the Personal Record Department on the last, the Columbia July record list gives every kind of music for every kind of music lover.



(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

INCREASE IN STOCK HELPS ST. LOUIS TRADE.

Jobbers Now Filling Orders Close to 100 Per Cent.—Manager C. B. Noon Takes Personal Charge of Stix, Baer & Fuller Co. Department—Elaborate Demonstrations of the Edison Diamond Disc Phonograph—Silverstone's Clever Advertising—Other News Items.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., June 7.—Talking machine men here are confident that their business is getting back to normal much more rapidly than many other lines, and they confidently expect again to be showing rational increases before the summer is over. Some of them are doing so now and others are very near that point. Practically all are again doing a business that appeals to them as being progressive and showing an actual profit. The demand for records has become very good again and, with the special advertising that is being done for the monthly lists, the business is going forward in leaps and bounds on popular and new stuff.

All of the jobbers here are now filling orders practically 100 per cent., and the dealers are doing an easier business because of that. It is not necessary first to get the prospect to the customer stage and then persuade him to buy a certain machine which is not the style or the price that he wanted. That was the discouraging feature that confronted practically every salesman the first of the year.

Manager C. B. Noon, of the Stix, Baer & Fuller Dry Goods Co., musical instrument department, has taken personal charge of the Victor talking machine department, which recently was moved into handsome quarters next to the piano department, and he is getting excellent results both in machine and record sales.

Sidney Baer, of the firm, has been giving much of his attention to the talking machine department and is a firm believer in the future of this business as a part of a department store.

Demonstrating the Edison Diamond Disc.

The Edison laboratory demonstration crew, which is making its headquarters at the Silverstone Music Co., is meeting with considerable success in the work here. The six men under the direction of Arthur Gabler are giving more than forty demonstrations a week, and one of them recently complimented Mr. Silverstone on the thoroughness of his advertising by remarking: "This is the first town that I have not had

to explain to anybody what the Edison disc phonograph is. In some places we have been people did not have the slightest idea of the machine, but here we do not find any such, and very few who admit not having heard the machine."

One of the reports by W. N. Purple, one of the demonstrators, tells of a novel experience in the St. Paul M. E. Church, of this city, where a prayer meeting hour was given entirely over to the demonstrator, who rendered Bible readings and sacred hymns to the entire satisfaction of all concerned, and Pastor Smith devoted his talk to a comparison of the similarity of the record of one's life and the talking machine record up to the point where it became necessary to change the life record, with the aid of Jesus Christ. The talking machine record, he said, could not be altered, and therein was shown the difference between inanimate objects and Divinity. The demonstrations have been given in all of the larger ward schools, many special schools, including practically all of the mechanical schools, where the machine was an object of special interest. By the first of this month the Silverstone Co. was receiving many personal applications from persons who wished demonstrations as part of church and school entertainments. One of the biggest successes was the placing of machines and demonstrators on each of the steamboats that carried the large crowds to the opening of the new filtration plant of the city waterworks late in May. Each steamboat carried more than 1,200 passengers and the informal concert attracted much attention.

Besides Messrs. Gabler and Purple, the members of the crew are K. Wyckoff, H. W. Low, M. F. Geipe, S. B. Schoonmaker.

The Silverstone Music Co. has removed the device by which a swinging Edison disc record was struck by a hammer at the rate of twenty-seven blows a minute. After having been struck more than 1,000,000 times the record showed no change except a slight discoloration. There was no dent in it that can be seen or felt with the fingers, but the head of the hammer is noticeably worn away. This is apparent even through the plate glass win-

dow, as the hammer, record and the swinging device are exhibited with an affidavit by President Mark Silverstone explaining that the record has been hit more than a million times. Along with this exhibit is a display of the raw materials from which the records are made.

Retail Manager Duffy, of the Columbia warehouses, hails a clear improvement in selling conditions. The record sales, he says, have continued to be as good as could be expected and selling conditions for machines have improved much during the month. The larger machines continue in much the same demand, while the prospective outing season has greatly increased the movement of the small machines used for river boating and for the river camps.

The Columbia selling force has been increased by the addition of a small touring car in which the salesmen go after a too slow prospect and bring her and her family to the warehouses for the demonstration. The salesmen say that the machine has increased the capacity of the sales force for handling difficult customers by at least 50 per cent.

General Manager Reid reports considerable success in placing new accounts in Kentucky and Tennessee and now Ambassador Bennett, who is on this work, has moved over into Arkansas and was meeting with even more success there when the rainy season that made the last of May a flood season checked his operations. Not only was it practically impossible to get around, but the merchants were anxiously watching the clouds to see if they would be dispelled before all of the crops were drowned.

Mr. Reid also reports that the accounts of Pulaski County, Ark., including those of the Blas Dry Goods Co. and the Hollenberg Music Co., of Little Rock, have been transferred to the St. Louis office.

The Columbia Co. has disposed of the lease it held in the former warehouses of the F. G. Smith Piano Co., where it maintained its salesrooms for some time after the Smith Co. had removed as a result of the consolidation with the Val Reis Piano Co. This warehouse has been turned over to an electric company.

President Silverstone went to Indianapolis May 30 to meet Vice-President Wilson, of the Edison Co., he said. He explained that Mr. Wilson was making a flying trip through the West and could not take time to come to St. Louis. It was noted as a suspicious coincidence that Mr. Silverstone has recently become an automobile owner and enthusiast and that the great auto races were held in Indianapolis May 31.

The Silverstone Music Co. placed an Edison disc machine in the Missouri Pacific building at the Panama Exposition.

C. E. Ireton, sales manager of the Edison Co., was here about the first of the month.

W. C. SPEER TAKES CHARGE.

W. C. Speer has become manager of the talking machine department of the Darrow Music Co., which at present handles only the Victor line, but plans to add the Columbia and Edison lines in the near future.

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

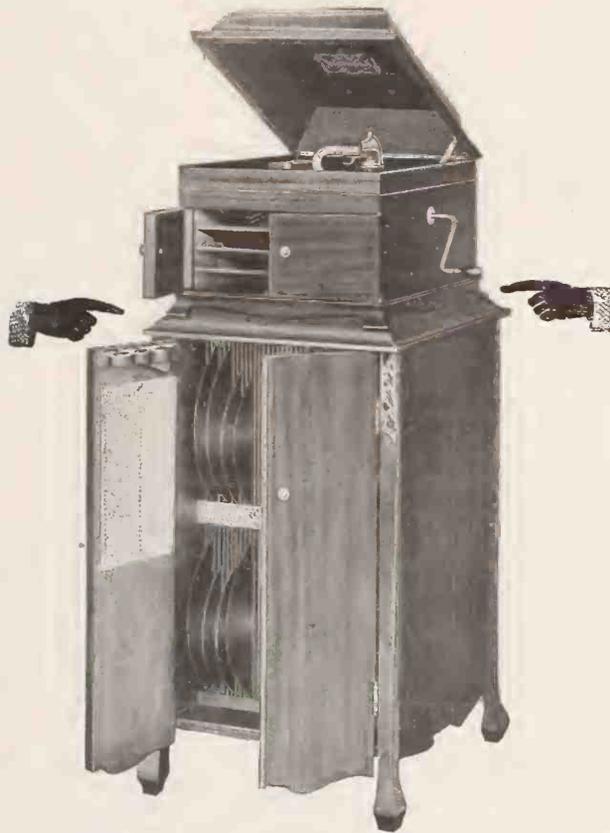
The Peerless Specialty Co.
Philadelphia, Pa.

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



THE
NEW VICTOR IX
 REQUIRES A
CABINET OF REAL QUALITY
 TO DO IT JUSTICE.

The machine itself is such an excellent one that anything less than the very best sort of a supplementary cabinet would make a very unfair combination.



The **SALTER** FELT-LINED **CABINET No. 19**

was designed and is made especially to suit this machine. Note how the cabinet top is built to fit flush with the curved base of the machine, thus making dust accumulation impossible. This exclusive Salter idea possesses not only this advantage but also gives the entire combination an appearance of unity that helps the sale of the machine itself.

No detail of design, material or workmanship has been overlooked in this our latest and very best product.

Order a sample. You will be sure to order more. Send for new catalogs showing complete lines of cabinets for all makes of machines.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

339 N. Oakley Boulevard

CHICAGO

F. P. OLIVER NEW VICE-PRESIDENT.

Will Also Act as General Manager of the Blackman Talking Machine Co.—Well Qualified for This Important Position.

Fred P. Oliver was this week appointed vice-president and general manager of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, succeeding R. B. Caldwell, who resigned last month. Mr. Oliver assumed his



Fred P. Oliver.

new duties immediately after his appointment, and is now visiting the Blackman dealers in company with the traveling sales staff.

Mr. Oliver, although not heretofore associated with the talking machine industry, is well qualified to occupy his present post as for the past six years he has been connected with the Cambria Steel Co., one of the largest independent steel companies in the country, in the capacity of assistant to district sales manager L. B. Morris, with headquarters in

New York. Since entering the business world Mr. Oliver has been actively engaged in the steel industry, and in handling the weighty and momentous problems which confront the executive in this field, he has earned a well-deserved executive and sales success.

Mr. Oliver is enthusiastic regarding the future of the Victor business, as he believes that the industry has unlimited sales, musical and educational possibilities.

TO HOLD HAND-BALL CONTEST.

Team Representing the National Association of Talking Machine Jobbers to Tackle the Champions of Camden.

One of the interesting side features of the convention of the National Association of Talking Machine Jobbers next month will be a handball contest between two-man teams representing the association and the Victor factory. The association will be represented by Joseph C. Roush, the former president, and Elton F. Taft, of Boston. The factory will be represented by W. B. Fulghum and H. J. Shartle who, after some spirited contests, recently captured the handball championship of Camden and have also triumphed in matches with teams from other cities. The association team apparently has its work cut out for it.

REPORTS GRATIFYING SALES.

The Tone-O-Phone Sales Co., 218 South Twelfth street, Philadelphia, reports favorably on sales of Tone-O-Phone attachments and jewel points for playing all makes of disc records on Victor and Columbia machines. Many complimentary letters have been received from leading dealers in talking machines. While this invention is new to the trade the introductory sales have been very satisfactory both to the inventors as well as the Sales Co., and the future outlook for this article is all that can be wished for. The new Tone-O-Phone circulars and show cards are now ready for distribution.

NEW QUARTERS IN ST. LOUIS.

Field-Lippman Piano Stores to Feature Talking Machine Department in New Location.

(Special to The Talking Machine World.)

St. Louis, Mo., June 8.—According to the announcements of the Field-Lippman Piano Stores this company will have in its new location the former Bollman Bros. Piano Co. warerooms, the largest and most complete talking machine store in St. Louis. It is planned to devote the entire first floor to talking machines and cashier's office, except a corner devoted to the shipping room. The plans call for two rows of demonstration booths, five on each side of an aisle. One side will be devoted to the sale of machines, the other to records, and the record storerooms will be back of the demonstration booths. There will be at least five of the machine demonstration rooms and perhaps more of the record rooms.

It is planned to show the Edison disc, Columbia and Victor machines, all of which are handled by this company, in each of the rooms, graded according to price and size, so that the prospective purchaser can see the comparative values without additional trouble. It is probable that this store will be opened for the large fall trade, although no date has been set and the interior decorations and arrangements will be carefully planned and carried out before an attempt is made to take possession, as the company has until the first of next year in its present location.

It is understood that one of the prime objects in the removal was to gain space for the talking machine department, which had greatly outgrown its present quarters in the basement of the present warerooms, and there is not space in the present location for expansion. Secretary Lippman, of the Field-Lippman stores, before giving the final word as to the arrangement of the new warerooms, will visit several cities to see what is possible in arrangements of stores of this kind and will profit by the experience of all. This store will be next door to that of the Silverstone Music Co.

5,000,000 Lindström Motors IN USE THE WORLD OVER



Workmen in One of the Lindström Factories.

FACTORIES:

Berlin, Weissensee, Rixdorf, Spremberg, Hanover, GERMANY St. Croix, SWITZERLAND London, ENGLAND
Clichy, FRANCE Warsaw, RUSSIA Vienna, AUSTRIA Barcelona, SPAIN Rio de Janeiro, BRAZIL

OTTO HEINEMANN, 45 Broadway, New York—2701 Armitage Ave., Chicago



Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty shrewd guess.



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

Columbia Graphophone Company
Woolworth Building, New York

HOFFAY'S MILLION INCORPORATION.

Talking Machine Man Launches Enterprise for the Manufacture of His Specialties.

(Special to The Talking Machine World.)

DOVER, DEL., June 8.—The charter for the Hoffay Talking Machine Co., of New York City, was filed here to-day. The company is incorporated for \$1,000,000 to manufacture, sell and deal in phonographs and all appliances and supplies for same, to carry on a general theatrical and amusement business. The incorporators are Jos. Hoffay, New York; Chas. B. Bishop and Harry W. Davis, both of Wilmington, Del.

Readers of The Talking Machine World will know that this is Mr. Hoffay's initial move to launch a big business enterprise, the particulars of which will be announced later. His inventions have been referred to at length at various times in the columns of this publication.

MUSIC FOR INDEPENDENCE DAY.

Victor Co. Sends Out Hints and Helps to Dealers That Should Stimulate Their Trade in Patriotic Records at That Particular Time.

The Victor Talking Machine Co. sent to its dealers this week a group of publicity helps which should prove of practical assistance to Victor representatives in developing their machine and record business during the hot weather months. This literature included an advance list of Fourth of July records, a supplement of Fourth of July records, a poster to feature this list, a small and large poster for the new semi-annual Victor record catalog issued the end of May.

The Victor Co. is devoting so much consideration and time to the Fourth of July record business this year in response to the letters it has received from its dealers throughout the country, who report that Independence Day last year occasioned a remarkable demand for patriotic and appropriate records. The present literature is exceptionally attractive, and if displayed to proper advantage cannot fail to produce good results.

KINGSTON RECORDS AT NEW PRICE.

The Columbia Graphophone Co. has announced a reduction in price of the records made by Morgan Kingston, the prominent tenor, who scored a signal success in his recent connection with the Century Opera Co. These records have been popularly received throughout the country, and the reduction in price will afford Columbia dealers a splendid chance to increase their trade with these records. The price of Mr. Kingston's 12-inch records, which was formerly \$1.50, is now \$1, while his 10-inch record, formerly priced at \$1, is now reduced to 65 cents. All are double faced.

The O. K. Houck Piano Co., Nashville, Tenn., has been recently arranging some very clever window displays in which the Victor talking machines and records have figured. Current national topics formed the basis for one window, in which President Wilson's portrait was featured, below which appeared "American Interests Are for Humanity."

TRADE NEWS FROM INDIANA.

Talking Machine Men Invade Fifth Annual Meeting of Piano Merchants' Association Held in Indianapolis—Address by C. R. Ely—Stewart's New Quarters—Other Items.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., June 9.—For the first time in the history of the Piano Merchants' Association of Indiana talking machine men invaded the fifth annual meeting of the association. Clifford R. Ely, special representative for the Columbia Graphophone Co., and F. G. Cook, of Chicago, with the same company, attended the convention, with A. W. Roos, local representative of the Columbia Graphophone Co.

Mr. Cook was scheduled to deliver an address on the talking machine business, but it so happened that Mr. Ely arrived in Indianapolis just at the time the convention was in session and Mr. Cook asked to be relieved by Mr. Ely. Mr. Cook said he thought Mr. Ely was much more qualified to speak on the various phases of the talking machine business than he was.

Prices have been maintained on talking machines, said Mr. Ely, who attributed much of the stable success of the business to that fact. Mr. Ely conducted an interesting discussion of the little ten-cent record. He told of the marvelous sales of that record when it was new on the market. And altogether, he said, the little record helped the regular talking machine business by selling additional machines and the large records. He said in his opinion the little record has had its day.

The practice of record salesmen pushing the latest records with the result that standard records remain on the shelves was criticized by Mr. Ely. He said the salesmen, while offering the latest records which the customer comes in and asks for, should call the customer's attention to records which are generally left to become dust covered. Getting rid of that class of records, Mr. Ely pointed out, would increase the profits in the record department.

The talking machine business is exceptionally good in Indiana. A. W. Roos, of the Columbia Graphophone Co., says May beat all past records. The Columbia Co.'s local branch is now well established at 44 North Pennsylvania street.

The Stewart Talking Machine Co., jobber for the Victor line of talking machines and records, is expecting to occupy the seven-story building it leased at 18-20 West Georgia street shortly after July 1. The building is now being put in shape for the special needs of the Stewart Co. W. S. Barringer says the Stewart Co.'s business has been excellent.

Reports from the Kipp-Link Phonograph Co., distributor of the Edison line, indicate that the demand for Edison discs is growing larger every day.

VISITING THE TRADE IN MAINE.

H. R. Skelton, the traveling man for Thomas A. Edison, Inc., has lately been in the State of Maine, where he was able to put new life into some of the dealers. Two or three weeks were spent there, and then he hustled over into New York State.

Like another extensively advertised product, our

Truetone
TRADE MARK

Made in
U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS
WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET

NEW YORK

All Aboard for the Ninth Annual Convention of the



View of the Panama-Pacific Exposition Wh

WESTWARD HO! BE A FORTY-NINER—GO OUT AND DIG—GET THE NEW POSSIBILITIES OF THE TALKING MACHINE BUSINESS AND THE WONDERS OF THE COAST ALL FOR ONE GRUB STAKE.

As you hit the trail for the Golden Gate you can linger by the way to climb Pikes Peak, revel in the Garden of the Gods, see Salt Lake and take a dip, hear the pipe organ in the Mormon Tabernacle, Missionize at San Diego and be an angel at Los Angeles. Here is what you get at 'Frisco:

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

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.

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

PRICE MAINTENANCE CONTRACT AGAIN UPHELD BY COURT

United States District Court in Vermont Finds for American Graphophone Co., and Columbia Graphophone Co., Against B. W. Hooker & Co., of Barre, Vt., In Suit to Uphold Contract.

A motion for preliminary injunction was argued before Judge Harland B. Howe, in the U. S. District Court for the District of Vermont, at Montpelier, on May 11, in the case of American Graphophone Co. and Columbia Graphophone Co., complainants, against Burton W. Hooker, Marshall S. Rounds and Amelia White, composing the firm of B. W. Hooker & Co., of Barre, Vermont, defendants.

The defendants had threatened to cut prices on Columbia product, and the complainants, through their counsel, Elisha K. Camp, Esq., of New York City, had secured an order to show cause from Judge Howe at St. Johnsbury on March 20, with a restraining order, under the terms of which the defendants were enjoined from violating their price maintenance agreement with the complainants, and were particularly enjoined from directly or indirectly selling or offering for sale or otherwise disposing of any Columbia product at less than the current list prices therefor.

The motion for a preliminary injunction came on for hearing in the usual course upon the return of the said order to show cause, the defendants having been enjoined as above stated since

March 20th, and resulted in the following order being granted by Judge Howe:

This cause coming on to be heard upon the order to show cause granted herein on the 20th day of March, 1915, and after considering the bill of complaint and the affidavits and exhibit annexed to said order to show cause, submitted by complainants, and the answer submitted by defendants, and after hearing Elisha K. Camp, Esq., for the complainants, and S. Hollister Jackson, Esq., for the defendants, and the Court being advised in the premises,

Now, on motion of Elisha K. Camp, Esq., Solicitor and of counsel for complainants, it is, this 11th day of May, 1915, ORDERED, that the preliminary injunction prayed in the bill of complaint be issued and served upon the said defendants and each of them; and, in particular, that the said defendants, Burton W. Hooker, Marshall S. Rounds and Amelia White, and each of them, and their associates, attorneys, assigns, servants, clerks, agents and workmen, and each of them, be and hereby are strictly enjoined until further order of this Court from directly or indirectly violating the agreement and contract of December 13, 1911, referred to in the bill of complaint, and particularly from directly or indirectly selling or offering for sale or otherwise disposing of any of the patented Columbia product in the possession or under the control of said defendants or any of them, at less than the current list prices therefor.

HARLAND B. HOWE, U. S. Judge.

The complainants relied upon the law as laid down by the Supreme Court of the United States in *Bement vs. National Harrow Co.*, 186 U. S. 70, where the Supreme Court, among other things, said (p. 91):

" . . . The general rule is absolute freedom in the use or sale of rights under the patent laws of the United States. The very object of these laws is monopoly, and the rule is, with few exceptions, that ANY CONDITIONS that are not in their very nature illegal with regard to this kind of property, imposed by the patentee and agreed to by the licensee, for the right to manufacture or use or sell the article, WILL BE UPHELD BY THE COURTS. The fact that the conditions in the contract keep up the monopoly does not render them illegal."

Live Talking Machine Man Wanted

To take charge of the talking machine department of the leading piano store in a city 25 miles from New York. An energetic, capable man of ideas desired who will develop a business of \$17,000 a year into a larger income producer for himself and his house. Can invest capital in the business if necessary. Rare opportunity for the man who earnestly desires to win out. Address, "Success," care of The Talking Machine World, 373 Fourth Avenue, New York.

OCCUPYING NEW PATHE PLANT.

New Factory at Bellville, N. J., is Being Tested as to Its Resources as a Record Pressing Plant—Business Is Very Active.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, is now in possession of its new factory at Belleville, N. J., which, as announced in last month's World, was purchased as a record pressing plant. It is a modern, up-to-date two-story building, and with the additional manufacturing facilities it affords the Pathé Frères Co. is in a position to materially increase its record output. According to present arrangements, the factory at Belleville, N. J., will be worked to capacity and additional machinery installed as quickly as possible.

The demand for the Pathé discs has increased so rapidly in recent months that the officials of the company found it absolutely imperative to purchase another record pressing plant, and the building at Belleville, N. J., was found to be ideal for the purposes required. The general Pathé business is growing rapidly, and the company has completed plans whereby an extensive advertising campaign will be inaugurated in August. The new model Pathéphones are meeting with popular favor in all sections of the country, and the unlimited scope and extent of the Pathé record library has been a material factor in the success of dealers handling the Pathé line.

Any man can hope for the best, but it takes an optimist to expect to get it.

FOR SALE.

Two Edison Home Kinetoscopes. New. Bargain. Address Kinetoscope, care of The Talking Machine World, 373 Fourth Ave., New York City.

Talking Machine Jobbers' Association at San Francisco



ng Machine Jobbers Will Meet in July.

This is just the merest outline. It's going to be great. The convention will be a gold mine of ideas. You will be striking fresh veins all through the year. There are big things to be discussed, big things to do, big things to get.

BE A FORTY-NINER. GO TO THE NINTH ANNUAL AND DIG.

9-49-Be a 49er.

DON'T FORGET THE MYSTIC SYMBOL.

Be in Chicago July 13, early in the morning. Never mind the "13"—"We'll change the thorns to roses." We'll lunch you and we'll auto you and give you the best time we can. At 6:15 you hit the trail and on the 14th there will be five hours of Kansas City. Climb the hills and Coo at the Kaw—it's all fixed. Then it's PIKES PEAK OR BUST.

YOU'LL MORE THAN PAY EXPENSES FOR YOURSELF AND FAMILY, YOUR UNCLES, YOUR COUSINS AND YOUR AUNTS THROUGH THE GOLD-PRODUCING IDEAS YOU WILL GET AT THE CONVENTION.

9-49-BE A 49er AT THE 9th ANNUAL.

If you haven't all the details write at once to L. C. Wiswell, chairman Traffic Committee, N. A. T. M. J., care of Lyon & Healy, Chicago.

NEW COMPANY ORGANIZED

For the Manufacture of Unico Demonstrating Rooms in Philadelphia—To Be Known as the Unit Construction Co.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 12.—Owing to the rapid increase in the volume of business in Unico Demonstrating Rooms, which has in the past constituted a department of the well-known cabinet concern of George W. Smith & Co., Inc., Philadelphia, it was decided to organize a separate company for the manufacture and sale of these rooms, which are now in use by the leading piano and talking machine concerns throughout the country. The new concern is known as the Unit Construction Co., will be located at Thirty-first and Chestnut streets, Philadelphia, and will be under the direct personal management of Rayburn Clark Smith, the originator of the Unico Demonstrating Room System. Mr. Smith's long and wide experience in the planning and equipment of the leading retail establishments will enable him to render valuable assistance to the talking machine and musical instrument trade in the matter of decorating and equipping not only their player-piano and talking machine departments, but also in modernizing their entire establishments.

Among the recent contracts placed for installations of the Unico system are those for the following well-known concerns: Grinnell Bros., the Rudolph Wurlitzer Co., Edmund Gram, L. Bamberger & Co., the New York Talking Machine Co., G. A. Barlow & Sons, William Knabe & Co., the Rosenbaum Co., C. Kurtzmann & Co., the Pease Piano Co., etc.

The high standards of quality, efficiency and economy already established for Unico service will, of course, be maintained, and the facilities of the Unit Construction Co. for serving the music trade will be unexcelled.

TONE CONCERTS ARE POPULAR.

(Special to The Talking Machine World.)

GARDNER, MASS., June 10.—The tone concerts being given each week by the Gardner Phonograph Co., of which George A. Murray is proprietor, are proving a great source of interest.

This is an exclusive Edison house, and in the concerts a local violinist, Eloff Etterberg, plays the obligato or accompaniment where necessary to some of the numbers, just to show the accuracy of the instrumental reproduction on the Edison Diamond Disc. The room has a seating capacity of fifty and tea is served.

UNION

"ATTACHMENTS"

FOR

Victor, Edison, Columbia
and Pathe Machines

UNION Attachments are guaranteed to be perfect in workmanship, material and reproduction. They present to the talking machine dealer a new way to make money. Although our output is nearly all contracted for we shall soon increase our capacity to take care of a few more wide-awake dealers. Write today for full information and prices.

Union No. 1 Attachment plays Victor and Columbia Records on Edison Machine

Union No. 2 Attachment plays Edison or Pathe Records on Victor Machine

Union No. 3 Attachment plays Edison or Pathe Records on Columbia Machine

Union No. 4 Attachment plays Victor and Columbia Records on Pathe Machine

We manufacture a full line of Talking Machine Specialties. Let us tell you about them.

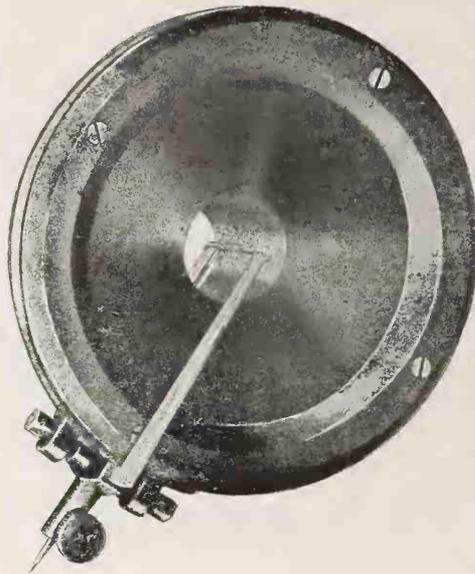
The Union Specialty and Plating Company

409 Prospect, N. W.

CLEVELAND, O.

PATENTED IN UNITED STATES, CANADA, AUSTRALIA, ARGENTINE, BRAZIL, MEXICO, GERMANY, SWITZERLAND, FRANCE, ENGLAND, SPAIN, HOLLAND, ITALY, PORTUGAL, SWEDEN, NORWAY, DENMARK, JAPAN AND MANY OTHER COUNTRIES.

OTHER PATENTS
PENDING.



A Company that is securing the rights for the American market. (Its real name is "Hoffay Talking Machine Company, Inc.")

(Copied from *The New York Times*.)

DOVER, Del., June 7.—Charter filed here:

Hoffay Talking Machine Company. New York, \$1,000,000, to manufacture, sell, and deal in phonographs, and all appliances and supplies for same, to carry on a general theatrical and amusement business; Joseph Hoffay, New York; Charles B. Bishop, and Harry W. Davis, both of Wilmington, Del.

What about a Company that may secure the rights for YOUR territory?

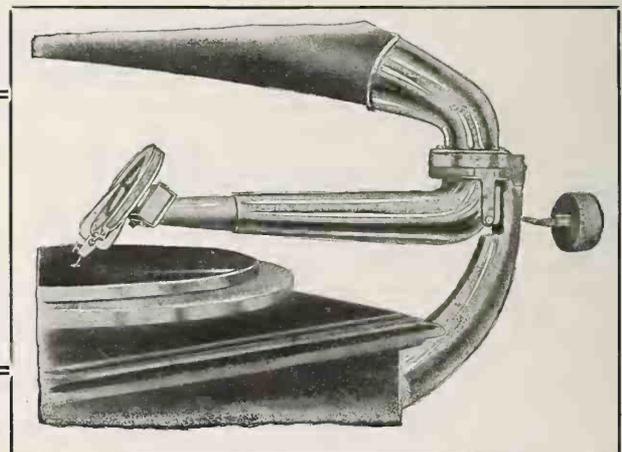
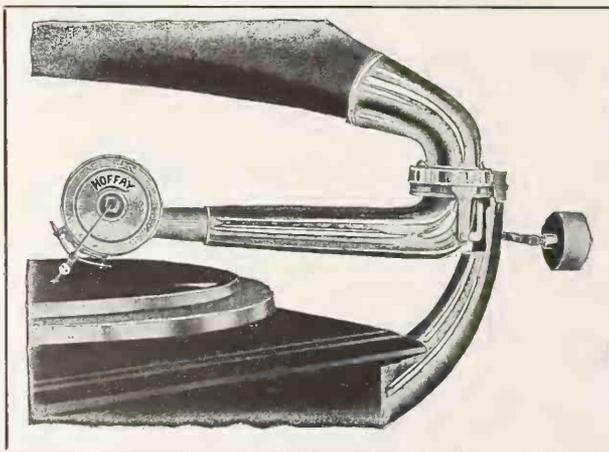
One of the types of the Hoffay reproducers.

The Hoffay Talking Machine

“THE WORLD’S MUSICAL INSTRUMENT”

On account of its **UNIQUE** reproduction of sound it makes you say:
“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 when played on this *human-machine*.



These two illustrations show a HOFFAY instrument of the “horn” type in positions for playing Edison and Victor records respectively. Note its several features: the Reproducer, the Mounting for the Reproducer, the Tone-arm and the Counter-weight—all Hoffay patents.

Infringements will be prosecuted. Further information will soon be available.

THE HOFFAY TALKING MACHINE CO.

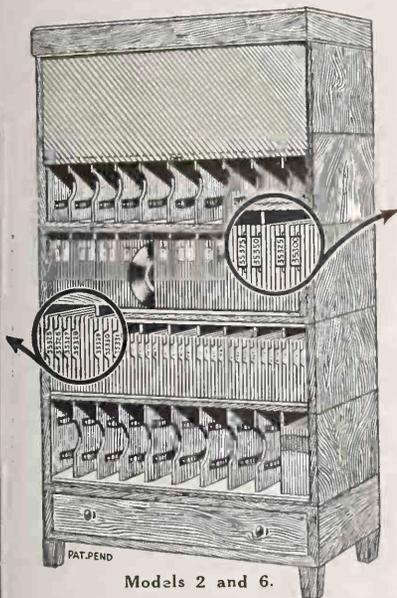
500 Fifth Avenue, New York City

TALKING MACHINE FIRMS HONORED

At the Panama-Pacific Exposition—Awards Have Not Been Officially Announced.

(Special by wire to The Talking Machine World.)
 SAN FRANCISCO, CAL., June 12.—It is announced here, although lacking official confirmation, that the Jury of Awards of the Panama-Pacific Exposition, have awarded a Grand Prize to the Victor Talking Machine Co.; a Grand Prize to the Columbia Graphophone Co., and a gold medal to the Cheney Talking Machine Co. It is believed that all of the other talking machine exhibitors have been honored by the bestowal of official recognition upon their products, but details are not ready for publication. It is possible that there may be some slight changes in the awards later on when the official announcement is given out by the exposition authorities.

The
OGDEN SYSTEM
 is an
“EXTRA CLERK”
 for
VACATION DAYS
 Saves **YOUR** Time
 Sells **Records**



Models 2 and 6.

This Unit Holds
1500 10 in. AND 12 in. Records
 Costs Only **\$28.25**
(ANY FINISH)
PAYS FOR ITSELF

The only system which locates any record in 4 seconds and shows the selling value of every record.

No labels to change and gets rid of dead stock.

WRITE TO-DAY

J. B. OGDEN
 Lynchburg, Pa.

PROGRESS ON VICTOR BUILDINGS.

Manufacturing Resources Constantly Being Increased to Meet Growing Demand for the Victor Talking Machines and Records.

Victor distributors and dealers who have had occasion to visit the immense plant of the Victor Talking Machine Co. at Camden, N. J., during the past few months have been greatly impressed with the rapid progress that is being made in the erection of new buildings at the Victor site and the activity which is apparent in every division of the business in connection with the enlargement of available space and facilities. The enormous and unprecedented demand for Victor products has necessitated the preparation of plans and specifications for new buildings which had not been thought of in the past, and notwithstanding that during the past year substantial additions have been made to practically every group of buildings comprising the Victor plant, facilities have been taxed to the utmost and the unfilled orders at the present time are greater than at any time in the company's history.

The architect in charge of the Victor Co.'s building operations has completed his detailed plans for the new office building which is now in process of construction, and judging from the architect's drawing, this office building will compare most favorably with the general office headquarters of the largest industrial concerns in the world. Every known convenience and improvement to add to the comfort and efficiency of the employes will be included in the equipment of the new office building, which in appearance is a worthy addition to the mammoth Victor plant.

It was only a short while since that a new and remarkably complete shipping plant was finished to house this important division of the Victor Co.'s business, and the heads of the shipping department were commissioned to visit every large trade center in the country to garner any new thoughts which would add to the efficiency of this end of the business, with a view to incorporating such ideas in the new structure.

The Victor plant as it now stands is a splendid example of the progressiveness and prestige of American manufacturing industries and a tribute to the Victor Co.'s indefatigable efforts to place the talking machine on its present high plane, musically and commercially.

AUTHORIZED TO DO BUSINESS.

The Pathé Frères Phonograph Co., which is a Delaware corporation with a capital of \$3,000,000, has been authorized to transact business in New York State. Eugenc A. Widman, general manager of the company at 29 West Thirty-eighth street, New York, is named as the official New York representative.

NEW COLUMBIA REPRESENTATIVES.

The Columbia Graphophone Co. closed a deal recently whereby the complete line of Columbia machines and records will be handled by the Story & Clark Piano Co. in its stores at Chicago, Cleveland, Pittsburgh, Detroit and Milwaukee. The line will be given aggressive exploitation and large initial orders have been shipped to each of the stores.

TO ATTEND CONVENTION.

Henry F. Miller, secretary of the Penn Phonograph Co., Philadelphia, is going to the convention in San Francisco to represent the company, leaving the Quaker City on June 11.

DECLARE DIVIDENDS.

The Victor Talking Machine Co. has declared quarterly dividends of 1 1/4 per cent. on preferred stock and five per cent. on common stock, both payable July 15. It also declared an extra dividend of 10 per cent. on common stock payable June 15.

The man who boasts that his will is law loses sight of the fact that lots of laws are not enforced.

**“The Multiphone”
 “ATTACHMENT”**

The perfect attachment for playing all
**EDISON DIAMOND
 DISC RECORDS**

ON A VICTROLA OR VICTOR
 TALKING MACHINE
 PERFECTLY.

VICTOR DEALERS

DON'T HAVE TO LOSE THE SALE OF A VICTOR BECAUSE A PROSPECTIVE CUSTOMER is interested in hearing an Edison Diamond Disc Phonograph before deciding on a purchase, for the simple reason, that if necessary you can sell them the MULTIPHONE ATTACHMENT and SAPPHIRE NEEDLE, which plays the EDISON DIAMOND DISC RECORDS fully as well as they can possibly be played on an EDISON PHONOGRAPH, in fact, plays any HILL AND DALE CUT RECORD.

WE DON'T ASK YOU TO PUSH
 THE SALE OF

The Multiphone Attachment

but carry them in stock in an emergency as mentioned above.

EDISON DEALERS

should by all means sell the Multiphone and Sapphire Needle to all owners of Victrolas or Victor Talking Machines, because it gives them a market for the sales of EDISON DIAMOND DISC RECORDS.

JUST THINK what it would mean to you, MR. EDISON DEALER, if you could only get a small portion of owners of VICTOR MACHINES to start using and buying EDISON DIAMOND DISC RECORDS. It is not only good advertising for your product, but enables you to make a profit on Records which is impossible unless you place the MULTIPHONE ATTACHMENT in the hands of all interested Victor owners who would like to play EDISON RECORDS.

RETAIL PRICE \$2.00

(INCLUDING SAPPHIRE NEEDLE.)

BALL-POINTED SAPPHIRE NEEDLES FOR PATHE RECORDS, \$1.00 EXTRA.

DEALERS:—SEND US CHECK OR MONEY ORDER FOR \$1.08 AND WE WILL SHIP YOU TRIAL SAMPLE AT ONCE. MONEY BACK IF DISSATISFIED.

MULTIPHONE COMPANY

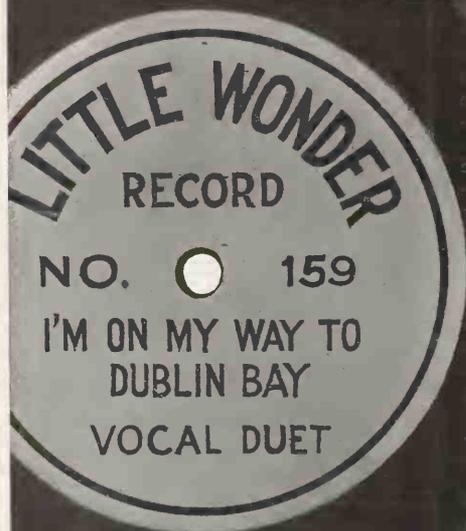
286 Fifth Ave.

NEW YORK

"LITTLE WONDER RECORDS"

will play

on ANY Talking Machine!



10¢

Get the two latest
New York Hits

"My Bird of
Paradise"

and

"When John
McCormack Sings
a Song"

Here is the latest list of 24 selections!

- | | |
|--|--|
| 166. "My Bird of Paradise," Solo. | 34. "Some Baby," Onestep, Band. |
| 165. "Dancing 'Neath the Irish Moon." | 87. "Rufus Johnson's Harmony Band." |
| 168. "The Rosary," By Nevin. | 99. "Little Grey Home in the West," Solo. |
| 108. "Where the River Shannon Flows." | 127. "Beverly Hunt," Foxtrot. |
| 164. "He Owes Me Ninety-Seven Dollars." | 149. "Pigeon Walk." |
| 167. "When John McCormack Sings a Song." | 153. "Medley Popular Airs No. 4." |
| 157. "Foxy Grandpa," (Banjo Orchestra). | 159. "I'm On My Way to Dublin Bay." |
| 152. "Steeplechase," Foxtrot. | 160. "We'll Have a Jubilee in My Old Kentucky Home." |
| 38. "Horsetrot," American Dance, Band. | 161. "When I Dream of Old Erin." |
| 139. "Moonlight on the Rhine." | 162. "Don't Take My Darling Boy Away." |
| 110. "Old Folks At Home." | 109. "My Wild Irish Rose." |
| 129. "Rockaway Hunt," Foxtrot. | 98. "Chinatown, My Chinatown," Solo. |

Millions of these Little Wonder records have been sold.

DEALERS! Write at once for full particulars.

SEND FOR BEAUTIFUL DISPLAY POSTERS.

HENRY WATERSON

Strand Building, Broadway & 47th Street, New York

ENJOYABLE RETURN TRIPS

Planned by Jobbers After the San Francisco Convention—J. C. Roush Has Itinerary Which Includes Scenic Wonders of the West.

We have published the official itinerary of the National Talking Machine Jobbers' special train, which leaves Chicago at 6.15 Tuesday, July 13. After various enjoyable halts it will reach Los Angeles on July 20. For convenience of readers we repeat it:

OFFICIAL ITINERARY NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS' CONVENTION.

City. Time. Date. Route.
Lv. Chicago 6:15 P.M. Tues., July 13 C., R. I. & P.
Ar. Kansas City... 8:00 A.M. Wed., July 14

Stopover at Kansas City: five hours' automobile trip around the city, luncheon at one of the country clubs, etc.
Southern & Western (West of Chicago), Distributors may make connections with train at Kansas City.

City. Time. Date. Route.
Lv. Kansas City... 1:00 P.M. Wed., July 14 Union Pacific
Ar. Denver 5:30 A.M. Thurs., July 15 Union Pacific
Lv. Denver 5:45 A.M. Thurs., July 15 D. & R. G.
Ar. Colorado Spgs. 8:15 A.M. Thurs., July 15 D. & R. G.

Stopover Colorado Springs twenty (20) hours in order to visit Pike's Peak, Garden of the Gods, Crystal Park, etc., and in order to leave Colorado Springs at an hour that will permit of viewing the scenery through Royal Gorge en route.

City. Time. Date. Route.
Lv. Colorado Spgs. 4:20 A.M. Friday, July 16 D. & R. G.
Ar. Glenwood Spgs. 4:30 P.M. Friday, July 16 D. & R. G.
Lv. Glenwood Spgs. 7:00 P.M. Friday, July 16 D. & R. G.
Ar. Salt Lake 9:00 A.M. Sat., July 17 D. & R. G.

Sightseeing in Salt Lake City and visit to Saltair Beach for dip in Great Salt Lake. Mormon Tabernacle and Organ Recital.

City. Time. Date. Route.
Lv. Salt Lake 9:00 P.M. Sat., July 17 S. P., L. A. &
Ar. Los Angeles... 3:00 A.M. Mon., July 19 S. L.
Lv. Los Angeles... 3:30 A.M. Mon., July 19 A., T. & S. F.
Ar. San Diego..... 7:00 A.M. Mon., July 19 A., T. & S. F.

Sightseeing in San Diego and vicinity and visit to Exposition.
City. Time. Date. Route.
Lv. San Diego ... 11:59 P.M. Mon., July 19 A., T. & S. F.
Ar. Los Angeles .. 7:00 A.M. Tues., July 20 A., T. & S. F.

Stopover at Los Angeles for sightseeing, etc.
City. Time. Date. Route.
Lv. Los Angeles ... 11:00 P.M. Tues., July 20 So. Pac. Co.
Ar. Del Monte ... 11:00 A.M. Wed., July 21 So. Pac. Co.

Three and one-half (3½) hours stopover at Del Monte for luncheon, sightseeing, etc.
City. Time. Date. Route.
Lv. Del Monte ... 2:30 P.M. Wed., July 21 So. Pac. Co.
Ar. San Francisco. 5:30 P.M. Wed., July 21 So. Pac. Co.

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

Pullman Fares.—Chicago to San Francisco: Lower berth, \$20.00; upper berth, \$16.00; compartment, \$56.00; drawing room, \$70.00. Kansas City to San Francisco: Lower berth, \$17.00; upper berth, \$13.00; compartment, \$48.00; drawing room, \$60.00. The above rates cover use of cars for the entire trip, which allows baggage, etc., to be left in cars for all stops.

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

As has already been announced in The World, a number of the jobbers have planned return trips over different lines.
J. C. Roush, of Pittsburgh, has a large party, including some business and social friends, who

will follow the trip which he has outlined. It is as follows:

PROPOSED ITINERARY FOR MR. J. C. ROUSH AND PARTY.

City. Time. Date. Route.
Lv. Los Angeles* 9:15 a. m. July 19. Pac. Elec. Ry.
Lv. San Pedro 10:00 a. m. " 19. Steamer.
Ar. Catalina Island 12:30 p. m. " 19. Steamer.
Lv. Catalina Island 3:15 " " 19. Steamer.
Ar. San Pedro 5:45 " " 19. Steamer.
Ar. Los Angeles 9:45 " " 19. Pac. Elec. Ry.

July 20-21 consumed in auto trips, Los Angeles to San Francisco.
July 22, 23, 24, 25, Convention dates.
Lv. San Francisco ... 11:40 p. m. July 26. Sou. Pac.
Ar. El Portal 11:35 a. m. " 27. Sou. Pac.
Lv. El Portal 12:30 p. m. " 27. Stage.
Ar. Yosemite 2:30 " " 27. Stage.

Side-trip rate \$20.00 on Saturday, or \$23.00 on other days, "Frisco to Yosemite and return.
Lv. Yosemite 3:30 p. m. July 30. Stage.
Ar. El Portal 5:30 " " 30. Stage.
Lv. El Portal 8:00 " " 30. Sou. Pac.
Ar. San Francisco. 7:50 a. m. " 31. Sou. Pac.
Lv. San Francisco ... 8:20 p. m. " 31. Sou. Pac.

Ar. Portland 7:20 a. m. Aug. 2. Sou. Pac.
Lv. Portland 11:30 p. m. " 2. Nor. Pac.
Ar. Seattle 6:50 a. m. " 3. Nor. Pac.
Lv. Seattle 9:00 a. m. " 4. C. P. S. S.
Ar. Victoria 1:15 p. m. " 4. C. P. S. S.

Or afternoon can be spent at Victoria and following used into Vancouver: Lv. Victoria 11:45 p. m., Aug. 4; Ar. Vancouver 7:00 a. m., Aug. 5.
Lv. Victoria 3:00 p. m. Aug. 4. C. P. S. S.
Ar. Vancouver 7:30 " 4. C. P. S. S.

Side-trip rate Seattle to Vancouver, Lake Louise, Banff, Calgary to Spokane, \$40.00.
Lv. Vancouver 8:25 a. m. Aug. 5. C. P. Ry.
Ar. Sicamous* 10:17 p. m. " 5. C. P. Ry.
Lv. Sicamous 10:34 a. m. " 6. C. P. Ry.

Ar. Glacier 3:11 " 6. C. P. Ry.
Lv. Glacier 10:19 a. m. " 7. C. P. Ry.
Ar. Lake Louise 5:20 p. m. " 7. C. P. Ry.
Lv. Lake Louise 5:20 p. m. " 8. C. P. Ry.

Ar. Banff 6:25 p. m. " 8. C. P. Ry.
Lv. Banff 10:50 a. m. " 10. C. P. Ry.
Ar. Calgary 1:35 p. m. " 10. C. P. Ry.
Lv. Calgary 5:00 p. m. " 10. C. P. Ry.

Ar. Spokane 10:20 a. m. " 11. S. I. Ry.
Lv. Spokane 8:35 " " 11.
Ar. Livingston 4:00 " " 12.
Lv. Livingston 8:00 " " 12.

Ar. Gardner 10:15 " " 12.
Lv. Gardner 11:00 " " 17.
Ar. Chicago 11:55 " " 19.
Lv. Chicago p. m. " 19.

Those using our line through to Chicago would use following from Banff:
Lv. Banff 6:25 p. m. Aug. 9. C. P. Ry.
Ar. Chicago 9:00 a. m. " 12. Soo Line.
Lv. Chicago a. m. " 12.
Ar. Pittsburgh p. m. " 12.

Those traveling to Montreal would use following:
Lv. Banff 11:55 p. m. Aug. 9.
Ar. Montreal 8:00 a. m. " 13.

* Change cars at Sand Point, which gains two hours on each train—the train into Spokane reaches there two hours before arrival at Spokane, and the other one reaching there two hours after leaving Spokane.

All those who desire further information concerning this trip should communicate at once with Mr. Roush.

VICTOR FOR IMMIGRATION STATION.

(Special to The Talking Machine World.)

BOSTON, MASS., June 11.—In the general room of the immigration station on Long Wharf there is a Victor machine which Billy Fitzgerald, of the Eastern Talking Machine Co., presented to the station. Lately when Secretary William B. Wilson,

WHY IS A GOOD TALKING MACHINE?

¶ The selling appeal of a talking machine depends on its tone. From the outside, one mahogany box looks very like another.

¶ The tone depends on the diaphragm. No good tone without a good diaphragm. No good diaphragm unless it is a mica diaphragm.

¶ Machines of the Victor and Columbia class have mica diaphragms. They cost somewhat more than any other kind of diaphragm. But are so vital to a GOOD machine that the extra cost is gladly borne.

¶ Our diaphragms have the true, exquisitely pure sound-reproducing qualities that lift a talking machine into the "best-seller" class.

ADDITIONAL INFORMATION GLADLY SENT

Meirowsky Brothers
106-108 Broadway
Jersey City New Jersey

of the Department of Labor, was in town for an inspection of the immigration department, he highly approved of the idea of having such a machine for the entertainment of the inmates, who thus are enabled to listen to the music of the countries from which they lately came.

GREENFIELD DEALER HAS THE EDISON

(Special to The Talking Machine World.)

GREENFIELD, MASS., June 10.—E. B. Snow, of this place, has just added the Edison disc to his already large line of Edison cylinder and Victor goods. Mr. Snow is a young man of progressive ideas and is interesting a great many people in the talking machine proposition.

F. L. Stetson has found his business increasing at such a rate that he has been obliged to make a change, and has moved into new quarters on Main street. He carries the Victor, the Columbia and the Edison disc lines.

MAY HAVE TO POSTPONE TRIP.

(Special to The Talking Machine World.)

BOSTON, MASS., June 10.—Manager Royer, of the Arch street Victor department of M. Steinert & Sons, is going to the Coast but hasn't just made up his mind when. He had planned to attend the San Francisco talking machine men's convention in July, but there are reasons why it may be advisable to postpone his trip until September. Mr. Royer was over at the Victor factory at Camden a fortnight ago, and more recently he has been up in New Hampshire.

Congratulations are in order for Charles M. Urlass, the outside man for the talking machine department of Chickering & Sons on Tremont street, Boston. Urlass is now the proud father of an eight-pound boy, which was born a few days ago. Manager Currier, of this department, makes a good report of Edison and Victor business.



No. 1.



No. 2.

BALANCE SOUND BOXES

with the "metalloy" diaphragm reproduce tenor voices in the TRUE TENOR quality of tone.

No. 1
RETAIL PRICES:
N. P. - - - - - \$3.00
OX - - - - - \$3.00
24K Gold Plate - - \$3.50

For Samples send to any Jobber of Edison Disc Machines.

No. 2
RETAIL PRICES:
N. P. - - - - - \$4.00
OX - - - - - \$4.00
24K Gold Plate - - \$4.50

Two things that you rapidly find

Once more we are reminding the millions of this week's Saturday Evening Post readers of two facts you already know:

That the tone of Columbia Grafonolas is a feature we are well content to back up by comparison any time the customer desires.

That at 65 cents—the standard price of Columbia Double-Disc Records—the customer gets an unequalled variety of music and entertainment at a lower price, and at the same time gets a guarantee of perfection in recording and long-wearing qualities.

If you are a Columbia dealer there is no more to be said. But if you do not carry the Columbia line this advertisement gives you at least two good reasons why you should.



CERTAINLY they
Perfectly!
Go to your dealer and
and you will have a new
of the fidelity and natu
be recorded and reproh



Columbia "Leader"
with individual record ejector, \$85.
With ordinary record racks, \$75.

Columbia Graphophone

Woolworth Building



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

our customers are going out

EVENING POST

THE SATURDAY EVENING POST

GRAFONOLA-PERFECT TONE

B RILLIANT, vivid and clear, yet unmistakably natural, round and "big" in its tone-quality; capable of every gradation of tone-volume, the Columbia Grafonola is well named "the one incomparable musical instrument."

Those who take the trouble to make comparisons find that in sheer tonal beauty the Columbia Grafonola is supreme—whether it is playing the lilting measures of the modern dance, or the arias of grand opera, or the superb instrumentalism of such masters as Hofmann and Ysaye and Casals.

"No one thing will give so much pleasure to so many people for so long a time at so little cost as the Columbia Grafonola."



A DOUBLE-DISC RECORDS 65¢

machine.

Record,
preciation
music can
olumbia



You can tell a Columbia Record at a glance. Note the notes—a guarantee of perfection in recording and long-wearing qualities.

The price is on every Columbia Record—and it is a standard price. There are hundreds of Columbia double-disc records at 65 cents.

All the music of all the world, and most of the fun of it, too. 3000 selections are listed in the Columbia Record Catalog.

Columbia Records will play on any standard disc talking machine. They will play perfectly on your machine, even if it is not a Columbia.

COLUMBIA Records bring to you "all the music of all the world, and most of the fun of it, too."

Whatever kind of music or entertainment you like best—you get it best on Columbia Records. Broadway's newest hits while they are hits; the latest dance music specially recorded, which means right in tempo

and rhythm. And bands, and orchestras, ballads and comedy monologues; the latest recordings of the greatest instrumental masters and vocalists—every kind and every class of music. Go to the nearest Columbia dealer and have him play, say, those wonderful chorus selections from *Maritana* and *Trovatore*, No. A5667.



Columbia Graphophone Company
Box 627, West 40th St., New York
345 Broadway, New York. (Phone in Chicago also dial.)
Source: *Chicago Tribune*, Oct. 10, 1925.

Columbia "De Luxe" \$200
Other Columbia Grafonolas
from \$17.50 to \$500.

Graphophone Company

New York

the fundamental patents. Dealers wanted where we are not now actively represented.



HAS VERY ATTRACTIVE QUARTERS.

New Store Opened by B. H. Roth at 581 Bergenline Avenue, West New York, N. J., Is Proving to Be Quite a Trade Center.

As was reported in The World recently, B. H. Roth, formerly connected with Landay Bros., New York, has opened a handsomely furnished and well-stocked talking machine store at 581 Bergenline Avenue, West New York, in one of the greatest growing centers along the New Jersey shore of the Hudson. The accompanying illustration affords an excellent idea of Mr. Roth's attractive quarters with the machine stock prominently displayed in the front of the store, and the demonstration booths and record racks in the rear. Mr. Roth is seen standing in the center of the picture.



View of the Warerooms of B. H. Roth at West New York, N. J.

The great success that has attended Mr. Roth's new venture since the formal opening of the store on March 6, has been due largely to a thor-

ough understanding of the arguments that prove most effective when displaying and demonstrating it. In other words, first-class salesmanship. Another and an important factor has been a full understanding of the value of persistent, convincing and attractive advertising. The elaborate Victrola recital held in connection with the opening of the store was announced in large ad-

vertisements in the local newspapers, and since the opening the advertising campaign has been continued regularly.

MEETING OF BUFFALO DEALERS.

Local Association Plans to Hold an Outing Early in August—Pittsburgh Association Seeks Co-operation and Information.

(Special to The Talking Machine World.)

BUFFALO, N. Y., June 10.—The Talking Machine Dealers' Association of Buffalo, in special meeting at the Hotel Statler on Tuesday evening, June 2, went unanimously on record as in favor of holding an outing early in August, at which all dealers in record machines for a radius of 100 miles of Buffalo will be the guests.

The association is an extraordinarily healthy condition for a new organization, having enrolled every local dealer and practically all those of western New York towns, but is still desirous of extending the ranks on all sides of the city in the suburban towns. Although the picnic is to be in no way a membership campaign, an effort will be made to show those not members just how much co-operative spirit exists in the association.

Considerable enthusiasm was expressed at the meeting over the prospect of the outing, and a committee was appointed at once by President Wade H. Poling, of the J. N. Adam Co., to formulate preliminary plans for the affair. He designated Charles H. Heinike, of Denton, Cottier & Daniels; W. J. Bruehl, of Neal, Clark & Neal, and G. A. Goold, of Goold Bros., to arrange for the outing.

Although nothing definite was decided as to the locale of the outing, it is expected a boat will be chartered for a trip to Lake Erie and Niagara River summer resorts with attendant athletic events, shore dinner, ball games, etc.

The meetings of the association for the summer ended with the regular May session, but the picnic issue called for another get-together in the Dutch grill at the Statler Hotel. After a luncheon the seventy-five in attendance got right down to business, with President Wade H. Poling in the chair.

A communication from the Pittsburgh Talking Machine Dealers' Association was submitted and read. This is a newly organized body desirous of

THE WORLD "LOST" DEPARTMENT

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

[Advertisements of three lines are inserted in this department at a cost of 25 cents; three additional lines increases cost to 50 cents. Cash, either in postage stamps or coin, should accompany the order, as no accounts are opened for this department.]

MISSING—VICTROLA XI No. 115,396. Reward. Address "CLINTON," 33 Church St., New Haven, Conn.

branching out upon the same lines of the Buffalo association, and the president of the body sought the co-operation of the Buffalo association. The Pittsburgh association tendered an invitation to President Poling to address the body on Tuesday next, taking as his subject the activities of the association of which he is the head. It was unanimously voted to recommend that President Poling accept the invitation if convenient.

IMPORTANT STAFF CHANGES.

Mervin Lyle Appointed Manager of Cabinet Manufacture, and Succeeded by G. L. Funnell as Manager of the Columbia Graphophone Co.'s Factories at Bridgeport, Conn.

Mervin Lyle, who has been manager of the Columbia Graphophone Co.'s factory at Bridgeport, Conn., for the past year, has been appointed to the new and important post of manager of cabinet manufacture with headquarters in the company's executive offices in the Woolworth building, New York. Mr. Lyle is thoroughly versed in all details pertaining to talking-machine manufacture, and in his new post will have an excellent opportunity to utilize his detailed knowledge of cabinet manufacture.

George L. Funnell, one of the oldest employes connected with the Columbia Graphophone Co. in point of service, and who for the past several years has been manager of the company's London manufacturing division, succeeds Mr. Lyle as manager of the Bridgeport factories. Mr. Funnell is well equipped to occupy his new position, as he possesses an intimate understanding of every phase of the business which will aid him in the direction of the Columbia Co.'s mammoth manufacturing plant. His appointment is a popular one, as he has a host of friends in the talking-machine trade, both here and abroad.

DENVER CONCERN TO MOVE.

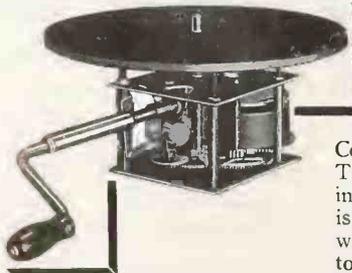
Hext Music Co. to Occupy Handsome Quarters at 1626 California Street, That City—Special Plans for Display—Large Recital Hall.

(Special to The Talking Machine World.)

DENVER, Col., May 29.—The handsome new quarters of the Hext Music Co., at 1626 California street, are now practically completed and ready for occupancy and the company is now busy preparing for the work of removal, after twelve years in its present location. The company handles the Chickering, Vose, Emerson, R. S. Howard and other makes of pianos as well as Victor and Edison talking machines, small goods, etc., and special demonstrating and display rooms will be arranged for the different lines of instruments. The finish throughout the building will be in mahogany with the exception of the private display rooms, in which the decorative scheme will vary. The Chickering room, for instance, will be finished in white and gold and the other rooms are equally attractive. One of the features of the new quarters will be a large recital hall.

The Hext Music Co. was established in 1899 by Thomas Hext and was incorporated last year, the stockholders being Thomas Hext, Miss Effie Hext and D. Z. Phillips, the manager. In addition to the main store in this city the company maintains branches in Fort Collins, Trinidad, Pueblo and Greeley, Col.

It's a well-trained conscience that can be made to speak only when it is spoken to.



Two improvements of exceptional merit have been incorporated in the construction of Triton Motors—relating to the governor gears and to the spring.

Considering the combination of quality and price, Triton motors are the best "buy" on the market, being perfectly made in every detail. The construction is simple and any 12" record can be played with one winding. Made on order, only, and sold in quantities to manufacturers and jobbers. Ask for details.

**TRITON
Motors**

Triton Phonograph Co.
41 Union Square, New York

Manufacturers of The Triton \$10
Phonograph, Triton Sound Boxes,
Triton Tone Arms and Triton Motors.

TALKER ROUTE THE SHORTEST ROAD TO OPTIMISM.

As a Safe and Sane Antidote for the Blues, Lonesomeness, and All Forms of Mental Depression Arising from a Disposition to Side, the Talking Machine Is Kind—A True Case in Point in Which the Practical Side of This Suggestion is Evident.

I chanced upon a former acquaintance the other day—a fellow I had not seen for years—and I could but notice the great difference in his manner. In fact, his whole demeanor spoke eloquently of a wonderful change for the better so far as disposition and a general outlook upon life was concerned. I had known him in the days that are gone as a chronic grouch—a chap who was always looking for the dark dungeons of existence and not satisfied with himself until he found them and hid quite out of sight therein.

As I talked with him and listened spellbound to his cheery laugh and witty quips I marveled at the thing, whatever it might be, that had worked this miracle upon my friend. Finally, taking my courage in both hands, I inquired of him, with as much of diplomacy as can be mustered extemporaneously, the source of this transformation.

"Of course, I'll tell you, old man, why shouldn't I?" he answered jovially. "In fact, you're just the one to hear my confession and publish it too if you wish, for I should like the world to know how a man, even though he be accustomed to skulking in the shadows, can be brought permanently into the sunlight. If there is a more confirmed optimist in town to-day than your humble servant I should like to meet him. Sometimes when I gaze back into the past and realize what a poor fool I was to meander through life as a crabbed bachelor, living alone, not even belonging to a single decent club, and repulsing every offer toward friendship from my fellowmen, I feel inclined to stroll up an alley and kick myself. However, as I am avoiding the dark places these days I imagine the chastisement will have to be postponed indefinitely."

"You spoke of your bachelor days. Am I to take it for granted that you are married now and that a successful matrimonial conquest is responsible for your rehabilitation?" I suggested.

"Uh huh, I'm married—very much so, and when you meet her, which you will do at dinner tonight if you allow me to have my way with you you'll agree with me that she is the finest girl on earth. But what you are the most anxious to hear, I reckon," he continued, grinning, "pertains to the circumstance that turned a grouch into a man. Am I right?"

"Get it off your chest, brother," I urged with what patience I could assume. "This suspense is wearing."

"A talking machine!" he remarked with feeling. Then sighting a cafe near at hand he grabbed me by the arm and escorted me thither in quickstep time. "I'm taking you where we can talk without interruption in order that you may get this narrative straight," he explained, as we seated ourselves at a corner table behind the palms. When

our cigars were glowing and something cold that plizzed stood at our right hand he began:

"As you very well know, my one aim in life, as you understood me in the olden days, was to be alone and to grope in the gloom surrounding a life of lonesomeness and isolation. If it had not been for a talking machine I should still be in that unenviable state to-day."

He paused and puffed at his weed reminiscently. I waited silently for him to continue, scenting a good tale in the making.

"One evening, while keeping myself company as usual," he went on, laying his cigar in the ash tray, the better to concentrate upon the story, "a delivery van backed up at the entrance to the apartments where I live and unloaded a huge case which the youthful driver insisted was for me. I took exception to this statement, not having ordered anything resembling the aforesaid case.

"It's fer you, mister; sign this."

"Delivery youths have a way with them, you know, and before I realized it the receipt was signed and its bearer cranking his motor in the street below to the whistled air of 'Dixie Lee.' I discovered in a moment that the boy had erred. The object filling the space between my divan and dressing table rightly belonged to the other Jones in our block. However, before I could reach the phone to rectify the blunder, Fate, in the form of my motherly landlady, bless her heart, stepped in, as was her habit, to see how I fared, and bade me pause and consider. For some occult reason, which I do not even yet understand, I found myself ere long opening that box and discovering beneath the wrappings of excelsior and flannel an extremely ornamental talking machine. Being a grouch as well as recluse up to this moment I had never even imagined that a person could really derive pleasure from a silly box with canned tunes inside. However, I was to learn better soon.

"I had no more than accomplished the unpacking of the thing that belonged to the other Jones when a discreet knock sounded upon the panel of my door and the landlady's daughter, fresh from a movie parlor performance of the 'Diamond from the Sky' entered, remarking upon the atrocious music she had heard there—and then she glimpsed the talking machine. Of all things in heaven and upon the earth she most of all adored a 'talker'; she simply raved over it. She loved it with her meals and upon all occasions where it was possible to listen and enjoy. Would I not be so awfully kind as to play just one record?"

"I would and I did.

"At the completion of the selection I made a discovery, viz.: the young lady was perfectly right; the talking machine was a wonderful instrument.

"I put on another record, 'The Meadowbrook

Fox Trot,' and this brought to light the fact that the young lady had pretty eyes and captivating dimples; also that back in my boyhood days, before I became a grouch, I went to dancing school. I found myself confessing as much. Then I was gliding over the floor with this divine creature and being made over into an optimist. Fatigued at last, we paused while 'Love Me and the World Is Mine' turned my heart from ice to something very warm and comforting. It was then that I discovered that my pessimism, lonesomeness and desire for solitude had vanished in thin air to the strains of the talking machine.

"I wired the phonograph people of their mistake and told them I was keeping the machine, anyway, and for them to send the other Jones his instrument at their early convenience. Incidentally I ordered a bunch of records, and right now I have one of the largest collections in the city, and it's getting bigger every minute. Yes, I married the landlady's daughter. You'll come up to-night and meet her, won't you? We'll have a concert, too, you know; I'm sure you can't resist that."

I accepted and spent a most charming evening. The girl, the host, the flat, the dinner and the music were all delightful.

This story would not amount to much if it were not for the fact that it is absolutely authentic. That gives it a value, for it shows that a talking machine can completely revolutionize a man's life, and that means that it is a miracle worker.

Perhaps you have a grouch this very minute among your prospects, Mr. Dealer; better show him the light.

HOWARD TAYLOR MIDDLETON.

WOULD LIKE EDISON PRESTIGE.

West Orange Wants to Be Known as Home of the Inventor's Industries.

(Special to The Talking Machine World.)

WEST ORANGE, N. J., June 6.—For twenty-seven years Thomas A. Edison has lived quietly and worked at his laboratory here undisturbed. Within the past few days he has been the cause of a jealous controversy between Orange and West Orange, and the latter is contending that Edison belongs to that town alone. His laboratory is in West Orange and his home is near by in Llewellyn Park. All the advertising matter published by the Edison companies gives Orange, N. J., as the home address, making that city known the world over. As a major portion of the works are in West Orange, Mayor Yardley has asked Miller Reese Hutchison, personal representative of Mr. Edison, to ask Mr. Edison to have his address changed to West Orange.

"The cost of the change would cause considerable inconvenience," declared one of the Edison officials to-day. "Mr. Edison has always had Orange as his address. We use more than 100,000,000 labels, signs, pieces of stationery, etc., and to add the one word 'West' would mean that much more, without resulting in any material advantage to Mr. Edison or his companies."



The "Perfection" Record Holder in Use.

TRADE MARK
BEE CROFT

The "PERFECTION" RECORD HOLDER

Need not be taken from Victrola or Cabinet when being used. Is better than Albums. 50c retail.

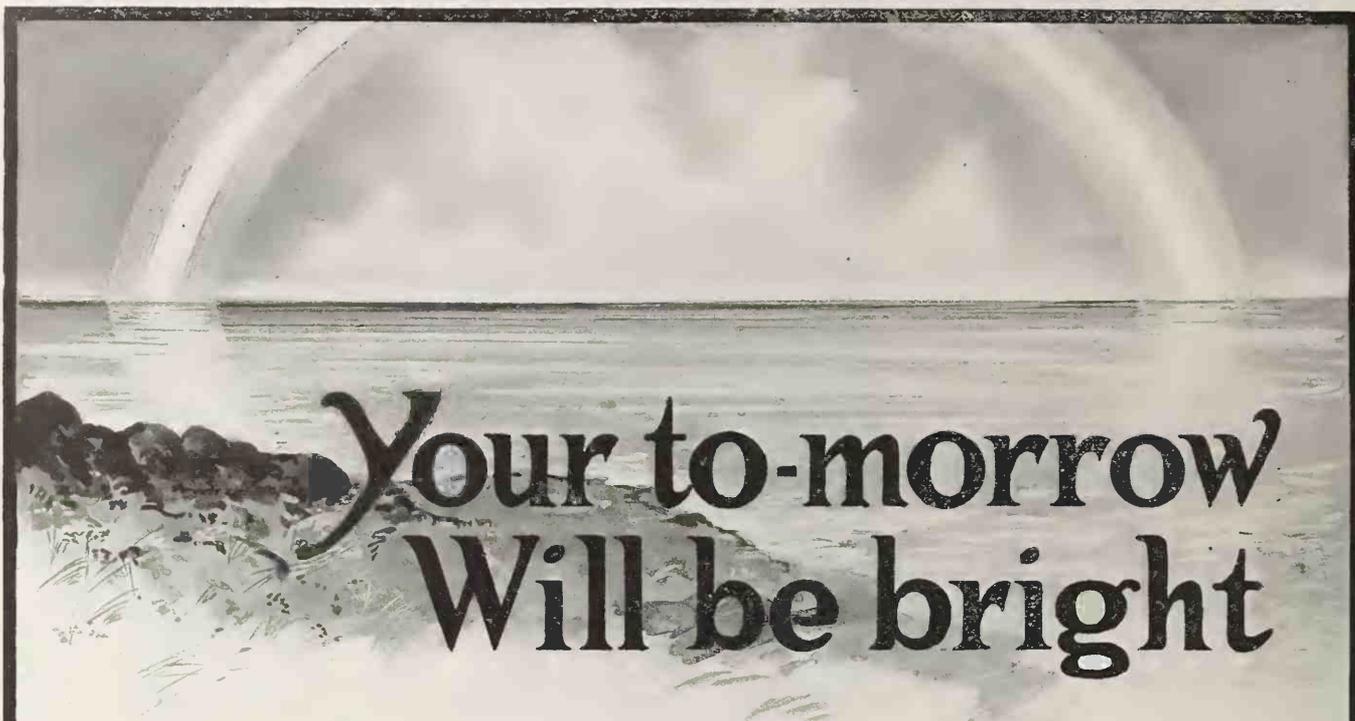
Record Envelopes for all Purposes

Talking Machine Needles

Peerless Locking Plate for Victor Sound Boxes

Long Cabinets

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA



Your to-morrow
Will be bright

Mr. Victor Dealer

Provided you have thrown the responsibility of being prepared upon us.

That's your principal concern

—to be prepared to give the best possible Victor Service.

Ours—

to see that you are prepared.

You will be, if you let us take care of you. You'll be interested in our new Standard List of Specially Selected Victor Records — Our Summer Folder and Our Summer Sales Ideas.

THE TALKING MACHINE CO.

Victor Distributors

12 No. Michigan Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)
CHICAGO, ILL., June 11.—May proved to be a decidedly good month considering all conditions, and the jobbers and also the large downtown retailers report that it scored a fair increase over May of last year. With one accord jobbers state that the record situation has cleared up and that they are now able to offer the dealers very complete stocks. While there is still a shortage in machines, shipments are coming along better than formerly and a large measure of relief seems to be in sight.

The Victor Co. has had a man in Chicago for over a month visiting the dealers and investigating conditions. As a result of his labors about twenty-five dealers who have not been carrying sufficient stock or making ample displays or in other ways violating the license agreement have been cut off. This is simply in accord with the company's policy to protect the trade in every possible way and to give the enterprising merchant the best of it.

Important litigation has been instituted in Chicago this week, as will be seen by the reports presented elsewhere in this issue of the cases of the American Graphophone Co. against the Cheney Talking Machine Co. and the same plaintiff against the Boston store.

Will Be Guests of Lyon & Healy.

The Eastern and Southern talking machine delegates who arrive in Chicago the morning of July 13 to make the special train leaving that evening for the Talking Machine Jobbers' Association Convention at San Francisco, will be the guests for the day of Lyon & Healy. They will meet at the store in the morning and will be taken to luncheon. In the afternoon they will be given an automobile ride over the famous park boulevard system encircling the city, which will wind up about 5 o'clock at one of the high-class outlying resorts, where they will have supper and will then be taken by automobile to the train.

L. C. Wiswell states that the prospects for an excellent attendance at the convention are very good. While a number have notified him that they are going, but are not definitely decided as to route, the following have reserved births and staterooms on the special train leaving Chicago the evening of June 13. Mr. and Mrs. H. F. Winkelman, Boston, Mass.; Mr. and Mrs. J. F. Bowers, Mr. and Mrs. L. C. Wiswell and family, Mr. and Mrs. F. Siemon and daughter, Chicago, Ill.; Mr. and

Mrs. C. F. Buescher, Mr. and Mrs. W. H. Buescher, Cleveland, O.; Mr. and Mrs. P. B. Whitsit, Columbus, O.; L. Burchfield, Dallas, Tex.; W. G. Walz, El Paso, Tex.; F. X. Ryan, Galveston, Tex.; B. J. Pierce and R. Trostler, Kansas City, Mo.; S. Goldsmith, Milwaukee, Wis.; P. Werlein, New Orleans, La.; Mr. and Mrs. L. J. Gerson and mother, New York, N. Y.; G. E. Mickel and A. Hospe, Omaha, Neb.; H. F. Miller, Philadelphia, Pa.; Mr. and Mrs. J. C. Roush, Pittsburgh, Pa.; R. W. Daynes, Salt Lake City, Utah; E. C. Rauth, St. Louis, Mo.; Mr. and Mrs. W. H. Parmenter, Toledo, O.; Mr. and Mrs. G. D. Ornstein, Camden, N. J.; E. P. Bliss, Jr., H. R. Smith, Miss Helen M. Jefferson, Mr. and Mrs. S. O. Wade, Chicago, Ill.; Edward Lyman Bill, New York, N. Y.; T. B. Stone and A. R. Stone, Chicago, Ill.

Reports Record Stock Complete.

At the Talking Machine Co. it was stated that the company had had a good substantial business during May and that the record stock is now practically complete. It has been for some time the company's system to place record orders on file and fill orders in rotation as rapidly as shipments from the factory permitted. Now, however, it states that it has this file all cleaned up and is prepared to fill orders promptly. The shortage is still experienced on Victrolas 10, 11, 14 and 16, the shortage being especially noticeable on the \$150 and \$200 machines. In a few days the company will have its new standard list of good selling records. It will be published in book form, the selections being arranged and indexed according to the class: vocal, band, orchestra, etc. The company's list of 500 staple sellers has long been a valuable factor in business to dealers purchasing from it, and in its new form it will be more welcome than ever. It is also furnishing its trade with specially designed envelopes for mailing the monthly bulletin. A different envelope is furnished each month and in each instance there is an illustration interpreting one of the numbers and a listing on the envelope of several of the leaders in the monthly issue. The company is also furnishing its trade with a "Summer Sales Idea" pamphlet, presenting novel ideas for making the dull season a busy one.

Dan Creed and R. J. Keith went to Milwaukee last week and attended the opening of the "sun-

light" addition to Gimbel Bros.' store, which contains on the third floor the new quarters for the talking machine department, which are described as among the finest in the Middle West. They also called on other Victor dealers in Milwaukee and were delighted with the new first floor department of the Edmund Gram Piano Co.

To Make Attachments.

The Combination Attachment Co., of this city, has been incorporated to "make attachments and specialties for talking machines." The officers will be H. P. Brace, president and general manager; William Tures, vice-president and secretary; Peter Nees, treasurer. The company will make several attachments, principal among which is a device for playing hill and dale disc records on Victor and Columbia machines. This attachment is quite unique, as it uses the original soundbox without changing its form from its natural position on the machine. It can be attached and detached in a few seconds. The vibrations are conveyed through special violin wood which improves with age, and from a demonstration given the Chicago office of The World, certainly gets excellent results. By means of a special cushion, or what the inventors term as the "soft pedal," on certain records, a very beautiful soft tone is secured. The company will furnish this attachment with either diamond jewel point or sapphire. The company will also be able to furnish when desired a balance weight which makes it possible to adjust the amount of pressure on the record. The patent on the hill and dale reproducing attachment has been granted and patents have been applied for on the balance weight and also on a soundbox of special design.

A Notable May.

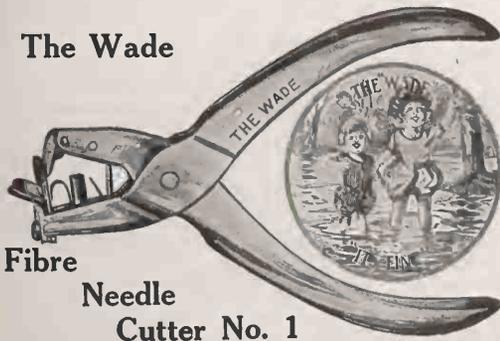
Lyon & Healy's fiscal year closed on April 30, and Department H, the talking machine end of the business, in May, the first month of the new year, showed a very material increase over the corresponding month of last year and was, according to L. C. Wiswell, the largest May in the history of the department. In speaking of business conditions in the talking machine trade from their viewpoint, Mr. Wiswell said, "The record situation is rapidly clarifying. Our stocks are now practically complete. Not only this, but we are able to make satisfactory shipments on re-orders of new records. There is, of course, still a machine shortage, but the situation is bettering even in this respect and shipments are coming forward

(Continued on page 39.)

THE WADE

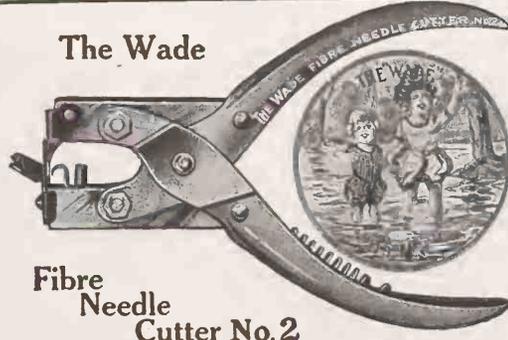
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE

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



The Wade

Fibre
Needle
Cutter No. 1



The Wade

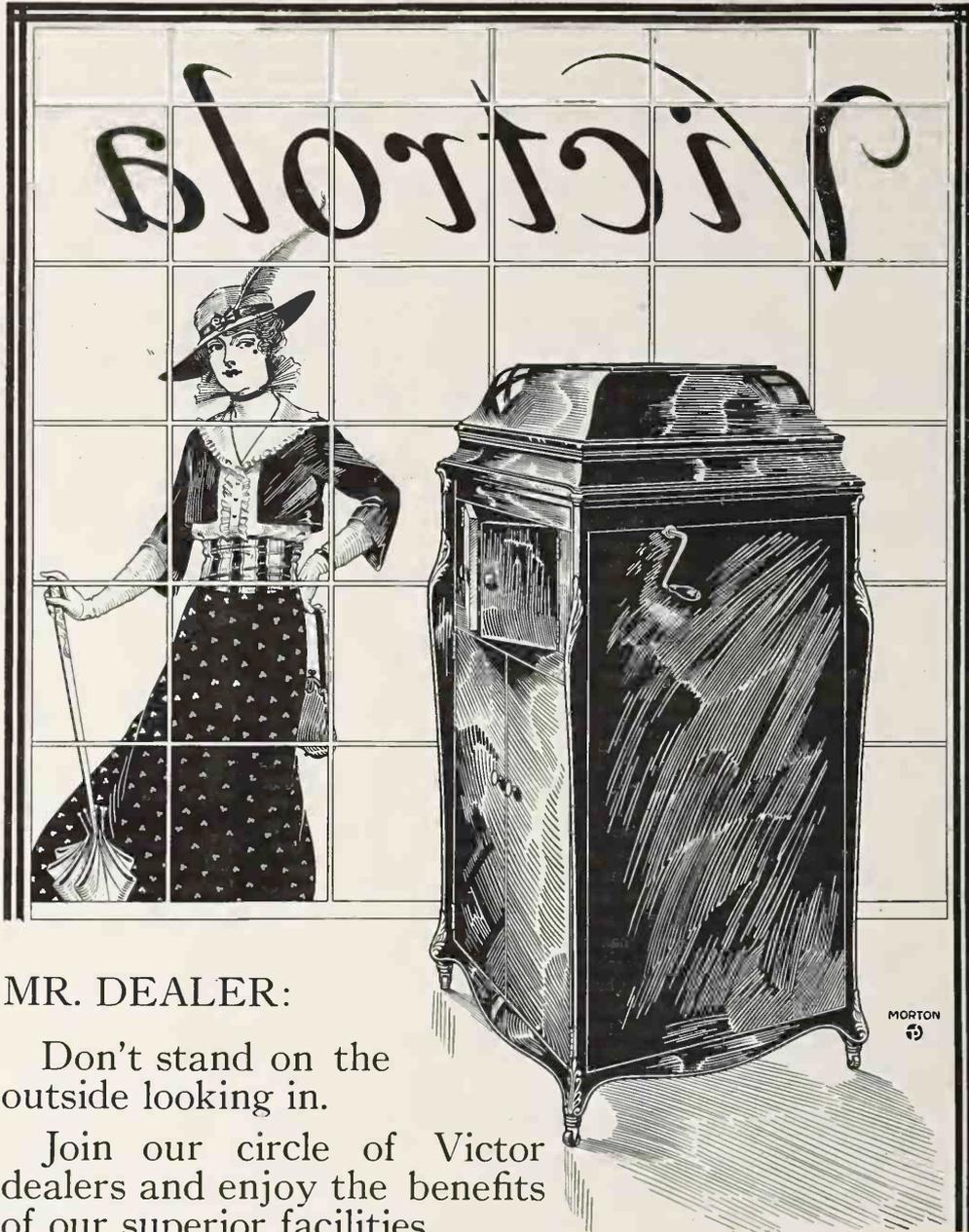
Fibre
Needle
Cutter No. 2

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

WADE & WADE

3807 Lake Park Ave.

CHICAGO



MR. DEALER:

Don't stand on the
outside looking in.

Join our circle of Victor
dealers and enjoy the benefits
of our superior facilities.

You are assured of an up-to-the-minute service when you send your orders to us. We have no old-time methods here, but a rapid-fire system of order-filling that will be a revelation to you.

Lyon & Healy

(Victor Distributors)

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37).

in very much better shape than for some time."

Oak Park Edison Shop.

The Oak Park Edison Shop has been opened by Abel Burman at 1025 Lake street, that suburb. Mr. Burman will handle a complete line of Edison goods, and has heralded his interests into that field with some effective local advertising. Mr. Burman conducts a talking machine store at Mt. Pulaski, Ill., where he has been established for some time.

Salter Company Issues Catalogs.

The Salter Manufacturing Co. has issued individual catalogs, each one of which shows in full the different styles of record cabinets manufactured by that concern for use with Columbia, Edison or Victor machines. This matter is very attractively compiled and gives the exclusive Victor, Columbia or Edison dealer handy information on anything he wants to know in connection with the Salter goods. Each of the styles is illustrated and described in detail and shows in addition to those cabinets made especially for use with certain machines a number of cabinets used for storage. President John F. Mortensen reports a remarkable continuation of the big business the company has been doing for the past year and a half, and says that every indication points out a satisfactory summer and a prosperous fall.

Ryde Gets Promotion.

J. B. L. Ryde, for some time in charge of the office of the wholesale talking machine department of Lyon & Healy, has been made manager of the retail record department of the house, one of the most important positions of the kind in the country. Miss Anna L. Woods, who has been in the record department for several years, has been made assistant manager.

Tresch, Fearn & Co. Change.

One of the most important retail changes that the trade has seen in some time occurred this month in the purchase of the business of Tresch, Fearn & Co. by Geo. W. Macauley and Edward Nevers, Jr., and the announcement of E. A. Fearn that he had acquired the premium talking machine business of Robert Johns, who died last February.

Messrs. Macauley and Nevers are new to the trade in a business way, but both of them have been admirers and owners of talkers for so long a time that their knowledge of the goods they are to sell is not less than that of many dealers. They will incorporate the business under a partnership arrangement and will continue under the old name and at the present location at 116 North Fifth avenue.

Mr. Fearn says that he will incorporate his new business under the name of the Consolidated Talking Machine Co. and in addition to handling the present lines of the Robert Johns Co., which are, namely, Harmony, Standard and United, will put out a line of goods under the name of Consolidated. The offices of the new concern will be located in the Cambridge building at 160 North Fifth avenue, where the old office force of the Johns Co. will be associated with the new concern. Mr. Fearn announces that his company will remove the warehouse and stocks now located in the East to Chicago, thus facilitating matters and making shipments possible on the same day as orders are received.

Another Lyon & Healy Poster.

Lyon & Healy will soon have another of the Victor posters, for which they have become famous, ready for distribution. It will be an eight-sheet poster exploiting Victor machines and records for summer use, and will not only be used by Lyon & Healy on billboards in Chicago, but will be supplied to dealers and jobbers everywhere.

Story & Clark Take on Columbia.

The latest house along Piano Row to take on the Columbia line is the Story & Clark Piano Co. This concern now handles the Edison, Pathé and Columbia, and Manager Love is being kept busy by the rapidly growing demands of this department. The Story & Clark Co. also has installed the line in its Milwaukee, Pittsburgh, Detroit and Cleveland stores. C. R. Ely, special Columbia representative, who put the deal over, is receiving the congratulations of his friends.

Columbia Men Play Ball.

The unmarried men of the local Columbia office proved that cares of a family interfere with athletic ability by beating the married men in one of the most spectacular games that the prairies around Chicago have seen in some time. That the Benedicts made a good effort, however, is shown by the score, which was 12 to 9 in favor of the Bachelors. Mr. Brooks captained the winning aggregation, while Radix lead the married men. When the game commenced it was evident that the Bachelors had the better outfield, but Allen, who pitched, and Butterfield, who caught for the married men, made up a battery that showed class. One of the features of the game was the umpiring of Ed. Blimke, who couldn't be bluffed by either side when any decision was in dispute. Williams also showed he could umpire a major league game. The married men's team was made up of Radix, second base; Eberle, third base; Ingalls, right field; W. Smith, first base; Ellingson, short stop; Proul, center field; Butterfield, catcher; Cohn, left field; Allen, pitcher. The single men's team consisted of Tatur, left field; Barry, right field; Smith, catcher; Brooks, first base; Lessard, third base; John, center field; Behrman, second base; Joe, short stop; Nyquist, pitcher. Umpires: Blimke and Williams. Rooters: Winter, Mortensen, girls, etc.

New Columbia Dealers.

Some new Columbia dealers in the Middle West are: Milnes Supply Co., Coldwater, Mich.; Louis Russ, Middleton, Wis.; Hammond Murphy Co., Peru, Ind.; M. H. Read, Allerton, Ia.; Wisconsin Talking Machine Co., Milwaukee, Wis.; R. K. Fox, Northwood, Ia.

Gives Another Edison Recital.

C. E. Goodwin, manager of the Phonograph Co., repeated his triumphs of last month when he succeeded in inducing Antonia Sala, the famous Spanish cellist, to appear in the Edison recital hall and display his artistry in conjunction with the Edison to an admiring crowd that filled the recital hall and salesrooms. Last month Mr. Goodwin had two prominent singers appear with the Edison, and big crowds at the time expressed their delight with the wonderful reproduction secured by the Edison record. Mr. Sala appeared June 4 and 5, and since that time many requests have been made by the general public for similar treats. First the phonograph was used in playing one of Mr. Sala's numbers, then the artist himself repeated the same selection, and third, the two were played in duet. This procedure demonstrated not only the wonderful reproductive qualities of the Edison machine

but also showed what confidence the Edison people have in their product.

This demonstration work presents manifold possibilities, and in this connection it is interesting to note that Hubert del Valle has arrived in Chicago and will be permanently connected with the Edison Shop, where he will have complete charge of all demonstration work. Mr. del Valle comes direct from the Thomas A. Edison laboratories and is the manager of a force of ten men, who work under his direction and who confine their attention to the actual demonstration of the Edison product. Mr. del Valle and his corps of men do many interesting things in the way of demonstration, and in suiting their methods to different situations manage to arouse great interest among every class of people.

Personals and Visitors.

Miss Louise Willis Rintelman, daughter of Mr. and Mrs. A. H. Rintelman, was married to William Lang Hochschild on Wednesday, June 9. Mr. Rintelman is known to many in the trade as the manufacturer of the Rintelman six-point noiseless needle.

E. J. Dingley, connected with the Victor Talking Machine Co., was a visitor to Chicago for three or four days. Mr. Dingley is a brother-in-law of Louis Erb, who is well known to the local retail trade.

An eight-pound baby girl was recently born to Mr. and Mrs. Walter McKillip. Many of the trade will remember Mrs. McKillip, who was formerly Miss Ella McClelland, and connected with the talking machine departments of Lyon & Healy, and the Aeolian Co., and until her marriage with the Bissel-Weisert Piano Co.

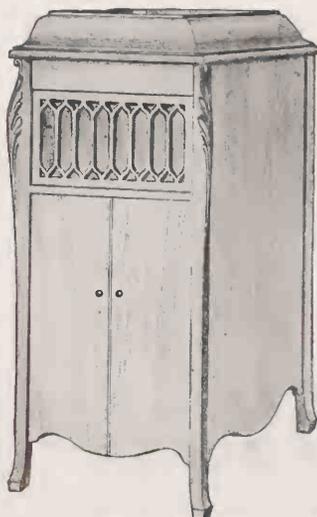
Among the visiting dealers the past month were: J. H. Goldberg, Detroit, Mich.; Dan Nolan, manager of the May Co., Cleveland, O.; B. H. Anderson, Fond du Lac, Wis., and Mr. Lange, of the Lange Piano Co., Burlington, Ia.

Mr. Johnson has just assumed the management of the talking machine department of "Wheelocks," Des Moines, Ia.

H. G. Ray, of Ray Bros., Louisville, Ky., was a recent visitor. Mr. Ray is now the sole proprietor of the business, his brother having withdrawn to go into the ministry.

A. M. Lockridge, Wisconsin traveler for the Talking Machine Co., was in a wreck near Winona, Minn., last Saturday. Although his suit case and sample case were lost Mr. Lockridge luckily escaped. Three of the cars on the train went into

(Continued on page 40.)

BIG PROFITS TO DEALERS**FRENCH MODEL**

Style No. 150 Vitnola List Price: \$150. Mahogany. Size, 49 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).

**THE WONDERFULLY VERSATILE
VITANOLA**

Plays all disc records—Edison, Victor, Columbia or Pathe. No change of equipment. Our tone modifier regulates the volume of sound without change of needle.

Vitanolas are selling fast. Send for a sample and get your share of the business.

Send for Our New Catalog.

VITANOLA TALKING CO.

17 N. Wabash Ave.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

the river. The car containing the talking machine man retained its equilibrium and Mr. Lockridge emerged physically intact.

R. J. Keith, of the Talking Machine Co., called on the St. Louis trade this week.

E. H. Scripps, of the Des Moines Talking Machine Co., Des Moines, Ia., was a recent visitor.

Ira Swisher, vice-president and general manager of the Jones Hardware Co., Richmond, Ind., accompanied by Mrs. Swisher, were visitors at the Talking Machine Co.'s offices this month. Mr. Swisher reports that their talking machine department is now located on the main floor with three sound-proof booths, and their business has grown so rapidly that about a week ago he found it necessary to put in a motor truck for the exclusive use of the Victrola department. Their business has more than doubled during the past year and he

looks for a very much larger business the coming year.

J. B. Johnston, Villa Grove, Ill., and Louis Russ, of Middleton, Wis., were recent visitors to the local trade.

Herbert Gibbs, traveling in the Northwest for the Wurlitzer Co., writes that while business in the iron country is decidedly quiescent, conditions in the copper country are improving very rapidly and the latter is doubtless due to the big demand for copper used in part by the European war.

To Manufacture Automatic Stop.

W. R. Wittek and Joseph Jiran, the latter being a well-known music dealer at Eighteenth and Blue Island avenues, are together working upon an automatic stop. In all probability they will organize a company to manufacture the device upon a large scale.

COLUMBIA CO. BRINGS SUIT

Against the Cheney Talking Machine Co., Claiming Infringement of a Number of Their Patents—Asks Injunction and Accounting.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 11.—Suit was filed in the United States District Court yesterday by the American Graphophone Co., charging the Cheney Talking Machine Co., of this city, with infringement of patents and asking for an injunction and restraining defendant from further use of the devices in question and asking for an accounting of profits and for damages and costs. The questions at issue relate to the McDonald patents on speed regulator improvements and stop mechanism; on McDonald sound reproducer improvement, and the Kraemer and Sheble patents and Phillips cabinet patents. E. L. Howe, president of the Cheney Talking Machine Co., said: "The American Graphophone Co.'s suit will have no bearing on continuation of production of Cheney talking machines at present."

GRANTS PRELIMINARY INJUNCTION.

Boston Store, Chicago, Restrained from Selling Columbia Records at Less Than Current List Prices—Another Columbia Victory on Prices.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 11.—Suit was filed on Tuesday last in the United States District Court by the American Graphophone Co. and the Columbia Graphophone Co. against the Boston Store, Chi-

cago, in which a preliminary and permanent injunction was asked to restrain the latter from selling Columbia records at less than current list prices. Judge Carpenter granted the preliminary injunction and set the hearing for June 18.

O'NEIL-JAMES CO. IN BANKRUPTCY.

Talking Machine Jobbers of Chicago File Petition—Assets Are Said to Be Approximately \$36,418 and Liabilities \$73,959.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 12.—The O'Neil-James Co., talking machine jobbers, has filed a voluntary petition in bankruptcy in the United States District Court. The official schedule of assets and liabilities has not yet been filed, but the assets are said to total approximately \$36,418 and the liabilities \$73,959. The assets consist of general personal accounts amounting to \$28,156; bills receivable, \$4,362; Boston Talking Machine Co., \$1,400, and other accounts, \$2,500. Frank Crozier is the attorney who filed the petition. The difficulties of the company are said to date from trouble in 1906 and 1907, when patent litigation caused the company a loss on stock and business amounting to \$125,000. Counsel fees at this time amounted to \$15,000. It is said at the time of the trouble the concern had eighty-five salesmen on the road selling the company's lines. The failure of the Boston Talking Machine Co. last year also added to the difficulties, the loss in this matter being \$59,000. The officers of the company are S. M. Bisbee, president and treasurer; C. W. O'Neill, secretary, and A. J. O'Neill, general manager.

The company also had recently the Pathé jobbing agency, but this was transferred about thirty days ago to the Pathé-Pathéphone Shop, of Chicago.

ISSUES ANNUAL RECORD LIST.

The Columbia Co. has just issued its semi-annual record catalog, listing all the records in the Columbia library which have been produced to date. The general scheme of make-up and arrangement of this catalog follows that of the issues of last year which were approved in all details by Columbia dealers. The new publication is chiefly noteworthy because of the many new artists which are represented in its pages, whose recordings were announced in the past six months. The records are listed alphabetically and also by classification, the indexes being perfected to such an extent that any desired record may be readily located.

INTRODUCING THE MULTIPHONE.

The Multiphone Co., 286 Fifth avenue, New York, has just introduced to the trade a new attachment designated as the "Multiphone" attachment, to play Edison and Pathé records on Victrolas and Victor talking machines. This attachment, although it has been on the market but a short while, has been praised by many dealers in local territory, who are particularly impressed with its simplicity, ease of operation, and satisfactory reproducing qualities. The company has prepared some timely literature relative to the "Multiphone," in which it points out that the attachment is of value both to Edison and Victor dealers, not only directly, but as an aid in building up machine and record business.

HAROLD W. LYLE MARRIED.

Harold W. Lyle, of the Columbia foreign record department, was married on Tuesday to Miss Frances Ogden at the home of George W. Lyle, Hackensack, N. J. The wedding was private, only relatives and a few intimate friends being present. The ushers included Lester Leverich, of the Columbia advertising department. Mr. and Mrs. Lyle are now spending their honeymoon at Muskoka Lake, Canada, prior to visiting the leading Canadian cities before returning to New York.

WINS POPULAR FAVOR.

The Peerless locking plate to protect Victor sound-boxes, made by the Peerless Specialty Co. and sold by Clement Beecroft, of Philadelphia, has proven "a long-felt want." Orders are being received from coast to coast, showing that the stealing of Victor sound-boxes in talking machine stores throughout the country is a common practise, which this device successfully prevents.

COLUMBIA WITH GOV. WHITMAN.

A Columbia "Mignonette" is furnishing the music for Governor Whitman of New York and his family on the special car which is taking them to the Coast and other Western points. This machine and a large number of Columbia records were ordered for the Governor's car before he left New York.

SOME ATTRACTIVE LITERATURE.

Following out its general educational plans, the new personal record department of the Columbia Co. has just issued an attractive folder addressed to congregations of churches throughout the country. It is suggested that the church members will welcome the idea of perpetuating the thoughts and actual voice of their spiritual leader through the medium of Columbia records.

The Columbia Co. is continuing the forceful campaign in the local newspaper, using a T-shaped advertisement which permits the advertisements to individual Columbia dealers in local territory to be placed alongside. One of the recent series was devoted to the new records by Pablo Casals, the world-famous 'cellist.

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 TALKING MACHINE AS AN AID IN CONVALESCENCE.

Used in a Novel and Highly Successful Way in the Presbyterian Hospital in Chicago—The Installation Was Made by Winkler & Reichmann.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 10.—The latest development in the field of talking machines to be witnessed by Chicagoans is the unique application of the talking

ceiver, such as is used by a telephone operator. In a ward in which there are, for instance, twenty patients, some of these patients may be too ill to care to listen to music or entertainment of any

be heard when the head set or receiver is held to the ear.

Medical authorities have been seeking some pleasing form of music or entertainment for use in hospitals, sanitariums and asylums, and the consensus of opinion is that the playing of music, recitations and other entertainment from records to patients, such as above outlined, will be the means of making the patients stay pleasant and comfortable.

The system has been successfully worked out in the case of the Presbyterian Hospital of Chicago, and the installation made without annoyance to the patients by Winkler & Reichmann, of Chicago.

FULL TIME DISADVANTAGE.

What It Costs a Retailer Not to Get Cash Discounts Set Forth Illuminatingly.

In order to show dealers the high price they pay for the privilege of taking full time on their invoices, H. M. Cary, of the Theodore Bohler Mercantile Co., Emporia, Kans., has drawn up a table of interest equivalents of a few cash discounts. It is presented in the May bulletin of the National Association of Credit Men.

According to Mr. Cary's table, 1 per cent. in ten days in a thirty-day bill means 18 per cent. per annum. He gives this example: Invoice, \$1,000, thirty days net, 1 per cent. for cash in ten days. If the merchant pays in ten days he receives \$10 cash discount which, in effect, is the interest the wholesale house pays him for the use of \$1,000 for the twenty days unexpired time. This is at the rate of 18 per cent. per annum, for the interest on \$1,000 for twenty days at 18 per cent. is \$10. Other examples are given as follows:

Invoice \$1,000, terms sixty days net, 2 per cent. for cash in ten days; discount \$20, unexpired time 50 days, interest equivalent, 14 2/3 per cent. per annum.

Invoice \$1,000, terms six months net, 6 per cent. for cash, in thirty days; discount \$60, unexpired time five months, interest equivalent, 14 2/3 per cent. per annum.

Invoice \$1,000, terms four months net, 4 per cent. for cash in thirty days; discount \$40, unexpired time three months, interest equivalent, 16 per cent. per annum.

Invoice \$1,000, terms six months net, 6 per cent. for cash in sixty days; discount \$60, unexpired time four months net, 6 per cent. for cash in sixty days; discount \$60, unexpired time four months, interest equivalent, 18 per cent. per annum.

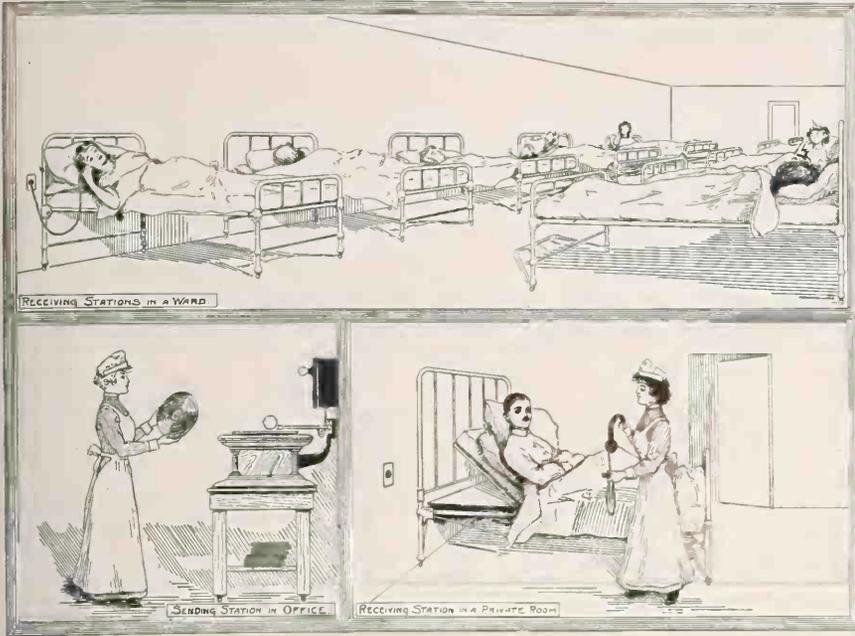
Commenting on the table the bulletin says: "The above few examples will show what a heavy disadvantage the retailer works against when he takes full time on his bills. He could borrow money to discount his purchases and make 6 per cent. to 10 per cent. on the transaction, besides keeping his business in hand better than he possibly can when he owes a large number of houses.

The harder it is to grin, the less time you have to think about your troubles while you're making the smile stick.

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

We are especially well fitted to take care of the interests of Middle Western dealers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO



How the Talking Machine Is Used in Hospital Service.

machine to the needs of hospital patients. By means of this new method the convalescent can enjoy welcome relief from the tedium of the sick room and more than that benefit from the results that music has upon the physique. This new invention consists of a music cabinet on which is located a revolving metal plate to accommodate disc records. In connection with the music cabinet there is operated a specially constructed electrical music transmitter. Throughout wards and private rooms of hospitals and institutions are located electrical outlets connected to the music transmitter with telephone wires, which will accommodate an attachment plug on which is connected, with a few feet of flexible cord, a specially designed head re-

ceiver, such as is used by a telephone operator. In a ward in which there are, for instance, twenty patients, some of these patients may be too ill to care to listen to music or entertainment of any kind, but there are always some who are convalescent and who will highly appreciate entertainment, such as is provided by this new invention. Music or entertainment can be furnished to those patients desiring same without disturbing in the least other patients in the ward.

The volume of the music in the head set is very low, but when placed to the ear is very pleasant, and reminds one of music coming across the water on a beautiful moonlit night, and is a great source of comfort to patients who must necessarily lie in bed for several days or several weeks until they are discharged. When the head set or receiver is not held to the ear the music cannot be heard by the patient in the next bed as the music can only

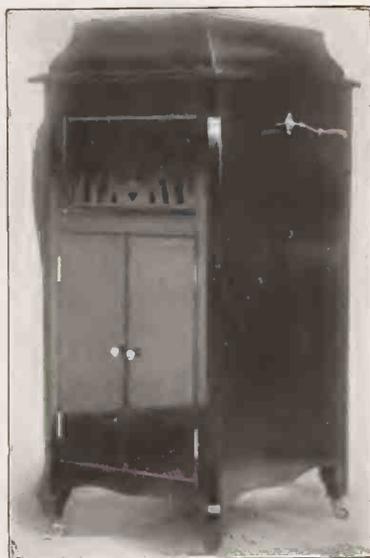
INTERNATIONAL TALKING MACHINES

are being turned out as rapidly as day and night work in the factory makes possible.

We are accumulating a large stock of samples and will endeavor to distribute these as rapidly as possible and without discrimination to all dealers who have filed orders with us.

We make machine cabinets according to your own individual design and also record cabinets that cover a wide variety of styles and prices.

For full information on all lines address 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

AN EDUCATIONAL CONCERT.

The Electric Victrola, Kimball Pipe Organ and Knabe Grand Piano Used in a Performance at the Plaza, Waterloo, Ia.

(Special to The Review.)

WATERLOO, IA., June 5.—P. G. Spitz, of Black's Victrola department, and James Bryant, manager of the Plaza Theater, got off a most interesting stunt recently by using an electric Victrola, Kimball pipe organ and the Knabe grand piano in a performance at the Plaza, in which such records as "The Rosary," by Schumann-Heink; "I Hear You Calling Me," by McCormack; the "Lucia Sextette," by the Red Seal artists, and a popular number, "There's a Little Spark of Love Still Burning," were interpreted in a manner that aroused the greatest enthusiasm of those present.

Waterloo is indeed fortunate in having such a man as Mr. Bryant, who is financially able to own and operate a motion picture house costing \$75,000 and so completely equipped as is the Plaza, with its \$6,000 Kimball organ with echo attachment, a Knabe grand piano, on which Godowsky gave his last public performance in Baltimore, and an electric Victrola, which on occasion is used with the pipe organ and piano to excellent purpose. Ralph Mason Hix, who presides at the organ, is an artist in his line. He has accompanied famous artists in their concerts and is a thorough musician.

Some people are so quarrelsome that even their own statements conflict.

CONDUCTS THRIVING TALKING MACHINE DEPARTMENT.

Piano houses of high reputation handling reliable lines have proved splendid outlets for talking machines, and in this connection Hunt's Leading Music House, Inc., of White Plains, N. Y., reports

proportions that Mr. Hunt is compelled to enlarge his force to handle it. Westchester County is a great talking machine center, and when further exploited, as it will be under Mr. Hunt's direction,



View of the Store Front of Hunt's Leading Music House, Incor., White Plains, N. Y.

a very excellent business in Victor, Columbia and Edison machines which they handle. In fact this department of the business has grown to such

a greater business than heretofore is certain to accrue. An idea of the extent of Mr. Hunt's establishment may be gleaned from the photograph of the front of the store, showing J. E. Hunt in the doorway (the second from the right). In addition to talking machines, Hunt's Leading Music House handles pianos, sheet music and other musical specialties.

GREAT COLUMBIA BUSINESS IN MAY.

Interesting Facts Related by Assistant General Manager Willson—Columbia Continues Campaign in Local Papers—Personal Record Department Proving a Great Success.

"May business was phenomenal," said H. L. Willson, assistant general manager of the Columbia Graphophone Co., in a chat with The Review this week. "Our gain over last May was even greater than we had anticipated and the actual figures are indicative of the remarkable growth and progress of our trade during the past few months. The prosperity of our machine business is shown by the fact that our machine orders during the five days from May 20 to May 25 were greater than the orders received for the entire month of January this year, and the latter month was the best January in our history. Our record business is reaching high-water marks week after week, and we are exercising every possible effort to rush work on our new buildings and additions at our Bridgeport factories in order to relieve the strain on our record production division."

IMPROVEMENTS IN CONSTRUCTION.

In the exploitation of Triton talking machine motors the Triton Phonograph Co., 41 Union square, New York, calls especial attention to several recent improvements in motor construction, two of these being on the governor gears and the spring. J. A. Kraus, general manager, reports an excellent volume of business on Triton motors, particularly since these two constructional features have been incorporated in the finished motors. "Our present problem," added Mr. Kraus, "is to make deliveries rather than to sell our motors, for we are exercising every care in their manufacture and under no circumstances are we attempting to 'rush' the work."

About the hardest work in the world is to get along without any.

WILL BUY BROKEN RECORDS
Cash paid for broken cylinder records in any quantity. Also will buy refuse master wax. Give quantity and price. "Buyer," care Talking Machine World, 373 Fourth avenue, New York.

**A
BLACKMAN
TIP**

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

(BLACKMAN)

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

MAKE BLACKMAN YOUR JOBBER



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



VICTOR DISTRIBUTORS



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



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

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

AUGMENTS ITS "TALKER" LINE.

The Carl Hoffman Music Co., of Kansas City, Mo., Adds the Columbia to Its Talking Machine Line—James A. Mullen in Charge.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., June 7.—Among the recent accounts closed by the local headquarters of the



James A. Mullen.

Columbia Graphophone Co. was that of the Carl Hoffman Music Co., which will handle the complete Columbia line.

The Carl Hoffman Music Co. is one of the most successful piano concerns in the Southwest and its talking machine department, which is under the able management of James A. Mullen, has achieved a pleasing success with the Victor line, which it has handled for several years. The store's talking machine clientele has steadily increased, and with the acquisition of the Columbia line the department is being materially enlarged.

Mr. Mullen is one of the recognized high class talking machine men of the West and possesses a selling ability which is reflected in his success.

TO EXPAND ITS ACTIVITIES.

Standard Gramophone Appliance Co. Plans to Manufacture Additional Accessories.

Thomas W. Kirkman, general manager of the Standard Gramophone Appliance Co., 173 Lafayette street, New York, stated this week that the company is preparing to enlarge its activities by the manufacture of additional phonograph supplies, which will be announced later.

Mr. Kirkman reports a very pleasing activity with all the lines the company is now manufacturing, including the Standard fibre needle cutter, the various models of automatic stops and the Standard record cleaners. The latter product in particular is receiving special praise because of its large cleaning surface.

The newly created personal record department of the Columbia Graphophone Co., New York City, under the management of Henry D. King has been very active since its inception, and requests for laboratory appointments have been received from all sections, notwithstanding that the new department has not yet been the subject of any general publicity. Mr. King has just sent out an interesting folder to the faculty of schools, which is intended to be placed in the hands of the president of the graduating class. This folder emphasizes the unusual opportunity afforded students at the end of the school year to make records of addresses, speeches, vocal or instrumental music, or in fact anything of the kind which may be considered worthy of perpetuation.

TRADE NEWS FROM TWIN CITIES.

Beckwith-O'Neill Co., Victor Jobbers, Have Very Attractive Quarters at 422-430 First Avenue N., Minneapolis—Minnesota Phonograph Co. Removes Its Wholesale Department to Larger Quarters—Matheis' Auto Trip.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., June 7.—The Beckwith-O'Neill Co., jobber of Victor products at 422-430 First avenue N., Minneapolis, is now nicely established and has proven that a well stocked jobbing house is a great convenience to the retail dealers of the Twin Cities, who previously were compelled to deal direct with the home company.

The new concern has commodious quarters on the fifth floor of a large wholesale building with 6,000 square feet for its warerooms and that much more for storage. For the "quick order" trade long lines of racks with a capacity of 150,000 records have been installed.

After a rather moderate May the trade in June

picked up quite wonderfully among the retail dealers in the Twin Cities, of whom fourteen handle Victor machines. The records are in constant demand and this part of the business is highly satisfactory.

The Minnesota Phonograph Co. has removed its wholesale department from 515 Marquette avenue to the French building at Marquette and Eighth streets, where it will have 12,000 square feet of floor space. The move was made compulsory by the insistent demand for more room. Two carloads of Edison goods arrived the first week in June with more on the way. President L. H. Lucker reports that additional salesmen have been placed on the road and with the establishment of additional agencies the house expects a large increase in custom. For the past week twelve demonstrators have been used in the St. Paul and Minneapolis stores and the move has been a result producer.

Archie Matheis is still arranging the details of his automobile trip to Denver, and if he gets half the enjoyment he is planning the trip will be memorable at least.

This



On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

TRADE IN SOUTHERN CALIFORNIA.

Depression of Last Month Has Vanished—Outlook Now Excellent—Sonora Line with Broadway Department Store—Southern California Music Co. Has Agency for Ragtime Rastus—News of the Month Worth Noting.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., June 5.—The little business depression of last month seems to have vanished and trade has resumed its accustomed activity again. A great many vacation, or small model, machines are being sold and the sales of the larger machines are increasing. There is still a shortage among the jobbers in machines as well as records, but as this seems to be the usual state of affairs in southern California most of the dealers are becoming accustomed to it by now.

Thousands of people are coming to the city to see the great school pageant which is to be held in Los Angeles the latter part of this week. This is bound to stimulate trade, especially in the record line, as nearly all out-of-town owners of talking machines will take advantage of being where they can obtain a supply of records that they are unable to obtain from their local dealers.

Sigmund W. Meyerfeld, of San Francisco, Western representative of the "Mastrola" talking machine, is spending several days in the city. Mr. Meyerfeld is very enthusiastic about his little talking machine and expects to establish several agencies here and in other southern California cities before leaving for the North.

S. J. Umbrite, Victor dealer at Omak, Wash., is making a short visit in our city before leaving for San Diego.

Miss Mabel Brousseau, teacher of piano, has been giving a series of musical evenings at the Hotel Ingraham, in which she has been featuring the Edison Diamond disc. Miss Brousseau is a pupil of Moszkowski and a great admirer of the talking machine as an asset in teaching music.

James M. Bretton, assistant superintendent of the Montgomery Fair, Victor dealers at Montgomery, Ala., stopped off here for a week on his way to the San Francisco Fair. Mr. Bretton is very much taken with southern California and expects to make this his home in the near future.

Frank M. Steers, president of the Sonora Phonograph Co., is stopping in Los Angeles at present. While here Mr. Steers has made the Broadway Department Store his sole agent for the Sonora in this city. This makes its third line, as it now carries the Columbia Grafonola and Edison Diamond disc.

H. H. Blish, of Harger & Blish, Des Moines, Ia., Iowa distributors for Thos. A. Edison, Inc., is making a short stop in Los Angeles. Mr. Blish intends to take in the Panama-Pacific Exposition before returning to his home.

William H. Nolan, representing the educational department of the Victor Talking Machine Co., made us a flying visit while on his way to San Francisco and the fair. Mr. Nolan expects to return to Los Angeles about June 15, and while here

LONG CABINETS



D 82

Mohogany, Golden Oak, W. O. and F. O.
With or without this special moulding.
(Pat. applied for)

An Elegant Pattern for
New VICTROLA IX

Write for Literature
of the New Patterns

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

CLEMENT BEECROFT

309 W. Susquehanna Avenue, Philadelphia

will give demonstrations of his work in the various schools of this city.

Ross Douglas, president of the National Toy Co., Boston, Mass., has been in the city during the last two weeks. The National Toy Co. is manufacturing "Ragtime Rastus," the new automatic dancing doll for disc talking machines. The Southern California Music Co. has taken the jobbing agency for southern California.

The Broadway Department Store has its new auditorium completed and will begin next Friday giving weekly concerts.

The Southern California Music Co. has been giving daily concerts during the last two weeks. Miss Norma Gould, one of southern California's best known exponents of the modern dances, has also been giving weekly dancing exhibitions with her partner, Mr. Boles, at the Southern California Music Co. It reports a great demand for dance records since Miss Gould's appearance.

ENTER THE "TALKER" FIELD.

Tindale Cabinet Co. Wins Compliments for the Distinctive Character of Its Talking Machine Cabinets—Handled by Prominent Concerns Throughout the Country.

The Tindale Cabinet Co., 1 West Thirty-fourth street, New York, which has manufactured sheet music cabinets for many years, is meeting with signal success in the merchandising of its latest

products, a complete line of talking machine record cabinets. These products have already won praise for their many distinctive features, which include a separate numbered container for each and every record, quickly found by convenient index. The designs are attractive and the cabinets hold ten and twelve-inch records, which may be placed anywhere, as the containers are built to hold records of either size.

In a chat with The World, R. T. Tindale, president of the company, said: "The best indication of the success of our record cabinets is the fact that they are being displayed by many well-known houses along Fifth avenue, such as Hardman, Peck & Co., Lord & Taylor and others. Our cabinets are especially designed to meet the demand for a high-grade cabinet at a moderate price, and our success to date with this line has been most pleasing."

VISIT THE EDISON PLANT.

The Honorary Commercial Commissioners of the Republic of China were guests last week of Thomas A. Edison at his plant at Orange, N. J. The honorable secretary of this commission is David Z T Yu. The guests were shown throughout the entire plant, and it is needless to add that they were amazed at the marvels of Mr. Edison's inventions, the phonograph and telegraph, arousing especial interest and enthusiasm.

The man who lacks principle can't hope to attract much interest.

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

CALL FOR HIGH-PRICED PRODUCTS.

This Tendency Now Being Met by Production of Talking Machines Running from \$250 to \$300—Latest \$300 Model Put on the Market by Sonora Phonograph Corporation.

The talking machine industry is undergoing two very important developments; one is the demand for very low-priced machines and the other is the extreme in the reverse direction, the latter being confined principally to the production of machines retailing in the vicinity of \$300. The concerns bringing out high-priced goods are really catering to a demand that seems to be of tremendous power, as evidenced by those willing to pay \$250, \$300, \$350 and more for phonographs of value. Of course, the standard sales are to people willing to pay from \$50 to \$200, and the bulk of the business is upon types retailing at these figures.

In connection with the progressive moves to produce a phonograph at \$300, the Sonora Phonograph Corporation, 57 Reade street, New York, announces its new model, an illustration of which appears herewith. In the literature issued by this concern are the following details:



Sonora Invincible Model, \$300.

"The introduction of the new \$300 Sonora model brings with it many innovations. The tone quality of it is liked by music lovers throughout the country because it is not a phonograph tone but is as near a natural tone as has been possible thus far to obtain from a phonograph. It requires no expert musician to determine this. The cabinet is a work of art, being of bulge design, and it shows unusual value. The proportions are very well car-

ried out, and the veneers on the cabinet are of handsome design and beautifully matched. The motor used in this new Sonora is a further proof of the superior construction of the Sonora mechanisms, as it runs forty-five minutes with one winding, almost twice as long as any other machine.

"There are also some very attractive and valuable mechanical features, one of which is the motor meter, showing at all times, automatically, just how much spring power is left in the motor. It is unnecessary to give the machine a few turns every time it is played, as a mere glance at the indicator tells, when putting on the record, whether it should be rewound or not.

"There is also a spring control which prevents the machine from running if there is not sufficient power in the motor to run a 12-inch record. Thus it is not possible to start a record and then have to jump up in the middle of the tune to rewind it because there was not enough strength left to carry it through a 12-inch record. There are other attractive features connected with this machine, and there is every indication that it will be the most popular model introduced by the Sonora Co. It is indicative of its policy to give the talking machine industry the dignity it deserves."

CONDITIONS IN CINCINNATI.

Improved Weather Conditions Have Made the Trade Optimistic—Declining Dance Craze Is Helping the Demand for Artistic Records—Manager Whelen on Columbia Business.

(Special to The Talking Machine World.)

CINCINNATI, O., June 6.—Old Sol was on the job yesterday and part of to-day. This announcement is rather important from a local standpoint since there was no sun in the meantime dating back to May 1. Plenty of rain fell during the month, setting new precedents for May, and with all these difficulties the talking machine folks came forth with the report that the latter part of the month was like old times.

Generally speaking, business is again somewhat satisfactory. The trend of affairs leads the jobbers and retailers to believe big things await them and as a rule preparations are being made to take advantage of the situation. All of the houses are doing good record business. The smaller merchants, outside of the business district proper, are getting to be real live-wires and their automobiles are becoming familiar figures about town.

The situation seemingly is best described by Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co. In a statement this morning he said:

"The month of May was good. The beginning was a little slack, but the business picked up as the month advanced and the latter part was really

splendid. Contrary to expectations, dancing music was in slight demand, and the heavy record business was done on the entire gamut of records. This is a very desirable situation. It is not very good for the trade as a whole to have the demand run to specialties like dance records, as this demand is always artificial and temporary. While we like to see the Victrola fit in with great national fads like the dance craze, still the fact remains that the great features of the instrument are lost sight of for the instant and we are glad to see our customers fall back on a more solid diet of high grade art records.

"We never had a May supplement to draw like the present one. We attribute this partly to the excellence of the selections and partly to the natural demand for new records. Business is fundamentally good. We have many complaints from salesmen and dealers that thousands of customers are waiting for developments before buying, but with all this uncertainty a good many sales are being closed and the timid prospects are being carded for attention later on and will undoubtedly come in handy to swell the summer sales."

Local Manager R. J. Whelen, of the Columbia Graphophone Co., when asked about conditions said: "I believe that the hoodoo has been scared away, as the first part of the month was bad, but toward the middle of the month business seemed to pick up and by the end of the month we were able to report a considerable increase over the same period of last year."

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a few days at the local store to make definite arrangements for remodeling the store, and the alterations will be well under way in a few days.

Mr. Byars, of the Aeolian Co., reports a splendid volume of business in the Vocalion department. He has recently added to his sales force K. E. Bartlett, formerly with the talking machine department of the Cable Piano Co., of this city.

The Denton Co., a new department store, is about to open at Columbus. It most likely will carry a talking machine line.

TO DEVELOP SUMMER BUSINESS.

Columbia dealers received from the company's advertising department last week two attractive circulars designed to aid in the development of summer machine and record business. One of these circulars is intended for distribution to every customer on the dealer's mailing list, and the other for mailing to summer hotels, boarding houses and clubs in the different localities. A letter accompanying these circulars comments upon the fact that there is every indication of the dance craze reaching high-water levels in popularity this summer.

Williams Victor Service

☐ Victor dealers who believe in anticipating their fall business by placing advance orders during the summer months will find it to their advantage to drop us a line in connection with supplying their wants now and in the future.

☐ Victor service with the Williams organization does not signify the mere filling of orders at the earliest possible moment, but means the extension of a sales co-operation which will give a quicker turn-over in numerous instances.

☐ The many years' experience in the Victor field behind each and every member of our sales force enhances the practicability of our suggestions, and we shall be very glad to outline our ideas as to what constitutes real Victor service.

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

THE TRADE IN NEW YORK CITY AND VICINITY

The month just closed in local talking machine circles has been characterized by a general feeling of optimism which is well substantiated by the reports of the leading and representative jobbers and dealers. As a whole, May business with the local trade showed a nice gain over last year, and although here and there the reports were not as rosy as in the previous months, the general consensus of opinion seemed to affirm the closing of a generally good business in both machines and records.

There has not been any material improvement in general retail trade circles in this territory for the past few weeks, and as a rule the different lines of mercantile endeavor are not as healthy as they were at this time last year. When this depression is considered, the remarkable prosperity of the talking machine industry is more apparent, and, as this prosperity has continued for some time to come, the dealers have every reason to feel optimistic and in good humor, notwithstanding the advent of the hot weather months.

"Buy It Now" Campaign During Summer.

The most impressive feature of the activities of New York talking machine dealers since the first of May has been the evident intention on their part to forego the old-time privilege of taking a complete business rest during the months of May, June, July and August, and to promulgate instead the doctrine of "buy it now," and the "now" being duly emphasized as any time during the summer season. When the subject is even casually discussed there is no good cause to be advanced why talking machines and records should not be sold with the same regularity during the summer season as in the cold weather periods.

As a matter of fact the trade is becoming imbued with the idea that opportunities exist for sales during the summer months which are not available in any other season of the year, and it is in pursuance of this essentially modern and wide-awake idea that there is a concerted campaign now being carried on to increase business in the former dull months which will make the industry a permanent twelve-month one, and not by any means a cold weather one. The daily newspapers contain many advertisements relative to the advisability of purchasing a small machine and an appropriate number of records for use during the vacation outing. It is urged that it is impracticable to move a large and costly machine to the seashore or mountains for a few weeks or months when a small machine will satisfy all necessary requirements. The educational phase of the campaign is well taken care of, and the familiar sales talks regarding the absence of any real enjoyment without a talking machine are more in evidence this season than at any period in the past.

Best May Business the Report.

"Our May business was almost double that of last May," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "It was by far the best May in our history, and even exceeded the sales totals of some of the other 1915 months, which is decidedly unusual. We have been able to secure some little stock of the higher-priced machines, enabling us to fill the orders of our dealers more promptly than heretofore. There is still a shortage

of stock, but it is not quite so serious as it was. The record situation has improved considerably, and we are in a position to give our trade much better service. We have already received a number of substantial orders for fall delivery, and we are urging our dealers to anticipate their requirements, wherever possible, for the rest of the year. During July and August we are going to have an extra supply of stock so that we can take care of those fall orders which are placed early. Any Columbia dealer who is short of stock next fall because he did not place his order in advance will have nobody to blame but himself."

New Style Victrola Arouses Interest.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, discussing the general situation, remarked: "Our representative dealers are very enthusiastic regarding the new style Victrola XVIII, which was announced a few weeks ago to retail at \$300, and believe that it will be a signal success. Some of those dealers with a very high-class trade even go so far as to say that they are certain it will supplant the Style XVI Victrola, which for so many years has been the standard and the instrument par excellence in the talking machine industry. Our general business is excellent, May showing a nice gain over last year, which made it the best May in our history. The record stock situation is good, but there is still a crying need for many types of Victrolas, particularly 9s, 10s, 11, 14s and 16s. These are all coming through in quantities which only enable us to keep our heads above water, but not in sufficient quantities to permit the accumulation of any reserve stock whatsoever. Our summer literature which we prepared for the use of our dealers is meeting with a very favorable reception and is producing noteworthy results."

Reports Gain of 30 Per Cent.

A gain of 30 per cent. in both wholesale and retail trade is reported by L. S. McCormick, manager of the Phonograph Corporation of Manhattan, 473 Fifth avenue, New York, Edison disc product distributor. Mr. McCormick said: "We are receiving more records from the Edison factory than at any time in the past, and the situation in both phonographs and records is better than ever. We expect that the Edison plant will double its capacity by September 1, which will permit our filling all orders with maximum promptness and efficiency. We have closed recent deals with quite a number of dealers in New Jersey and have increased our sales staff materially during the past few weeks, this force now consisting of F. W. Ritchie, A. W. Tocmies, Jr., W. C. Barrett and Douglas Langford."

Campaign Produces Results.

The campaign being carried on by the Columbia Graphophone Co. in local territory is producing many sales for the company's various dealers. At the present time summer outfits are being featured through the medium of "T" shaped advertisements in the daily newspapers, and the dealers are taking cognizance of the value of this publicity by using good-sized space alongside the main display.

Increases Motor Truck Equipment.

Landay Bros., 563 Fifth avenue, New York, Victor distributors, have just received from the factory of the Hurlburt Motor Truck Co. a new motor

truck which is one of the finest trucks to be found in New York City. The sides consist of a mahogany Victrola XVI, the design of which is faithfully carried out in every detail. The truck is striking and artistic to a degree, and the presence of the Victrola, coupled with the far-famed Victor dog trade-mark and the Landay name plate, comprise a design which is attracting the attention of all passers-by on the city's streets.

Charles Edison in the Retail Field.

Charles Edison, a son of Thomas A. Edison, head of Thomas A. Edison, Inc., has opened attractive warerooms at 10 Fifth avenue, New York, where he is meeting with pleasing success in the retail selling of Edison disc phonographs and records.

Working Tirelessly and Getting Results.

The G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., Victor distributor, is placing its sales and stock organization on a basis which is meeting with the hearty approval of its dealers. G. T. and S. W. Williams are working tirelessly in the interests of their clientele, and the steady growth of the business is a tribute to their energy and progressiveness.

TALKER AS MUSIC COACH.

Ingenious Use of Special Records for the Instruction of Music Pupils by Jules Louis-Elson—How the Lessons Are Prepared.

A new use for the talking machine is its application to giving music lessons of a most ingenious sort. Young students may thank Jules Louis-Elson for the invention of what the Scientific American calls an automatic coach that "will hold no terrors of scoldings or rapped knuckles, but will be found to be of infinite patience and ever ready to repeat the count or an example of instruction."

Mr. Louis-Elson makes on a single record a condensation into one lesson of all the musical counting or time-recording, or he extends this into twelve lessons, on six double-faced records. In the former case the 1, 2 count runs in one endless groove or circle; the 1, 2, 3 count runs on an inner groove and so on, until the counting is complete with six separate circles on one record.

In the case of a record giving a single lesson, on one side are examples cited by the instructor orally, on the other side is the oral count of beats; 1, 2; 1, 2, 3; 1, 2, 3, 4, etc. A specimen of the oral text is as follows:

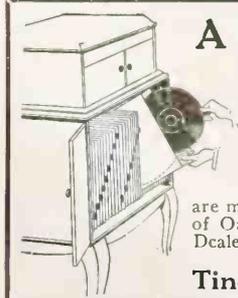
"For example, let us take the Presto form (the record plays twelve bars). Now, when you consult the printed music you will notice that the quarter, or C (as it is printed), is barred. This serves to indicate that one should count in two. The record now sings as a teacher does the previously played bars of the Presto, emphasizing the count: 1, 2; 1, 2. Thank you."

SERIES OF OPERA READINGS

Arranged for by the M. Doyle Marks Co., Elmira, N. Y., for Featuring the Victrola.

(Special to The Talking Machine World.)

ELMIRA, N. Y., June 3.—The first of a series of opera readings was held yesterday morning in Victrola Hall at M. Doyle Marks Co.'s piano and music store, 309 East Water street. The audience was an appreciative one. "Masked Ball" was chosen for the first reading and the opera was delightfully illustrated. The Victrola was used for the first reading, and Caruso, Amato, Tetrzini, Galski and Hempel, noted opera artists, were used in featuring the "Masked Ball." Plans are being formed to secure the assistance of local artists at the future readings to interpret the vocal and instrumental numbers. All lovers of fine music who are interested can get invitations to the series by application at the M. Doyle Marks Co.'s store, 309 East Water street. These readings are highly instructive as well as entertaining.



A More Convenient Record Cabinet!

This cabinet has a simple, indexed fling device enabling you to find or return any disc record instantly; prevents scratching and keeps records dustless. Perfectly efficient—nothing to get out of order.

TINDALE Record Cabinets

are made in suitable styles for record libraries of all sizes and in all finishes of Oak and Mahogany. Special Cabinets for Edison and Pathé Records. Dealers should write for our complete set of catalogues, No. 98.

Tindale Cabinet Company, 1 West 34th St., New York



NEW LOCATION

OF

THE LARGEST EXCLUSIVE VICTOR WHOLESALER

Your convenience considered in this New Home.
Centrally located—within five minutes of all Railway
Stations.

You can reach us readily—we can serve you that
much better.

LIGHT, AIR AND MODERN EQUIPMENT

make for the last word in efficiency.

You will appreciate this New Establishment.

COME IN AND SEE US!

NEW YORK TALKING MACHINE COMPANY

119 WEST 40th STREET, NEW YORK CITY

TELEPHONE BRYANT 6850



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



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

Columbia Graphophone Company
Woolworth Building, New York

PROTEST "ARTISTIC COSTS" IN DUTIABLE RECORD VALUE.

Interesting Point Brought Up by Victor Co. in Appeal Alleging Error in the Decision of the Reappraisal Board Affecting Duty on Master Records Imported from South America.

The development and perfection of the talking machine record is responsible for one of the most unique customs controversies in the history of the American tariff. It seems that for some years concerns manufacturing talking machines and discs have been accustomed to send abroad wax discs for the purpose of having human voices and musical instruments recorded. In this way records have been obtained of noted singers and musical organizations in all parts of the world.

There appears to have been considerable variance at the different ports as to the valuation put on the discs when returned to this country to be further manipulated and made into articles of commercial value. At Philadelphia, for instance, such discs were generally admitted for dutiable purposes as having a foreign market value of \$3, while at this port the general practice has been to pass them at \$5. Recently, however, the Treasury officials reached the conclusion that higher values should be exacted.

The customs men were ordered to include in the market value of the wax discs the compensation paid the artists or organizations singing or playing into the records. One of the first concerns to be affected by the new order was the Victor Talking Machine Co., which imported records secured in Colombia, South America. The Victor Co. appealed from the Custom House action, and was sustained by a single general appraiser. A full Board of Reappraisal, however, reversed the finding of the single official and upheld the Government. The importer has now appealed to the Board of Classification, alleging error in the finding of the Reappraisal Board. The indications are, it was said this week, that the test case will go to the Customs Court ultimately.

Albert H. Washburn, of Comstock & Washburn, who has been retained in behalf of the Victor concern, said last week that it will be maintained before the Board of Classification that the so-called artistic costs or compensation talent are no part of the actual market value within the meaning of section 3, paragraph L, of the present tariff law.

In defining the position of the Victor Co. in its fight against the inclusion of "artistic costs" in the foreign market and dutiable value of the wax records Mr. Washburn said:

"To summarize, we contend that the provisions of paragraph L include only such expenses and costs as are tangible and have to do with some physical or mechanical manipulation entering into and forming the articles imported. We contend it does not include the cost of setting light vibrations into motion, but has to do only with the cost of the operation of the machine by the needles making the visible impression or track upon the wax disc. Assume that the recording apparatus in the machine was set in motion and caught the sound vibration of a nightingale song. Could it be said that there should be an element of costs for the sound vibrations in such a case?"

"Is the situation any different because the sound vibrations are set in motion by the human voice for a consideration? There is a definite expense for the operation of the machine making these physical impressions upon the wax disc and for the supervision of the work. These are tangible elements capable of ascertainment. Appraising officers might tell upon the inspection that the article had been manipulated, but they could not tell whether the sound vibrations were produced by natural agencies or whether the tracings as such had any real value, or whether they had been paid for or not. If a dried plate in a camera were subjected to a snapshot exposure could the action of the light on the sensitized film be properly said to be a 'fabrication?' Similarly, can the recording of sound vibrations as opposed to light vibrations be any more properly characterized as 'fabrications?'"

TELLS STORY OF EXPANSION.

Remarkable Development of the Prominent House of Carl Lindström Which from a Small Capital Has Become an International Institution with a Capital of \$1,250,000 and a Surplus of a Million—Interesting Data.

In a recent chat with The Talking Machine World Otto Heinemann, managing director of the prominent house of Carl Lindström, with headquarters at 45 Broadway, New York, gave an interesting account of the growth of this concern in the past few years and the prestige which its products have achieved in this short space of time. Mr. Heinemann is well equipped to discuss the progress of the house of Carl Lindström, as in company with Max Strauss, he founded the company some thirteen years ago. It is due in a considerable measure to Mr. Heinemann's keen foresight and indefatigable efforts that the name of Lindström is so popular to-day, not only in Europe but in this country.

Referring briefly to the history of the house of Lindström, Mr. Heinemann said: "The Carl Lindström organization was started in 1902 with a capital of only \$15,000, which during the past thirteen years has steadily increased until to-day

the capital is \$1,250,000, with a surplus of \$1,000,000, all realized in the manufacture of talking machines, records, motors and accessories. The company is a holding company which controls nearly all the factories which are manufacturing records in Germany, and the output in the past year was about 500,000 machines and 13,000,000 records. These records include all classes and types of music in all the different languages, including the recordings of the Indian, Turkish and Arabian natives, etc. The machines vary in prices, including all models from the very cheap to the highest priced. Our house was the first European manufacturer to introduce a cheap machine within the reach of all purchasers, and this machine, named the "Record," was a material factor in increasing the popularity of talking machines in Germany and the Continent. We control the trade names of the following well-known brands of records: Odeon, Fonotopia, Favorite, Beka, Lyrophon and Dacapo.

"Some time ago we decided to enter the American market with our talking machine motors, which have been in use for many years in all parts of the world. We are well pleased with the reception accorded our products in America and, judging from the demand for our motors, the name of "Lindström" will soon be as well known here as it is abroad."

PHONOGRAPHS AND JEWELRY.

President Brightson of the Sonora Phonograph Corporation Tells the Owner of a Jewelry Concern Why Phonographs Are Preferable to Jewelry These Days.

The story is told at the Sonora headquarters by President Brightson of a large jewelry concern planning to put in phonographs but was undecided. It did not take long on the part of the Sonora representatives to summarize the reasons for handling phonographs as evidenced by this: "People are not buying jewelry. People are buying phonographs."

And it is true, for the people of this country are interested in phonographs. Interest means quick sales, according to all laws of salesmanship, and it is hardly necessary to add that this concern placed a large order for Sonora machines and are one of the most enthusiastic Sonora boosters.

"MAGNET" DECALCOMANIE NAMEPLATES

From the
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLE BY
MURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

**"FOR TALKING MACHINE"
CABINETS ETC.**

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

500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.

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

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (First Inland Road)
PHONOGRAPH DEPARTMENT
CLEVELAND

SOLE BY
WALTER D. MOSES & CO.
Oldest Music House in Va. and N.C.
RICHMOND, VA.

SOLE BY
J. E. STRATFORD
AUGUSTA, GA.

EDISON PERFECTS TELESCRIBE.

Great Inventor Announces Perfection of Device, a Combination of the Telephone and the Phonograph, Whereby Telephone Conversation May Be Recorded on Wax Record.

Thomas A. Edison, at sixty-eight, announces the perfection of the telescribe, a combination of telephone and phonograph, by which the telephonic conversation of persons 3,000 miles apart can be perfectly recorded on a wax record. Its completion gives Mr. Edison the credit for more than 1,500 inventions and more patents than ever have been issued to any other individual.

The telescribe consists of a sensitive telephone for desk use, with controlling buttons to operate a recording machine near by. It is so sensitive and so adjusted that the slightest vibration is recorded.

When he invented the carbon telephone transmitter and the phonograph, thirty-eight years ago, Mr. Edison conceived the idea of the telescribe. More than a generation of invention and scientific development is centered in the new apparatus, which Mr. Edison says "the world will soon recognize as a great commercial asset. It makes the telephone more useful, the phonograph more valuable, and both more necessary."

After the words of the telephoning persons are recorded on the wax record it, if important enough, may be preserved, or it may be used 100 times if the intelligence on it is taken by a typist and the record "shaved." What is known as a "telescript," a patented form somewhat similar to a telegram, is signed and mailed to one of the parties that has talked, should he desire an exact copy of the entire conversation.

When it comes to a long distance telephone call, which involves considerable expense, in the absence of the person desired, one in the office need only to press a button and the person at the other end may speak what he has to say into the phonograph, to be listened to later by the person for whom it was intended.

The popular idea of being contented is simply to have more than you can possibly use.

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.
12th Ave., 31st and 32nd Street
Paterson, N. J.

NEW MODEL OF VICTROLA

To Retail at \$300 Just Introduced—Design and Finish of Exceptional Beauty.

The Victor Talking Machine Co. announced last week the addition to its line of a new model Victrola which is designated as Victrola XVIII and which will retail at \$300. This new model is particularly noteworthy because of the exceptional beauty of its cabinet design and the detailed perfection of its construction. It furnishes a worthy addition to the Victrola line, and those Victrola dealers who have seen early samples of the new machine are enthusiastic in predicting its instantaneous success. It was placed on sale June 1, although the company suggests that its distribu-



New Victrola XVIII.

tors and dealers refrain from exploiting the new model to any extent for the time being owing to the very small supply available.

The Victrola XVIII has a matched mahogany cabinet with paneled moulding, swell front and sides, and contains twenty Victor record albums for 200 records. It is 48½ inches high, 23¼ inches wide and 25¼ inches deep. It has a 12-inch gold plated turntable, gold plated exhibition sound box, Victor tapering tone arm and goose-neck sound box tube, brake, speed regulator and indicator. Nickel-plated, extra heavy, triple spring, spiral drive motor (can be operated while playing) and all metal parts are 24 karat gold plated.

Referring to the cabinet of the new Victrola XVIII the Victor Co. in its announcement said: "This cabinet was designed and is manufactured in its entirety by our own cabinet factory. No expense has been spared in making this instrument representative of the very highest type of construction known to the art of cabinet making, and our dealers may announce it to their customers with a degree of pride that is unanswerable from a quality standpoint from any other source. Only the finest figured mahogany veneers (matched V-shaped) are used on its front and two sides, and the completed doors, sides and back are of 7-ply veneers, properly cross banded, which is the strongest and most costly construction known."

MUSIC AS HELP TO MUSCLE.

Sailors at the capstan, as well as soldiers on the route march, know the value of music as a help to muscle. They look for the swing in the ear, the brain, which goes into the hands, the arms, the legs, the feet. And when there is a big task to do it must be done with a trumpet, the pipes, the band, the whistle—anything that will give the swing.

TO RECORD ALASKAN INDIAN SONGS.

Expedition Sent to Alaska by Pennsylvania Museum for That Purpose.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 10.—The folksongs and lore of an almost extinct tribe of Alaskan Indians will be brought back here on phonographic records by an expedition that left the University of Pennsylvania Museum recently. The party is led by Chief Louis Shotridge, a member of the Chilkat Indian tribe, who has been studying anthropology at the university for some time.

With Chief Shotridge, who is highly educated, is his wife, also a member of the Chilkat Tribe. Much of the work of the expedition will be among this tribe, and so Chief Shotridge will be able to get unusual information. The expedition will remain in Alaska until autumn, and some remarkable results are expected.

TALKING MACHINE MEN MEET.

Devote Most of Monthly Meeting to a Discussion of the Ten Cent Record.

The regular monthly meeting of the Talking Machine Men, the organization composed of those engaged in the talking machine business in New York, New Jersey and Connecticut, was held on Wednesday evening, May 26, in the rooms of the Merchants' Association, in the Woolworth building. The greater part of the meeting was devoted to a discussion of the ten-cent record question; the inroads the cheap record has made into the sale of the standard priced records, and methods for combating the new development. No definite action was decided upon, but a letter was drafted to be sent to the talking machine dealers in general, asking for an opinion on the ten-cent record question.

Lots of men are slaves to money, but then the world is full of emancipators.

Make Your Machine of Double Value!
Use The

TONE-O-PHONE ATTACHMENT

It enables owners of Victor and Columbia Machines to play Edison Diamond Disc, Pathe, Rex, Crescent, and all up and down cut Records on their Machine with a Permanent Sapphire Point or Diamond.

Better than others because it is easy to attach and works perfect.



TONE-O-PHONE Attachments Retail at \$1.00 each. Sapphire Points for Playing Edison and Pathé, \$1.00 each. Diamond Points for Edison Disc only, \$5.00 each. Dealers' samples 50% discount, state kind of attachment and jewel wanted.

TONE-O-PHONE CO.
218 So. 12th Street, Philadelphia, Pa.

FROM OUR EUROPEAN HEADQUARTERS

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

Conditions More or Less in Conformity with Expectations—One or Two New Revues Which May Stimulate Demand for Records—Everybody Helping in the Effort to Continue Business "As Usual"—Interest in Recent British Industrial Fair—Death of E. D. Easton Regretted—John Coates Leaves the Opera Stage for the Trenches and Has Obtained a Commission in the Army—Little Damage Caused by Fire at Barnett, Samuel & Sons Premises—W. H. Reynolds' Busy Plant—Hunting with Pathé Frères—News of Month.

(Special to The Talking Machine World)

LONDON, E. C., June 4.—A recent run round the trade in London brings to light the pleasing fact that conditions are generally regarded as being more or less in conformity with expectations. And since expectations do not soar to meteoric heights these days, there are few traders to be found who can truthfully express disappointment with the course of things in general, and their own trade in particular. That, by the way of preliminary, paves the way of disclosure that gramophone trade circles find no great difficulty in keeping abreast of the demand. In short, as our friend Micawber would say, we are waiting for something to turn up. There is the stand-by of one or two new Revues of which the various record manufacturers are making the most in the way of quick issues, and in consequence fairly good sales, but beyond this a much needed stimulant is required to offset the noticeable descent into more or less indifference on the part of retail houses. The feeling doubtless exists that with the advent of fine weather business is rapidly declining in bulk and it is useless to continue active operations. That is unfortunately the case with a growing circle of dealers, who apparently fail to realize that luxury trade to-day depends not on what people come to buy so much as on that real effort of salesmanship which has kept sales a hundred per cent. above expectations since the fateful day when war broke out. Some good persons describe the slogan, "Business as usual," as a parrot cry devoid of all sound intelligence. In my peregrination of the musical instrument trade these eventful months I have concluded that without that slogan trade would have seriously suffered. By reason of that stimulating tonic, for I can call it nothing else, many a faint-hearted individual has been brought to a realization of the necessity to make a real effort to maintain active operations "as usual." It is solely due to individual effort that we are able to-day to look back upon a really satisfactory season. From such a foundation the well-spring of optimism arises in an atmosphere of encouragement and hope, which we need in full measure to carry us

on through the trying and difficult time ahead. Let all those who would "ease up" take good heart and persevere, not alone from selfish motives, but in the knowledge that our resources, financial and otherwise, are thereby strengthened to carry this terrible world war to a successful and more speedy conclusion. Rout the common enemy, laugh at the pessimists, and continue a real effort to conduct business "as usual!"

The British Industries Fair, 1915.

Under the auspices of the Board of Trade, the above trade fair was held May 10-21 at the Royal Agricultural Hall, London. The exhibits were solely confined to goods of British manufacture, or mainly so, enemy products in any shape or form being, of course, entirely excluded, and consisted of toys, glassware, stationery, printing and advertisement designs, etc. It was a remarkable example of what British houses can do, and buyers from neutral Continental countries familiar with the Leipzig Messe said the comparison was highly creditable to Great Britain. As a matter of fact, the exhibition proved an eye-opener to most visitors, who turned up in their thousands, despite the fact that the general public was excluded. Of musical houses, the only representation consisted of three gramophone firms, whose exhibits attracted much attention. Messrs. J. E. Hough, Ltd., of "Edison-Bell" and "Winner" record fame, occupied a large booth, where was prominently and attractively displayed examples of their popular records and instruments. Alex. Hesse, in charge, informed me that many new accounts had been opened up, substantial orders having been booked from trade buyers all over the country. A part of a further consignment of records for the British forces was displayed and naturally aroused considerable interest on the part of visitors.

Much Regret at E. D. Easton's Death.

Throughout British gramophone trade circles the news of Edward D. Easton's passing caused profound regret, and personal grief to many of his more intimate friends in this country. On all sides sympathetic expressions were voiced, the general feeling being one of great respect for the kindly personality and gifted commercial accomplishments of the deceased, whose name goes down to posterity not alone as the founder of the Columbia Co., but as one to whom is due in great measure the credit of lifting the merely mechanical within the realms of musical art. The loss of his administrative influence and valuable advice will be felt.

Lack of Skilled Labor.

In common with most industries, the gramophone trade, in many departments, has been much affected by the lack of unskilled as well as skilled labor. Men and youths have enlisted in unprecedented numbers; in fact, employers unselfishly

encouraged their staff to consider the needs of the country first, last and all the time. In this connection a London suburban council recently had under discussion the question of giving further encouragement to the council employes, such as dustmen, etc., to join the army. Objection was raised by one councillor on the ground that these men were performing a useful and very necessary work and rightly suggesting that pressure should rather be exercised on employes of luxury trades, as, for instance, the musical industry!

Columbia-Reynolds Case Postponed.

In the courts a pending action by the Columbia Graphophone Co. against W. H. Reynolds, Ltd., was mentioned to Justice Sargant. Defendant's counsel applied for leave of postponement until after the war on the ground that several important witnesses were not available. Opposing for plaintiff, counsel denied that the witnesses mentioned were essential. It was a passing-off action and his clients were claiming an injunction to restrain the defendants from manufacturing and selling records under the name of Reno. His Lordship granted a postponement until July 1, and said plaintiff could apply for an interlocutory injunction if they found the records were being sold in the interim.

John Coates Off to the Front.

Sacrificing his musical career, John Coates, the eminent singer, applied for and has now obtained a commission in H. M. army. He is gazetted as lieutenant with the 5th West Yorkshire Regiment. When in Bayreuth on August 1, at the last performance of "Parsifal," the spectacle of every German singer being mobilized made such an impression on Lieutenant Coates that he immediately returned home and went into training with a view

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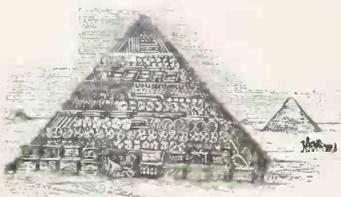
We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Write for Complete Lists

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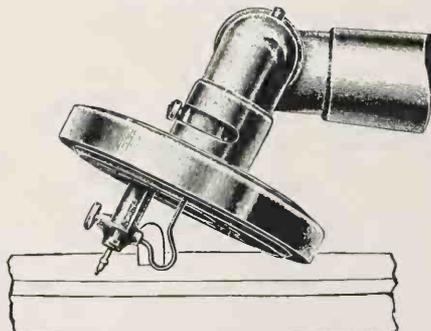
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

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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 50).

to serving his country in the same way. All honor to him!

Offering Records of New Revues.

Not content with securing the services of the original artists for the making of "The Passing Show of 1915" records, the "His Master's Voice" directorate now announce another fine issue of popular items from the latest Revue, "5064 Gerard," in which fox trot music figures prominently. These fine discs are spoken of by dealers in words of high praise and special satisfaction is evinced in the prompt issue of this merry Revue on records made by such high artistic talent as is laid under contribution by The Gramophone Co., Ltd.

The Palace Theater orchestra, conducted by Herman Finck, contributes in the form of a pot-pourri additional "hits" from "The Passing Show of 1915," and it may be said right here that no finer records of this attractive Revue are obtainable.

This brief note would be incomplete without reference to another "H. M. V." special issue, that of two new records by the one and only Harry Lauder, described as the highest-paid entertainer in the world. These records are twelve-inch and carry two tuneful numbers—"The British Bulldog's Watching at the Door" and "Jean," both of which are down to Lauder's own composition.

Of the ordinary supplementary lists which reach me too late for detailed mention, it remains to be said that "H. M. V." quality speaks on every line in respect to tone, volume and artistic talent.

Fire Causes but Little Damage.

Messrs. Barnett Samuel & Sons, Ltd., musical instrument manufacturers of 32-36 Worship street, London, advise me that the recent outbreak of fire on their premises caused but a temporary inconvenience and that business is now being conducted as usual. On the top floor, where the fire originated, a representative stock of gramophones and parts was entirely destroyed and smoke and water seriously damaged a big stock of small musical instrument goods on the floor below. The loss,

however, is fortunately not so great as was at first believed, though for that matter the destruction of valuable stocks just now, when supplies are not abundant, is to be deplored. Nevertheless, the company reminds us that it is in a position to promptly fill all orders.

W. H. Reynolds' New Factory Ready.

Further expansion is the order of the day with W. H. Reynolds, the man of many parts. A new factory at Craven street, London, acquired but a few weeks since, is now equipped with an up-to-date plant, which, in full operation at the time of my visit, was merrily turning out motor parts, tone arms, sound boxes, wheel cutting and a hundred and one other items necessary to the maintenance of Mr. Reynolds' reputation as the supplier of any part of any talking machine ever made. Upon a future occasion I shall have more to say apropos the real enterprise shown by this house.

"Guardsmen" Repertory Increasing.

For the average dealer at home and abroad it would be difficult to recommend a more suitable batch of records than that issued this month by Invicta Co., whose "Guardsmen" repertory is increasing each month by the regular addition of known selling titles. The full catalog contains popular items by most well-known composers, sung or played, as the case may be, by artists of proved ability in public estimation.

A well-varied selection of "Guardsmen" records (ten-inch double-sided) is issued this month, and among the items to be specially noted are: (467) "Wedding March" (Mendelssohn) and "Preciosa March," delivered in fine style by the Guardsman Military Band; (468) "Caro Nome," from Rigoletto, and "Your Tiny Hand Is Frozen," from La Boheme, both sweetly rendered by violin, flute and harp trio; (469) "An Emblem" and "My Violet," sung by Eric Morgan, baritone; (471) "All Aboard for Dixieland" and "Honeymoon Train," duets by Messrs. Fanning and Fortune; while on (476) Alf Weston treats us to a couple of good numbers—"My Old Iron Cross" and "The End of My

Old Cigar." Also included in the list are several other good selling titles, which are popular this side. Notwithstanding the high standard of quality maintained, the "Guardsmen" disc is sold at a competitive price, leaving a very fair margin of trading profit. Those interested should refer to the company's announcement elsewhere in this issue.

Mechanical Rights Society to Continue.

Originally formed for a provisional term of three years, the Copyright Protection Society (mechanical rights), Ltd., at an extraordinary general meeting of the members has resolved to continue its operations owing to the satisfactory results achieved during the period named. The society was established in April, 1912, to collect and distribute royalties and to exercise and enforce all rights on behalf of its members, who are composers, authors and publishers of musical works, in respect of reproductions of such works by mechanical contrivances. By courtesy of Messrs. Chappell the meeting was held at 50 New Bond street, London, W., and was presided over by Lionel Monckton.

New Zonophone Records for June.

For June the Zonophone Co. issues another choice selection of records, well calculated to enjoy the approval of the great gramophone public. Last month the Zono musical director announced a special issue of the Italian national anthem, and now that Italy is embroiled in the European conflict the company is reaping the benefit of its far-seeing policy, there having set in a huge demand for this record. Other records in keeping with the times figure on the latest supplement, which I can but commend all wise dealers the world over to investigate. It is a business suggestion pregnant with great possibilities.

June List of Coliseum Records.

The June Coliseum Record program is one of exceptional comprehensiveness and bespeaks a careful choice of numbers pertinent to the present de-

(Continued on page 52.)



"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., Gräben 29, Trattnerhof 1, Vienna 1, Austria.

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

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

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

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

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

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

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

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

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

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

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. Haaburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

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

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

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

GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES

REGISTERED



TRADE MARK

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

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:

YOU ARE
PAYING
TOO MUCH FOR
GRAMOPHONES
AND RECORDS.

A GLANCE
AT OUR
CATALOGUES
WILL
CONVINCE
YOU.

FROM OUR LONDON HEADQUARTERS—(Continued from page 51).

mand. Of the latest musical phase, fox-trots, there are several selections contributed by the Royal Military Band in sparkling fashion. On record 758 the Gaby fox-trot is said to be the first issue of the "Rosy Rapture" series on eighteen-penny discs. Handel's "Largo" and "Melody in F" (No. 761) as violin, flute and harp solos must be spoken of in terms of high praise; it is a fine record. "Tip Top Tipperary Mary," "Which Switch Is the Switch, Miss, for Ipswich," "I Saw Six Short Soldiers" and many other up-to-daters may be backed as fine sellers. In addition to the pick of the fox-trots from the Rosy Rapture Revue, the best from "5064 Gerrard" are also to be found on the Coliseum list.

Russell Hunting in Charge at Pathé Frères.

An important managerial change has recently occurred at the London branch of Messrs. Pathé Frères, Ltd. No less a person than Russell Hunting is now in charge, and under his able direction the business of this great house is bound to progress even more satisfactorily than heretofore.

Smallest Portable Gramophone.

Commercially, the gramophone trade has been outflanked by the enemy; its lines of supply cut. There is no desire to restore the line on its original track, for we have been able to tap new sources altogether. In one direction, however, the trade has not yet achieved complete success. I refer to the supply of metal trumpets, in which, despite certain British efforts of a praiseworthy character, there is a lamentable shortage. It has produced an increased demand for so-called hornless instruments, and every house now features this type. One of the newest in design is the Compactophone, to which I make special reference partly because of its unique features and partly from a feeling of pride that England has given a lead to the whole world in this department of gramophone development. Even America, progressive though she is in most walks of commerce, is very much behind the times in the production of portable gramophones. On this side of the water the latter type is growing in popularity and we no longer regard it as a summer line only. To-day the portable gramophone is a very strong competitor of the exterior-horn machine, and occupies a place in the stock of every dealer. On the market only a few months, the Compactophone now enjoys a leading position as the smallest and most complete portable gramophone extant. In a word, it has won the approval of trade and public alike both in home and oversea markets. Put up in a highly polished, solid oak cabinet with leather handle, it is equipped with good mechanism throughout and has a carrying capacity for twelve double-sided records. When closed the whole outfit is within the measurements of 14 x 11½ x 7 inches! A marvel of compactness, which notwithstanding allows for a sound chamber of average length. The total delivery falls little short in volume to that of a much larger instrument and in point of all-round quality the Compactophone reproduction is a veritable surprise. This won-

derful little machine is instantly ready for use, requires no dismantling of any kind and is therefore without question the ideal for outdoor use, or, for that matter, home use also. No wonder the whole trade has taken it up with avidity! The makers in consequence are about as busy as they well can be.

Record Made by Browning.

Joseph King, M. P., is reported to have presented to the Browning Institute, Walworth road, London, a record made by the famous poet in commemoration of whose name the settlement was founded many years ago. It is said that the record was made by Browning in 1889, the year of his death, which fact once again brings into prominence the wisdom of encouraging our modern writers, leading actors, men of science and of all the arts to hand down for posterity's sake representative vocal examples of their distinguished accomplishments. In this connection it is pleasing to recall that James E. Hough possesses an historic collection of many a voice that is still; W. E. Gladstone and Florence Nightingale among others of happy remembrance. Time and age has unfortunately seriously impaired the delicate sound waves of these records, but complete sentences may still be heard with satisfactory distinctness.

Fair Attendance at Music Trades' Convention.

Notwithstanding present circumstances, a very fair attendance was put in at the recent music trades convention held at Blackpool, but, as on former occasions, the gramophone trade was very poorly represented. It would be well next time to organize an intelligent and impartial representation of so important an industry in contradistinction to the expression of personal opinion satiated with confusion, as was unfortunately the case this year.

Records of Lauder Piper Band.

Not long ago Harry Lauder, the famous comedian, added greatly to his popularity through his organization of the Lauder Piper Band to aid in the work of recruiting and making himself responsible for its management and upkeep. The

Columbia Co. was quick to realize the opportunity presented for making records of the Lauder Piper Band and secured exclusive permission from Mr. Lauder to make recordings of the band's playing, sending their recording experts to Glasgow for that purpose. Three of the records have already been listed, two of the full band and one of a solo by Piper Charles Smith.

Issue Brochure on the Fox-Trot.

The Columbia Co. has just issued an attractive eight-page illustrated brochure on "How to Dance the Fox-Trot," which was written by Miss Joan Sawyer, who first introduced the dance in public in New York. The brochure contains a list of the fox-trot records issued by the Columbia Co.

New Columbia Artists.

Two recent additions to the Columbia list of artists are Fraser Gange, the young Scotch baritone, who has met with much success in ballad concerts and has appeared before H. M. the King and H. M. the Queen, and Gerald O. Brien, the new Irish tenor, who created much enthusiasm at the Chappell Ballad Concerts last season. Pablo Casals, the world-famous cellist, has also made his first records for Columbia this month.

DEATH OF R. V. GRAHAM.

The many friends of Jake Graham, the widely known talking machine man of Liverpool, will sympathize with him deeply in the loss which he has suffered through the death of his only son, R. V. Graham, a soldier in the English army. He was killed in action on May 15, and in a personal communication the commander of his company praised the bravery of the young soldier.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., May 31.—In the summary of the exports and imports of the commerce of the United States for the month of March, 1915 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for March, 1915, amounted in value to \$47,334, while records and supplies for March, 1915, amounted in value to \$55,576.

A man who had received a jury notice pleaded deafness as his excuse for not attending.

"I really am deaf," he said to the clerk who was enrolling the names.

"Prove it," said the clerk.

The man hesitated, then his face brightened as an organ commenced to play in the street outside "Can you hear that organ?" he said.

"Yes," replied the clerk.

"Well, I can't," replied the man triumphantly.

Sequel: The judge excused him for stupidity.

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



The best piece of record-selling literature is just off the press—the new Summer edition of the Columbia Double-Disc Record Catalogue. It lists hundreds of selections that your customers want right now. Ask for a copy and see for yourself.



(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

GENERAL ACTIVITY THE RULE IN CANADIAN TRADE.

Columbia Graphophone Co., of Toronto, Reports Big Increase Over 1914 Business—Vanaphone Co., Ltd., Latest Entrant in Toronto Trade—Prize Offered for "Tipperary" Window Cards—New Type of Machine—Doherty Piano Co., Winnipeg, Has Sonora Line.

(Special to The Talking Machine World.)

MONTREAL, CAN., June 6.—Business for the first four months of this year with the Columbia Graphophone Co., of Toronto, has made a showing which totals more than the eleven months of 1914. And if it could have supplied the demand the increase would have been even greater.

Under the title of Vanaphone Co., Ltd., a Dominion charter has been taken out by a number of law students and a bookkeeper whose employers, according to the Toronto directory, are the law firm of Day, Ferguson & O'Sullivan, "to manufacture and deal in talking machines, gramophones, phonographs, musical instruments and supplies to be used in any way in connection with the same." The company, whose headquarters are to be at Toronto, is capitalized at \$200,000. The charter is a comprehensive one, embracing a wide range of activities.

In connection with the special Columbia record giving David Bispham's rendition of "It's a Long Way to Tipperary" the Music Supply Co., of Toronto, inaugurated a prize contest. It offered cash prizes, running from \$5 to \$10 in cash, for the best window cards featuring this record.

Mr. Fitch, Western manager for Babson Bros., Edison phonograph dealers, is at present on an extended visit to Portland, Ore., combining business and pleasure.

The Music Supply Co., Toronto, Ontario, distributor for the Columbia, has just started on its fifth year better equipped than ever with clean stock, complete lines and rapid dispatch facilities to give the efficient service, which, combined with Columbia quality, has made this firm what it is. April, 1915, just doubled last April, which shows the popularity of Columbia products in the territory represented.

The Columbia Graphophone Co.'s Winnipeg, Man., manager, Robert Shaw, has no complaints to make in regard to Columbia business, as he finds it is keeping up to the mark. Goods are now being received steadily from the factory.

The Canadian Phonograph & Sapphire Disc Co., Western distributors for the Pathé Frères Pathophone, with headquarters in Winnipeg, Man., is handling a goodly number of these machines and considers prospects for the immediate future as very good.

The Doherty Piano Co., of Winnipeg, Man., is now handling the Sonora disc machine, and has so far met with good success in the introduction of these goods. A new type is being added to the Phonola family of disc talking machines by the Pollock Manufacturing Co., Ltd., of Berlin, Ont., which is quite a radical departure from anything on the market. This is the invention of A. H. Walker, secretary-treasurer of the company, and the principle is strongly endorsed by experts in Canada and the United States who have seen a model. Skilled musicians have pronounced on the

wonderful tone improvement that is gained by means of a series of resonant chambers. These are scientifically arranged sizes and have the effect of clarifying and amplifying the tone.

M. S. Phelps, president and general manager of the Brantford Piano Case Co., Ltd., of Brantford, Ont., reports very pleasing business in talking machine cabinets. Mr. Phelps recently visited Montreal.

W. Depocas, of the Canadian Graphophone Co., Montreal, distributors of Columbia lines, visited the firm's Canadian factory in Toronto recently. This company is planning for even greater business than it has yet handled.

Geo. H. Rife, Brandon, Man., is opening up a retail store and will feature along with pianos the Columbia line.

J. A. Sabine, of the Music Supply Co., Toronto, considers that his recent treatment at Battle Creek was wonderfully efficacious. He returned in good time and good shape to see April sales of Columbia products by his firm just double those of the same month last year.

The Berliner Gramophone Co., Ltd., Montreal, was among the heaviest subscribers to the recent campaign in aid of the funds of the Red Cross.

A recent artistic window display of Heintzman

& Co.'s Hamilton, Ont., branch showed a background representing a drawing room containing a Model XI Victrola. The first prize at the Country Store Nite at the Francois Theater, Ottawa, was a model IX Victrola.

The Dominion House Furnishing Co., Ottawa, Ont., in conjunction with its business, has opened a talking machine department and will feature the Columbia.

The T. Eaton Co., Ltd., Winnipeg, Man., branch in its daily newspaper announcements is exploiting the Mastrola, which it advertises to retail at \$10.

Professor George W. Sheffer, of Montreal, who is demonstrating every evening the latest and most modern dances at C. W. Lindsay's, Ltd., Kingston, Ont., branch, with the aid of the Victrola and Victor records, is drawing capacity houses, the S. R. O. sign being conspicuous every night. The admission is through complimentary tickets distributed by the house of "Lindsay."

"Victrola dance to-morrow night at Metropole Hall" is the way the proprietor of the hall in Sherbrooke, Que., advertises his weekly dances.

The Guardsman Record Agency, 210 Board of Trade building, Montreal, operated by the Urban & Suburban Publicity Agency, is handling in Canada Guardsman records and machines manufactured in England.

The directors of the American Graphophone Co. met at the company's executive offices last week and declared the regular quarterly dividend of 1½ per cent. on the preferred stock, payable on July 1 to stockholders of record June 15.



A Real
Practical
Talking Machine

Now within the reach of all.

THE TRITON PHONOGRAPH

Guaranteed to play all makes of needle disc records as perfectly as the highest priced machine. Sturdily made, compact, easily portable. Fine for summer use—camping, picnics, outings, summer cottage, etc.—for entertainment and dancing. Can supply a fine carrying case at low figures. The "Triton" is a \$10.00 retail value. Big discount on quantities. Write for particulars.

THE TRITON PHONOGRAPH CO., 41 Union Square, New York

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 9.—It is the writing of the same story over again so far as the talking machine business was concerned the past month. It was merely a repetition of every other month of the year. Not a dealer in Philadelphia but finds that his business was substantially ahead of last year, with a promise that this month was going to be another record breaker.

It is a little less than marvelous the way business is keeping up. There are less complaints than at any time during the year of a shortage of goods, especially as to the most popular of the records. The firms seem to be in excellent shape with machines and records, with a promise of a continuation of this condition, which is undoubtedly most gratifying.

It has been a long time since we were able to

record a new Victor store in Philadelphia. This firm has pulled the reins so tightly that it looked as though Philadelphia was to have no further dealers.

This is not the case, however, for in May a new Victor store was established at 228 Market street

from 85 per cent. to complete, which is a remarkable situation. The machine situation has not improved as much, and there is considerable of a shortage on the \$75 machine.

Lit Bros. have been enjoying a fine business in their talking machine department, and have just



The Attractive Showrooms of the Brown Talking Machine Co. in Philadelphia.

by the Brown Talking Machine Co., which handles the Victor goods exclusively. The store, which is being managed by H. C. Brown, Jr., who is a son of the advertising manager of the Victor Co., is most attractively furnished and equipped. A full line of Victor products is carried. The handsome soundproof booths were erected by Geo. W. Smith & Co. Inc., Philadelphia.

Louis Buehn, of the Louis Buehn Talking Machine Co., reports that the business of his firm in May was very good and considerably ahead of last year, and with apparently no prospect of falling off in June as the first week has been very good in spite of the unseasonable weather. Mr. Buehn says the situation on records has improved considerably, and that they are now filling stock orders

given a contract for some new booths to be added to their department.

Manager McCarthy, of the piano department of Gimbel Bros., who took over the talking machines on the first of May, reports that the month showed a good gain. F. G. Wurtele has been placed permanently in charge, and Mr. McCarthy has removed the sheet music department, which was adjoining, to the basement of the store.

The Pennsylvania Talking Machine Co., Walter L. Eckhardt in charge, has had a most satisfactory May. An increase over last year of 100 per cent. is reported in every department. The past week Mr. Eckhardt has been both in New York and Baltimore.

The Dictaphone business of the company has

*“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*

A Record Record

90% of all orders for Victor records are filled completely. Think of this when you need records.

And remember that all orders are filled on the day received.

Buehn Record Service practically guarantees your getting ALL records desired. If you want some special numbers, tell us and test Buehn Service.

Louis Buehn Co.
Philadelphia

VICTOR EXCLUSIVELY



The long wear of Columbia Double-Disc records, and the standard price—65 cents—are features that printed words hardly convey. But in practice there is no mistaking them. They are features that are peculiarly Columbia.



(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

been exceptional in May. It has supplied the following firms, some of them with a great many of these instruments: The R. M. Hollingshead Co., the Standard Underground Cable Co., the Link Belt Co., of Nicetown (fifteen machines); the Fairbanks Scales Co., Charles L. Clauver Co., Jones & Baker Co., brokers; Henry K. Mulford Co., drugs (twenty machines); the Electric Service Supply Co. (twenty-five machines); E. Sutro

TO HOLD ITS FIRST ANNUAL OUTING.

The New York Talking Machine Co., on June 19, Will Have a Great Reunion of Its Forces at Whitestone Landing, L. I.—An Excellent Program Prepared for the Occasion.

The New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, will hold its first annual outing and games Saturday, June 19, at Duer's Estate, Whitestone Landing, L. I., N. Y. A feature of the day's outing will be the annual game between the baseball teams representing the married men and the single men. The rivalry between these two nines is keen and spirited, last year's contest being decided in favor of the Benedicts after an exciting ninth inning rally. The married men are confident of repeating their victory this year, as they have a reversible battery in Arthur D. Geissler and Blaine Damon, both of whom were college players of signal ability and who can pitch or catch with equal proficiency. V. W. Moody has promised to again perform in the role of "pinch hitter," although he is being urged to play the whole game instead of wielding the bat at critical moments.

There will be prizes for every game on the program, the plans calling for a 100-yard dash, shot put, relay race, ladies' race, junior race, swimming race, etc. There will also be dancing and bathing, and a gala day is assured.

The man who lacks principle can't hope to attract much interest.

SONORA EXHIBIT IN GRAND RAPIDS.

Interesting Display Will Be Made at the Grand Rapids Furniture Exchange During the Great Exposition of Manufactured Products to Be Made in That City During July.

The Sonora Phonograph will be exhibited at the Grand Rapids Furniture Exchange during July when the buyers of this country convene in Grand Rapids, Mich., for the purpose of seeing the industrial developments of the furniture and allied lines. The exhibition will be in charge of C. L. Marshall, Middle Western traveler for the Sonora Phonograph Corporation, Inc., 57 Reade street, New York, who, as a result of his travels, already has a large number of prospects planning to visit Grand Rapids to see the exhibition.

VICTOR-MACY CASE ARGUED.

The appeal in the case of the Victor Talking Machine Co. vs. R. H. Macy & Co. was argued recently in the United States Circuit Court of Appeals, New York. As is customary in this court, decision was reserved, but there is every reason to believe that an opinion will be handed down in the next few weeks. The original case was decided in favor of R. H. Macy & Co. in the lower court, this decision dismissing the complaint of the Victor Talking Machine Co. asking for an injunction to restrain R. H. Macy & Co. from cutting prices on Victor Talking Machines and records.



H. C. Brown, Jr., the Latest Victor Dealer. & Co., W. J. Grandfield, William Sellers & Co., Pyrene Manufacturing Co. The Atlantic City representative, Joseph Piacentini, has closed sales with Lee Washington and Godfrey Gideings Read, eminent Atlantic City attorneys; the Scranton agent, R. E. Prendergast, sold the United States Lumber Co., and the S. M. Lee Coal Co.,

Messrs. Blake & Burkart, the biggest handlers in this city of the Edison, are gratified with their business for May. Regarding their disc business Mr. Blake says: "The Edison disc is making friends in this city rapidly and every day the campaign by the force from New York is telling among the local dealers. Two men still remain here to conduct this campaign, while the rest of the force is now working in Atlantic City. They expect shortly to open warehouses there along the boardwalk. They have already reached in Philadelphia more than 250,000 people. They report that machines and records are coming through promptly on order, and they are sending out a great deal of literature preparatory to a vigorous fall campaign. All the other Philadelphia handlers of the Edison disc are well satisfied with the business they did in May.

Connected with the Penn Phonograph Co., Victor distributor, 19 South Ninth street, Philadelphia, are three active business builders who are doing considerable work in spreading the gospel of Penn service. These are: L. P. Brown, T. R. Clark and Morris Fitzpatrick. All three gentlemen specialize not so much in seeking business for their house by the direct work, but rather assist dealers in distributing Victor merchandise by helping in retail sales and general management. T. W. Barnhill, manager, reports business in excellent shape for this season of the year.



EDISON 80 is the style that looks best with this style No. 429 Udell cabinet. Notice the harmony in design, making an ideal combination. 120 Edison disc records can be filed in it. Height is 34 inches; width 18¾ inches; depth 24⅞ inches.

This is only one of the many Guaranteed Udell cabinets; it represents true quality and sells the easiest to people who know cabinet-value.

Feel safe in ordering several of these direct from the ad, and when you get the price, its lowness will surprise you.

The UDELL WORKS

1205 WEST 28th STREET
INDIANAPOLIS IND.

UDELL

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.**

MAY ONE OF THE BIGGEST MONTHS IN KANSAS CITY.

Business in Machine and Record Field Satisfactory—Dealers Optimistic About Summer Trade—Arthur Trostler Booms Talking Machine on Prosperity Special of Commercial Club—How Retail Manager Ivey Interests Merchants in Columbia Line—Month's News

(Special to The Talking Machine World.)

KANSAS CITY, Mo., June 8.—The talking machine dealers in this city and territory ended one of the best business months that they have ever had. Not only was the business good at the stores that sell for cash, but at the others the collections came in in fine shape. The only complaint of the business that the dealers have had to make during the month is the same old one of not being able to secure enough machines for the trade. The factories have only been shipping the smaller machines in the large numbers that are needed to meet the demand, and the dealers are always more anxious to sell the larger ones than the smaller ones.

One of the foremost dealers says that if it were possible for him to unload a carload of talking machines every two days he would sell every one of them. But as it is not possible for him to do this he has to book orders on machines of the quality that cost more than \$100 at least two months in advance and in some cases earlier.

Most all of the dealers believe that the big business in the talking machines will continue during the summer.

The record department has shown a remarkable increase in the last month, although it has experienced the same difficulty as the talking machine department inasmuch as the supply is limited and not enough of the best records can be had quick enough for the trade. The camping parties and vacation seekers have helped greatly to cause the increase in the record department.

Arthur Trostler, manager of the Victrola department at the Schmelzer Arms Co., recently returned to the city after a nice, long trip in quest of better business with members of the Commercial Club of Kansas City. The special train, known as the "Prosperity Special," that carried representatives of nearly every line of business in the city, was routed through four States, Texas, Oklahoma, Kansas and Missouri. When Mr. Trostler arrived in Kansas City he said that the conditions that he found in the talking machine business throughout this territory were of the best owing to the prospects of this year's crops. He says that it did not take much talking to convince the people at the various stops that now was the time to buy and the thing for them to buy was talking machines. Mr. Trostler is confident that more Victor machines will be sold as a direct effect of this

trip than would have been sold had not the Commercial Club started this sort of trade boosting proposition. On returning to the store he says he found the business progressing in nice shape regardless of the fact that it had been raining for nearly two weeks steady. The sales amounted to nearly as much as they do in good weather. Mr. Trostler says that he is a trade booster first, last and all the time and he likes the optimistic view of the situation that the other business men took on the trip which almost exactly coincided with his own.

M. M. Blackman, manager at the Edison Shop, reports an excellent increase in business for the month despite the inclement weather. Larger machines are having the call, while records show a nice increase.

E. A. McMurty, manager of the Columbia Graphophone Co., says that business has been increasing nicely for the past month and a limited number of new dealers have been added to the distributing branch each week.

H. J. Ivey, retail manager of the Columbia Graphophone Co., has been making a special effort during the past month, and successfully, in securing foreign-born merchants as dealers in its machines—such as Italian, Greek, Croatian and others. He says: "Although the merchants of this class are usually the best educated of their nationality in the city, and the men of most influence among their countrymen, they are suspicious of the promises and methods of the American business man. The best way to gain their confidence is to be always equipped with one of the Columbia catalogs printed in their native tongue and to carry a demonstrator with you with several of their native records. Even then they will stand in one corner and listen with open eyes and mouth at the first few selections before they attempt to pass any criticism on it. They will listen to the contracts that I have to draw up with them, and often cannot see that it is a wise move to invest several hundred dollars in the talking machines and receive merely the goods and the dealer's promise that they can sell the goods and get the money back. After using all the persuasive powers possible a man will usually take a few machines to try out. Then he plays them for nearly every customer that comes into the store. After a week of a thorough tryout he succeeds in selling several

machines. And this class of merchants become some of the best dealers in the city, for they can sell the talking machines to people that the American shop and store could never reach. They also have another advantage over the talking machine shops operated by the Americans in the fact that nearly all their customers, no matter in what condition they are living, are prosperous enough to buy a talking machine and some records." Mr. Ivey has lost hardly a prospect in this line of his work, which he has made a very careful study.

The Means & Pearson Music Co., handling the Victor, the Columbia and the Edison machines, reports that its sales have been much better for the month. Attractive window display has helped its business wonderfully.

George Nowlin, of the Nowlin Music Co., keeps plugging away after the business and the advertising feature devised by his assistant, A. P. Child, has helped. Playing the Columbia machine out of the window has sold an enormous amount of records.

The sales at Wunderlich's Music Co. have been very heavy for the month in the Columbia and the Victor machines, according to Harry Wunderlich.

The talking machines have been running full blast in the shoe shining parlors of Kansas City, which are mostly conducted by the Greeks. Most of the high class soda fountains and confectionery stores in the city are using them with profit.

C. P. Bennett, representing the Victor Co., was recently in the city and spent several days visiting the local dealers here, including Mr. Hall, of the Hall Music Co. The latter says that the month was one of the best that he has ever had, and right in the midst of the rainy weather he sold one of the electric talking machines. Mr. Hall says he has had considerable trouble in getting enough of the larger machines to supply his demand.

The Mooney Music Co., which is the only music store in the city conducted by a woman, reports a good Columbia business.

The Carl Hoffman Music Co. also makes a satisfactory report for the month.

News has just been received in Kansas City of the new model machine, the Victrola XVIII, that will be ready for shipment in very limited numbers this month.

The George B. Peck Dry Goods Co. has installed a new selling method in its Victrola department. It has been sending the machines to the prospects' homes over Sunday with any records that they care to select. The prospects, of course, must ask to have the machine sent to the home free of charge for approval. The customers do not obligate themselves in any way in this matter and the department says a sale is usually made.

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.



EXPANSION IN CLEVELAND.

Demand for Certain Machines and Records Still Exceeds Supply—Lively Edison Campaign—Good Grafonola Report—Fischer Doing Well with Pathé—Columbia with Story & Clark—Interesting Victor Letter.

(Special to The Talking Machine World.)

CLEVELAND, O., June 8.—Although many business men have complained of rather unsatisfactory conditions prevailing, the talking machine men, on the contrary, are pleased with the present outlook. The fact that the demand for certain machines and records far exceeds the supply signifies that the laboring man as well as the society man is enjoying the talking machine.

The Phonograph Co., Edison distributor, under Mr. Brophy's management, reports a very good month. The company is now receiving plenty of machines and records to supply the eight local dealers. The campaign which was started some time ago in northern Ohio by twenty trained men from the Edison laboratory has been completed. The campaign covered a period of two months and 900 demonstrations were made in schools, churches, factories and various organizations. Although the expense was enormous, the company feels amply repaid owing to the fact that it brought the machine so closely to so many people. Mr. Brophy says that business was 30 per cent. better than for the same month last year.

Mr. Davis, manager of the Grafonola and Victrola department of Wm. Taylor Son & Co., states that he has had many sales for the Grafonola Leader, \$85, and the \$100 Victrola. There has been a good demand for the higher class records.

The Fischer Piano Co., distributor of the Pathé talking machine, says that business is fine and many sales of the \$200 machine are being made. Mr. Caldwell, manager of the company, reports that many people are trading their old machines for this newer instrument. There are two agencies for this talking machine in the city.

During the past month the Grafonola Co. had an increased business due to the fact that the outside men were very successful. C. A. Routh, the manager of the store, is of the belief that if every salesman would faithfully use the telephone during the hours when business is slow the results would be surprising.

The following telegram was received by C. H. Denslow, manager of the Eclipse Musical Co.: "In reply to how the first Victrola purchased from you is working will say that it has passed five times over the Rocky Mountains and through the desert from freezing temperature to extreme heat without a single mishap of any description. It is one of the best entertainers on the train, and will

When delivering your talking machines use the

LANSING KHAKI MOVING COVER



No. 3 Strap

Heavily Padded and Quilted
(Made in two grades)

Write for booklet

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

say that the Victrola is king of them all. We again thank you for all your courtesies and help in the selection of the machine and records." This was signed by the World's Fair Co., which makes the tours described above. Mr. Denslow had several unique window displays during the month illustrating scenes applicable to the month of May.

H. L. Tinker, manager of the talking machine department of the Story & Clark Piano Co., has returned to his duties after a serious sickness of six weeks. This company has taken on a new line, namely, the Columbia, in connection with the Edison and Pathé which will be handled in all their stores.

Mr. Morton, manager of the Grafonola department of the H. M. Brainard Piano Co., reports business good, with an increase over last year's business. Neat window signs have been the medium for much business during the past month.

The Victrola department of the Caldwell Piano Co. seemed pleased over the results of the month and the manager, R. W. Schirring, said that the sales of the month exceeded those of last year by 25 per cent., with call for higher priced machines.

HEADS COLUMBIA GRAPHOPHONE CO.

Philip T. Dodge Elected to This Office at Meeting of Directors Held on May 19.

Philip T. Dodge, who has been a director of the Columbia Graphophone Co. for many years, was elected president of the company at a meeting of the board of directors held in the executive offices on May 19. Mr. Dodge will fill the unexpired term of E. D. Easton, deceased.

Mr. Dodge was elected president of the American Graphophone Co. last week, and in assuming the presidency of the Columbia Graphophone Co. he now heads both the manufacturing and sales ends of this vast enterprise. Mr. Dodge is also president of the Mergenthaler Linotype Co. and the International Paper Co., two of the largest industrial enterprises in the country, and is recognized in business and financial circles as possessing signal ability in the handling of the big affairs of great industries.

No man realizes how poor his judgment is till he bets on it.

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

PROGRESS KEYNOTE OF DETROIT'S "TALKER" TRADE

Business Advances Despite Rainy Weather—Detroit Music Co. Takes on Columbia Line—Magnificent Talking Machine Department in New J. L. Hudson Store—Max Strasburg Reports 38 Per Cent. Increase in May—Active Edison Campaign—Month's News.

(Special to The Talking Machine World.)

DETROIT, MICH., June 9.—What made me feel awful chesty during the past week was a statement made by a talking machine dealer to the effect that "I am always glad to talk to anyone from The Talking Machine World. It is certainly a great publication. It not only gives the news, but it gives so much matter each issue that is of value to the dealer. Really, I can hardly wait for the months to come around." All correspondents are supposed to be the personification of the paper they represent, and anything nice said of the paper naturally reflects on those affiliated with it.

Regarding May business, it was as good as could be expected. The weather was most unfavorable; in fact, it rained sixteen days during the month, was cold on at least a half dozen others, leaving very few days when it was pleasant. There was a street car strike for two days, May 13 and 14, and this also had its disadvantages. Nevertheless, despite all these adverse conditions, it is surprising how optimistic dealers feel, some of them even reporting gains as compared with 1914.

Last month we said that it was only a question of time when nearly every piano concern would also be selling talking machines. The latest to "fall in" and add talking machines is the Detroit Music Co., 288 Woodward avenue. Manager Trebilcock has felt for some time that he should add talking machines, but kept putting the matter off. Finally he placed an order with the Columbia Co. through the Detroit branch and received a part of his goods on May 27. He was unpacking them and getting ready to put some of the machines in the window when a man came in to make a payment on a grand piano purchased months ago. "Since when do you handle talking machines?" he said to Mr. Trebilcock. "Just putting them in," came the answer. The man picked out a \$150 machine and it was sent to his home that afternoon.

S. H. Nichols, district manager for the Columbia Co., making his headquarters in Pittsburgh, was in Detroit the middle of May.

Grinnell Bros. had a novel window display in the main Woodward avenue store the early part of May. It represented a camping scene, showing the tent, the grass, cooking utensils and a man

sitting on a camp stool, supposedly listening to a Victrola. A card was placed in front of the machine saying, "With a dozen records for \$29.50." Grinnell Bros. do a big business in popular priced machines each year among people who go camping.

The new J. L. Hudson music store at 188-190 Woodward avenue, which opened for business May 24, is without doubt one of the most beautiful and best arranged stores of its kind in the United States. There are some stores more handsome, more luxuriously furnished, more beautiful and larger, but none that could be more ideal for size and the amount of money expended for decorations, etc. Dozens of traveling men who have visited the Hudson music store since it opened May 24 say it could not be improved upon. The company plans to hold a "formal opening" next fall, at which time the entire force will take on a "gala week" for the purpose of introducing the music and other departments to the general public. The new structure is five stories high, about thirty feet wide and 150 deep. There are two large windows for display purposes, the store entrance being in the center. The first floor contains ten booths for selling Victor records; these booths, five on each side, are of glass and wood, the latter being painted in white. On the second floor are six large rooms for selling Victor talking machines, as well as a large open space for the display of Victor machines. These booths are finished like those on the first floor. There is a mezzanine balcony off the first floor which is used for the general offices, as well as the salesmen's desks. The basement, third and fourth floors are for the piano and player-piano departments. The fifth floor is a general stockroom. While E. P. Andrew is the general manager of the music department and deserves most of the credit for having given Detroit such an elegant store, his son, E. K. Andrew, the second, is in charge of the talking machine department.

George D. Ornstein, manager of the traveling sales department of the Victor Co., was in Detroit the last few days of May, where he met Mr. Price and Mr. Beach, both traveling representatives for this company. Mr. Ornstein made the rounds of Victor dealers and everywhere he received a royal welcome. They are always glad to receive a visit from him, as he invariably leaves behind much



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.

valuable information and pointers for increasing the business. He spent a few hours at the new Hudson music store and told General Manager Andrews that he didn't know where there was a more modern, up-to-date and better arranged emporium of its kind. In this connection it might be said that Mr. Ornstein took his first Victor order in Michigan from Max Strasburg some ten or twelve years ago, when the latter was manager of Grinnell's talking machine department in this city.

George Cheatle, of the Talking Machine Co. of Chicago, was in Detroit June 4 and spent a few days here. He is seen in the photograph herewith standing alongside of Joseph Rogers, of the Hudson talking machine department and a member of the concern's baseball team.



Messrs. Cheatle
and Rogers.

Max Strasburg reports that May was 38 per cent. ahead of May sales last year and that business for the first five months of this year is about 33 per cent. ahead of the same period in 1914. June business has started out so good that he says he thought Christmas was back again. Extensive remodeling will be done to the Strasburg shops during July. "We are selling mostly \$75, \$100 and \$150 talking machines. Of the latter we sell eight \$100 machines to every one of the more expensive machines. Record business is also fine. In needles we sell from 40,000 to 50,000 every day. Our needle sales run around \$18 to \$20 per day right along."

W. H. Buescher, of W. H. Buescher & Sons Co., Cleveland distributors for Victor talking machines, was in Detroit on June 3 in search of orders.

A very active advertising campaign is being conducted in Detroit in connection with Edison disc machines. A crew of four men have been in the city since February last in charge of W. B. Griffith. Wallace Brown, of the Wallace Brown's Edison Shop, is materially assisting in carrying out the publicity campaign. Each week recitals on the Edison disc machines are given at one of the leading moving picture theaters. The recital takes place either before the pictures are shown or between the shows. The expense of the recital is handled by the Edison Co., it supplying the services of the operator and the records. Mr. Brown furnishes the machine free. Recitals are also being given on the various passenger boats that ply between Detroit and Bois Blanc Park, St. Clair Flats, Buffalo, Cleveland and other near-by cities. In each case the Edison supplies the demonstrator, who carries with him an assortment of about fifty records, sufficient to give a three-hour concert. As in the case of the theaters, the machines are fur-

Mr. Dealer—for your benefit we maintain two of the largest stocks of Victor and Edison Cylinder Machines, Records and Supplies. Our prompt shipments will convince you that we have both goods and service. With seventeen railroads, four express companies, and the boat service of the Great Lakes, our facilities for prompt service are perfect. Try us and be convinced.

*Victor and Edison
Cylinder Distributor*

W. D. ANDREWS
BUFFALO, N. Y.



If you will make careful comparison, you will find that the range of Columbia prices will bring you closer to more varieties of profit than any other line on the market.



(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

nished by Wallace Brown. A card is displayed with each machine announcing the fact that "This machine loaned by Wallace Brown's Edison Shop, 31 Grand River avenue east." These recitals are to continue most of the summer. They are a part of the Edison advertising campaign. When the campaign is ended the Detroit public will certainly know that Wallace Brown is in business and that he sells Edison diamond disc phonographs.

The last meeting of the summer season of the Detroit Music Trades' Association was held at the Hotel Charlevoix Tuesday evening, June 8. The committee appointed to investigate the approval plan of selling records was given until September to work out some method of eliminating this method.

Story & Clark, of Detroit, have added Columbia talking machines, which makes four lines now carried in their store—Victor, Edison, Columbia and Pathé.

Wallace Brown and Grinnell Bros. sent beautiful floral gifts to the J. L. Hudson Co. on the opening of its new music store. Both bouquets were displayed for several days in the front windows of the Hudson store.

Manager Denison, of the Detroit branch of the Columbia Graphophone Co., says that business in May was three times as big as during the same month last year. When the writer dropped in to see him June 3 Mr. Denison said that he had just figured up that the factory had on hand \$18,000 worth of orders from the Detroit branch which had not been filled yet and that none of the orders were very large ones. Mr. Denison said that usually June is an off month, but that judging from the way it has started out it will be as good as May. He has received assurances from the factory that deliveries will be much better during June.

The Detroit branch of the Columbia chain of stores stood first during April for actual moneys collected. The prize was \$25. The Detroit branch also received first prize for March, and Manager Denison says it will be first again for May.

William Johnston, for several years with the talking machine department of the Grinnell Bros.' store in Detroit and for three years with the

American Phonograph Co., has gone to Des Moines, Ia., where he has taken charge of the store known as Wheelock's Music Store.

June and July are big months in Detroit for machines selling at \$25 and \$35. They are used for camping, summer resorts, touring, etc.

All of the talking machine stores in Detroit are now operated on Eastern standard time, the same time as is used in New York City. Stores open an hour earlier and close an hour earlier, thus giving an hour of extra daylight after the day's work is done. Another good point about Eastern standard time is that it saves light bills.

Sidney J. Guest has opened a talking machine store at 541 Dix avenue, handling Columbia machines exclusively. He was formerly manager of the Lansing store of Grinnell Bros.

E. D. EASTON LEFT OVER A MILLION.
Estate of Columbia Graphophone Co. Founder Goes to His Family.

(Special to The Talking Machine World.)

HACKENSACK, N. J., June 7.—The will of Edward D. Easton, of Arcola, founder and president of the Columbia Graphophone Co., who died about four weeks ago, has been probated by Surrogate Robert A. Sibbald, at Hackensack. Though no inventory has been filed, it is believed the estate is worth over \$1,000,000. He bequeaths to his wife, Helen M. Easton, all the household furniture, personal effects, and \$5,000. The remaining portion of the estate is bequeathed to his executors in trust, the net income of which is to be paid Mrs. Easton during her life.

The real estate at Arcola is exempt from sale during Mrs. Easton's life, without her expressed consent. At the death of Mrs. Easton, one-fifth of the principal is to be paid to Mortimer D. Easton, a son, and the remainder of the trust fund to remain in the hands of trustees, the income to be paid in equal shares to the four daughters, Mrs. Hattie Easton Woddrop, Mrs. Mary Easton Godwin, Mrs. Florence Easton Bradburn, and Mrs. Helen E. Mumper, during their lives. Mortimer D. Easton and the Hackensack Trust Company are the executors.

NEW LINES FOR CLUETT & SONS.

Prominent New York State Piano Dealers to Handle Columbia and Vocalion Products.

(Special to The Talking Machine World.)

ALBANY, N. Y., June 8.—It is understood that Cluett & Sons, of this city, have closed arrangements whereby they will handle the Vocalion talking machine of the Aeolian Co., and the complete line of machines and records manufactured by the Columbia Graphophone Co. in their local store and in all their other establishments throughout the State. The consummation of this deal will afford Cluett & Sons an excellent opportunity to display their dual lines in the new building they are now erecting.

Cluett & Sons are one of the best-known piano houses in the country, handling a line of pianos which includes the celebrated Steinway and the Aeolian Co.'s complete line.

FRANKLIN MEDAL TO EDISON.

Philadelphia Institute Gave It to Him on Wednesday of This Week.

(Special to The Talking Machine World.)

PHILADELPHIA, May 30.—The first awards of the Franklin Medal, the highest prize of the Franklin Institute, was made at a meeting of the institution on Wednesday night. Thomas A. Edison and Prof. Heik Kamerlingh Onnes of the University of Leyde, Holland, received it "in recognition of the value of their inventions."

Mr. Edison, who is a member of the institute, was present in person, while Chevalier W. L. F. C. van Rappard, Minister of the Netherlands to the United States, received the medal on behalf of Prof. Onnes.

OPEN BRANCH STORE.

W. A. Brown & Sons, who handle the Edison diamond disc phonograph in Kewanee, Ill., have opened a branch store in Galva, Ill.

George P. Perry has installed a complete line of Edison diamond disc phonographs and records in his store in Sterling, Ill.

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.

11 Marlbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones;
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Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

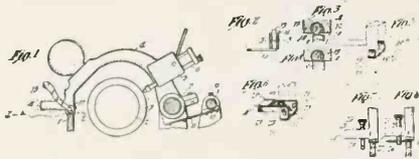
(Special to The Talking Machine World.)

WASHINGTON, D. C., June 10.—ATTACHMENT FOR SHAVING MACHINES.—Frank F. Latta, Wadena, Minn., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,137,497.

This invention relates to machines for shaving sound records when it is desired to remove the record surface therefrom, in order that a new surface may be presented to be recorded upon, and more particularly to an attachment for such machines whereby a uniform depth for cuts taken by said machine may be secured by persons having little skill in the operation thereof.

This invention provides a simple attachment adapted to be readily applied to shaving machines whereby a second or finishing cut of a fixed and predetermined amount may be secured by a simple manipulation of the said attachment without stopping the machine.

Fig. 1 is a side view of the preferred form of the improved attachment applied to a well known type of shaving machine, the dotted lines showing the adjustment for a first, or roughing, cut and the

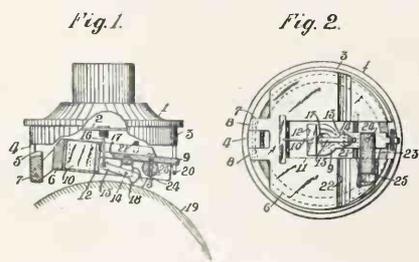


solid lines the adjustment for a second, or finishing cut. Fig. 2 is a horizontal section on the line 2-2 of Fig. 1 looking in the direction of the arrow; Fig. 3 is a vertical section taken on the line 3-3 of Fig. 2 and showing the improved attachment in position for a first or roughing cut; Fig. 4 is a similar view, but showing the improved attachment in position for a second or finishing cut. Figs. 5 and 6 are perspective views of modifications of the attachment showing in dotted lines the adjacent portions of a shaving machine; and Figs. 7 and 8 are side views of still another modification, the former view showing the attachment in position for a finishing and the latter view for a roughing cut.

PHONOGRAPH REPRODUCER.—Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,137,487.

The present invention relates to phonograph reproducers, and has for its principal object the provision of a reproducer capable of withstanding jarring without causing the stylus to skip from one thread of the record groove to another, thus insuring the exact tracking and reproduction of the record.

In an application of Alexander N. Pierman, Serial No. 685,836, filed March 23, 1912, and entitled



phonograph reproducers, there is described a reproducer in which the stylus lever is carried by a laterally movable member of comparatively small inertia, whereby the stylus is permitted to follow the record groove regardless of the lateral irregularities therein. The present invention contemplates more particularly the improvement of reproducers of this general type. In the said application the stylus supporting member is connected to the floating weight by a flat spring which, while permitting lateral movement of the stylus lever and its supporting member, normally tends to maintain the stylus lever and the member supporting the

same in central position and to prevent skipping of the stylus from one record groove to another.

In the present application improved means, preferably pneumatic, are provided for preventing the skipping of the stylus from one record groove to another.

In the drawings Fig. 1 is an elevation partly broken away and partly in section showing a reproducer constructed in accordance with the invention, and Fig. 2 is a bottom view thereof.

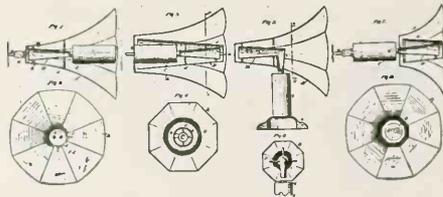
RESONATOR.—John J. Comer, Chicago, Ill., assignor to the Automatic Enunciator Co., same place. Patent No. 1,137,187.

This invention relates to resonators in general, such, for example, as those employed on talking machines, loud-speaking telephones, horns and megaphones, and other things of similar nature.

The principal object of the invention is to provide a construction whereby the length of the resonator may be reduced considerably without impairing the efficiency thereof. In other words, by this invention, a short resonator is capable of producing as good results as a much longer one of the old style.

It is also an object to provide a resonator adapted more especially for use on loud-speaking telephone receivers for conversational or musical or similar purposes requiring amplification of the sound to produce the desired effect.

In the accompanying drawings Fig. 1 is a longitudinal section of a resonator embodying the principles of the invention, showing a telephone receiver, of the loud-speaking type, disposed within the outer or larger end of the resonator, whereby the same may be used, for example, for transmitting music telephonically. Fig. 2 is a front elevation



tion of the structure shown in Fig. 1. Figs. 3 and 4 are similar views showing a different form of the invention. Figs. 5 and 6 are similar views showing still another form of the invention. Figs. 7 and 8 are similar views showing still another form of the invention.

TALKING MACHINE.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,137,001.

This improved talking machine has for its principal objects the reduction in the height of the motor case and the corresponding increase in the height of the cover or lid so that the sound-waves may be conducted up through the cover or lid, which is so formed as to make a perfect sound-amplifier which is adjustable in a vertical plane.

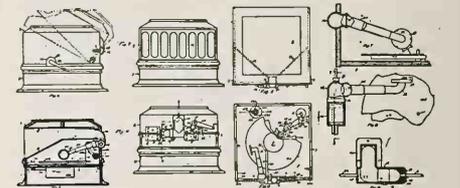
Another feature of the invention resides in the connection between the tone arm and the amplifier lid or cover, together with the means for softening or muffling the sound-waves as they emerge from the tone arm.

A still further feature of the invention resides in the adjustable automatic stop mechanism whereby, upon completion of the rendition of the record, the rotation of the turntable is automatically stopped.

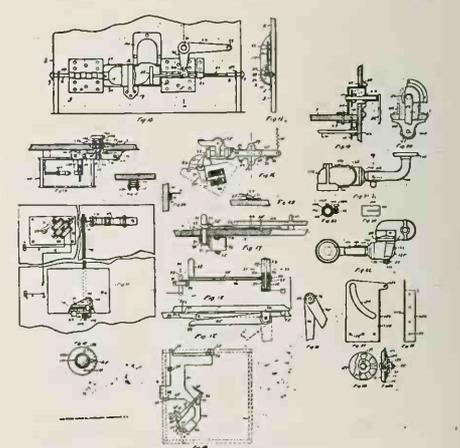
Another and quite important feature of the invention resides in the means for varying the speed of the motor so as to render a record at the exact speed or tempo at which it was originally designed to be played. It is a well-known fact that each manufacturer of phonograph or talking machine records designs his own records to be played at a certain predetermined speed, thereby making it impracticable to play such records upon any phonograph or talking machine except that upon which they are specifically designed to be played. These

various speeds range from sixty revolutions of the turntable or record support to the minute up to as high as ninety revolutions to the minute. By the mechanism of this improved talking machine it is possible to so vary the speed of the machine as to adapt it for all of the various records now on the market.

In the accompanying drawings forming part of this specification Fig. 1 is a side elevation of the talking machine case showing in dotted lines the cover amplifier in adjusted positions. Fig. 2 is a vertical section on line 2-2 of Fig. 4 showing location and vertical section of the amplifier and also showing in side elevation one form of tone arm. Fig. 3 is a front elevation of the talking machine showing the cover down and the lattice outlet of the amplifier. Fig. 4 is a rear elevation of the case showing the outside connection between the tone arm and the cover amplifier, also illustrating the mechanism for operating the muffler. Fig. 5 is a top plan view showing in dotted lines the contour of the amplifier within the cover. Fig. 6 is a top plan view of the case with the cover removed, with



a part of the record and its table broken away to show the location of the stop mechanism. Fig. 7 is a side elevation partly in section of the tone arm and the connection leading to the amplifier. Fig. 8 is a top plan view partly in section of the tone arm. Fig. 9 is a vertical section of the tone arm connection drawn on line 9-9 of Fig. 8 looking in the direction of the arrow. Fig. 10 is a rear view of the hinge connection showing the muffler mechanism which operates the stop mechanism. Fig. 11 is a vertical section on line 11-11 of Fig. 10. Fig. 12 is a vertical section on line 12-12 of Fig. 6. Fig. 13 is a vertical section through the supporting bracket. Fig. 14 is a bottom plan view of the motor supporting plate or table showing the relative location of the mechanism secured to said plate, but broken away and condensed to show the operating parts within the range of the drawing. Fig. 15 is a plan view of the motor regulator. Fig. 16 is a top plan view partly in section of the stop mechanism. Fig. 17 is a side elevation partly in section of the same. Fig. 18 is a front elevation of the contact mechanism which operates the stop mechanism. Fig. 19 is a section



through the countershaft winding mechanism. Fig. 20 is a side elevation partly in section of the same. Fig. 21 is a plan view of a modified form of tone arm. Fig. 22 is a side elevation of the same. Fig. 23 is a cross section on line 23-23 of Fig. 21. Fig. 24 is a detached view of the end of one of the sections of the tone arm. Fig. 25 is a sectional view of the stop mechanism. Fig. 26 is a section on line 26-26 of Fig. 18. Fig. 27 is a side elevation of the friction hinge for the cover. Fig. 28 is an edge view of the same. Fig. 29 is a side view partly in section of the friction washers used in

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

connection with the friction hinge. Fig. 30 is a vertical section through the center of the friction washers. Fig. 31 is a plan view on line 31—31 of Fig. 18. Fig. 32 is a plan view of the circuit connection for operating the electric stop mechanism.

STYLES FOR SOUND-REPRODUCING MACHINES.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,138,354.

This invention relates to improvements in the mounting of the jeweled stylus points for sound-reproducing machines, and has for its object the utilization of diamonds, sapphires and other precious stones in the rough for reproducing-points of sound-boxes. In one of the well-known forms of styli the point is constructed of a diamond or a sapphire which is usually of minute cylindrical or prismatic shape having upon one end thereof a perfectly polished point, which when properly mounted is used to follow the record groove of a phonograph tablet. The cutting and grinding of these hard jeweled points is a slow and expensive process inasmuch as the point itself is almost microscopic in size, and in practice the operator is required to use high-powered glasses in order to accomplish the perfect grinding of the point. Moreover, in order to secure stylus points of the requisite size it is the practise to take the precious stones, either diamond or sapphire, and saw them up into comparatively long prismatic strips, which are afterward rounded and pointed. For this purpose diamonds and sapphires of considerable size and value are required. It has been discovered that it is not only possible, but practicable, to use small diamond or sapphire chips in the rough mounted in a suitable holder and having a working point thereon. The process of grinding the working point upon the stone results in locating the axis of such working point exactly in the axis of the holder and its shank so that the general direction and location of the point when the stylus is put in use is not left to guesswork.

The improvement further relates to a holder for the stylus needle, constructed substantially as above indicated, such holder being provided with means whereby the point of the needle may be made to bear upon the record surface at any requisite or desired angle for the proper reproduction of the record. This holder is provided with a shank by which it may be supported in the stylus lever of the sound-box with which it is to be used.

In the accompanying drawings forming a part of the improvement Fig. 1 illustrates a side view of one form of the improved stylus drawn to full size for actual use. Fig. 2 is a similar view very much enlarged. Fig. 3 illustrates the cup holder and the shank thereof detached. In this case the shank is shown square with round corners. Fig. 4 illustrates, partly in vertical section, a hexagonal shank with the cup holder and cementitious material.

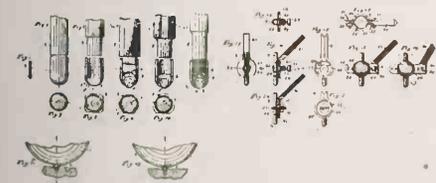


Fig. 5 illustrates a triangular shank with rounded corners about to be inserted in a cup holder, in which the rough stone is held in position by the cementitious material. Fig. 6 is a similar view partly in section of a stylus having a wooden shank screwed into the cup holder and holding the cementitious material and working point in position. Fig. 7 is a bottom plan view of Fig. 2. Fig. 8 is a similar bottom plan view of Fig. 3. Fig. 9 is a similar bottom plan view of Fig. 4. Fig. 10 is a similar bottom plan view of Fig. 5. Fig. 11 is a very much enlarged view of a finished stylus point designed for use in connection with a record groove which is V-shaped in cross-section. Fig. 12 is a similar enlarged view of a stylus point designed for use in connection with a record groove which is substantially semi-circular in cross-section. Fig. 13 is an enlarged front view of a stylus holder

designed for securing the stylus to the sound-box lever. Fig. 14 is a side elevation partly in section of said stylus holder. Fig. 15 is a rear view of the same. Fig. 16 is a cross-section on line 16—16 of Fig. 14. Fig. 17 is a plan view. Fig. 18 is a side elevation of a modified form of stylus holder designed for permitting the universal adjustment of the stylus point. Fig. 19 is a side elevation of a still further modified form showing the securing shank adjustable. Fig. 20 is a side elevation partly in section, and Fig. 21 is a rear elevation of a still further modified form of stylus holder.

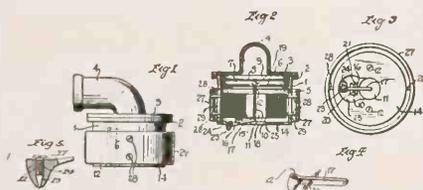
SOUND-BOX.—Annie W. Schmidt, Oakland, Cal. Patent No. 1,137,911.

This invention relates to certain improvements in sound-boxes; and an object of the invention is to provide a novel and improved device of this general character whereby the same may be assembled and applied with convenience and facility and wherein the possibility of metallic vibration is substantially entirely eliminated.

Furthermore, it is an object of the invention to provide a device of this general character including a jewel stylus and wherein such stylus may be applied to or removed from operative position with expediency and convenience.

The invention also has for its object to provide a device wherein the same is maintained substantially against movement relatively to the traveling surface with which it coacts and wherein the stylus is operatively connected with a movable non-metallic mass which is substantially free of contact with the remaining elements of the sound-box.

It is also an object of the invention to provide an external ring through the manipulation of which the stylus may be adjusted relatively to the travel-



ing surface with which it coacts. It also provides a device whereby the diaphragm included therein is protected in such a manner as to reduce to a minimum the possibility of injury thereto.

Fig. 1 is an elevation view of the sound-box constructed in accordance with an embodiment of the invention, certain of the interior parts being indicated by dotted lines for convenience of disclosure; Fig. 2 is a vertical sectional view taken through the device as illustrated in Fig. 1; Fig. 3 is a bottom plan view of the device as herein included; Fig. 4 is a view in perspective, detached, of the stylus arm herein included, and Fig. 5 is an enlarged vertical sectional view taken through the end of the stylus arm and illustrating in detail the mounting of the stylus therein.

TALKING MACHINE.—Theodore Metzeler, New York. Patent No. 1,137,883.

This invention relates to talking machines and has as its objects the production of such machines in a simple, compact and portable form; the production of such machines which may be used without an amplifying horn but will give an amplified sound in a manner pleasing to the ear, together with means for intermittently damping the sound so as to produce the effect of a swell in tone.

The preferred form of device is so constructed as to simulate a dress-suit case, with a smooth, unbroken outer surface, without unseemly or conspicuous projections or projecting apparatus of any kind extending through any portion of it. To arrange the talking machine apparatus and the necessary records, preferably in disc form, within such comparatively flat and thin space is also one of the objects of the invention.

In the drawings Fig. 1 is a perspective view of one form of the talking machine, with the casing open and the parts assembled ready for the closing of the casing and for transportation; Fig. 2 is a detail of one portion of the casing on the broken line 2—2 of Fig. 1, showing a means for supporting the producer arm, when not in use, in the cover

or lid of the casing; Fig. 3 is a sectional view, parts being broken away, on the line 3—3 of Fig. 1, showing the relation of the disc records to the cover of the casing and the cushioning belt holding the records in place and preventing them from being damaged by the other parts of the machine;

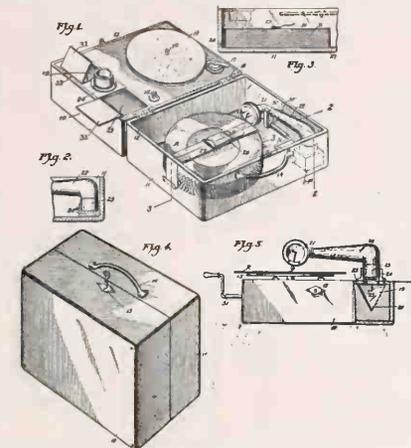
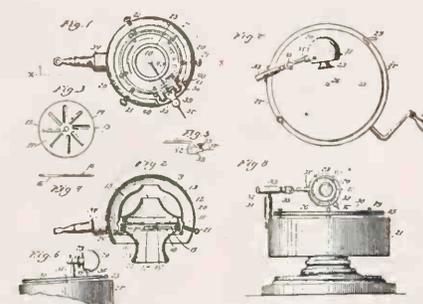


Fig. 4 is a perspective view of the casing closed, and Fig. 5 is a front elevation showing the talking machine proper in operative position, the resonance chamber or sound amplifying box being shown in transverse vertical section.

ACOUSTIC INSTRUMENT.—Harry W. Hess, New York. Patent No. 1,138,755.

The present invention has principal relation to improvements in tone-projecting devices wherein the acoustic vibrations are produced either mechanically, electrically or otherwise; and, in its particular application of the phonographic art, the invention comprises certain features whereby compactness, lightness and adaptability to various types of these machines are combined with great accuracy



of tone reproduction. The invention includes, as well, a novel method of blending and reinforcing tone waves.

Fig. 1 is a front elevation of the tone-projecting element as embodied for phonographic purposes. Fig. 2 is a sectional view thereof on the line x-x in Fig. 1. Fig. 3 is a face view of the tone clarifier. Fig. 4 is an edge view of the same. Fig. 5 is a detailed partial side view of a preferred stylus. Fig. 6 is a side view of a portion of the tilted form of phonographic arrangement. Fig. 7 is a plan view of a disc record machine furnished with the improvement, and Fig. 8 is a side view of the same shown level.

F. G. SMITH CO.'S GREAT VICTOR AD.

(Special to The Talking Machine World.)

WASHINGTON, D. C., June 1.—The F. G. Smith Piano Co., 1217 F street, Northwest, carried a striking advertisement in the Sunday newspapers featuring the Victor Victrola, which attracted general attention and occasioned considerable favorable comment. This advertisement occupied practically an entire newspaper page, and was distinguished by a very large cut of the Style XVI Victrola, retailing at \$200. The advertisement referred to the Victrola as "mighty as Caruso, brilliant as Tetravzini, tender as Paderewski, sweet as Mischa Elman, droll as Harry Lauder and martial as Sousa." The advertisement was a credit to Manager W. P. Van Wickle.

RECORD BULLETINS FOR JULY, 1915.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

- No. 54676 O Sun I Love (O Sole Mio) (Di Capua) Baritone Solo, orch. accomp. Oscar Seagle 12
No. 54678 Old Black Joe (Foster) Soprano Solo, orch. accomp. Alice Nielsen 12
No. 54679 Traumerei (Schumann) Cello Solo, orch. accomp. Pablo Casals 12
No. 5474 Kerry Dance (Molloy) Tenor Solo, orch. accomp. Morgan Kingston 12
No. 5476 Eleanor (Coleridge-Taylor) Tenor Solo, orch. accomp. Morgan Kingston 12
No. 5495 Evening Song (Blumenthal) Tenor Solo, orch. accomp. Morgan Kingston 12
No. 5527 For You Alone (Geehl) Tenor Solo, orch. accomp. Morgan Kingston 12
No. 5539 Asthore (Trotter) Tenor Solo, orch. accomp. Morgan Kingston 12
No. 5551 My Message (D'Hardelet) Tenor Solo, orch. accomp. Morgan Kingston 12
No. 5604 Bohemian Girl (Balfe) Then You'll Remember Me, Tenor Solo in English, with orch. accomp. Morgan Kingston 12
No. 5624 Parted (Tosti) Tenor Solo, in English with orch. accomp. Morgan Kingston 12
No. 5652 Make New Friends, But Keep the Old (Parry) Tenor Solo in English with orch. accomp. Morgan Kingston 12
No. 1575 Samson and Delilah (Saint-Saens). Israel Burst Your Bonds. Tenor Solo in English with orch. accomp. Morgan Kingston 12
No. 1718 Drink to Me Only with Thine Eyes (Words by Ben Johnson) (Old English Melody) Tenor Solo, orch. accomp. Old English Melody 10
No. 1765 No News, or, What Killed the Dog—Original. Comic monologue. Nat M. Willis 10
No. 1766 Highlanders, Fix Bayonets! (O'Hara) Baritone Solo, orch. accomp. Albert Wiederhold 10
No. 1719 Softly, Unawares! (Lincke) Prince's Orchestra 10
No. 1720 Hungarian Rag (Denzberg) Accordeon Solo. Guido Deiro 10
No. 1729 I Wish It Was Sunday Night (Williams and Godfrey) Comic Song, orch. accomp. Billy Williams 10
No. 1730 Jack Tar March (Sousa) Prince's Band 10
No. 1763 Hymns of the Old Church Choir (Solman) Orch. accomp. Peerless Quartet 10
No. 1713 Lift Up Your Heads (Ashford) Orch. accomp. 10
No. 1764 I'm a Pilgrim (Lorenz) Soprano Solo by Miriam Clark, orch. accomp. Columbia Mixed Quintet 10
No. 1764 Dixie (Emmett) Orch. accomp. Peerless Quartet 10
No. 5677 Espana Rhapsody (Chabrier). Prince's Orchestra 12
No. 5680 Shawdons Fox Trot (Gilbert). Prince's Band 12
No. 5681 Cows May Come, Cows May Go, but the Bull Goes on Forever (H. Von Tilzer)—One-step. Prince's Band 12
No. 5682 My Beautiful Chateau of Love (Doyle)—Hesitation Waltz. Prince's Orchestra 12
No. 5683 Don't Take My Darling Boy Away (A. Van Tilzer)—One-step. Piano and violin duet. Albert and Monroe Jockers 12
No. 1721 Alabama Jubilee (Yellen and Cobb) Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10
No. 1722 By Heck (Gilbert) Tenor Duet, orch. accomp. Byron G. Harlan and Will Robbins 10
No. 1723 Love Me or Leave Me Alone (Gottler) Tenor Solo, orch. accomp. Sam Ash 10

- 1770 Down Among the Sheltering Palms (Olman) Orch. accomp. Columbia Male Quartet 10
1726 There's a Little White Church in the Valley (Lange) Orch. accomp. Peerless Quartet 10
1727 When It's Moonlight in Mayo (Wenrich) Orch. accomp. Peerless Quartet 10
1724 I Want to Be There (Monaco) Tenor Solo, orch. accomp. Will Robbins 10
1725 My Little Girl (A. Von Tilzer) Soprano and Tenor Duet, orch. accomp. Ada Jones and Will Robbins 10
1725 In a Garden Down in Monterey (De Costa) Tenor Solo, orch. accomp. Sam Ash 10
1725 When I was a Dreamer and You were My Dream (Van Alstyne) Tenor Solo, orch. accomp. Sam Ash 10

VICTOR TALKING MACHINE CO.

NEW DANCE RECORDS.

- No. 35457 Nobody Home—Melody One-step, hits of the musical comedy "Nobody Home" (Jerome Kern) Victor Military Band 12
No. 35458 I'm on My Way to Dublin Bay—Melody One-step. Victor Military Band 12
No. 35460 Sprinx Waltz (Francis Poppy) (Frank W. McKee, Conductor) Victor Military Band 12
No. 1778 Down Among the Sheltering Palms (Jas. Brockman-Abe Olman) Lyric Quartet 10
No. 1779 Somebody Knows (Harry von Tilzer) Peerless Quartet 10
No. 17783 Back to Dixieland (Jack Yellen) American Quartet 10
No. 17789 Minstrel Parade from "Watch Your Step" (Berlin) Collins and Harlan 10
No. 17789 My Little Dream Girl (L. Wolfe Gilbert-Anatol Friedland) James Reed and J. F. Harrison 10
No. 17790 Sprinkle Me with Kisses (Earl Carroll-Ernest R. Ball) Adna Brown 10
No. 17792 The Magic Melody, from "Nobody Home" (Greene-Kern) Billy Murray 10
No. 17792 She Lives Down in Our Alley (Chas. McCarron-Chas. Bayha) Irving Kaufman 10
No. 17780 Mother Machree, from "Barry the Ballymore" (Young E. R. Ball) Charles Harrison 10
No. 35447 Cinderella (Fairy Tale) Pauline Potter 12
No. 35455 Holy City—"Eye Hath Not Seen" (Alfred R. Gaul) Elsie Baker 12
No. 35452 Italian Symphony—Andante Con Moto (3d movement) (Mendelssohn) Victor Concert Orchestra 12
No. 35448 Die Walkure—Magic Fire Spell (Feuerzauber) (Wagner) Transcription by Julius Schendel 12
No. 17773 Sweeter as the Years Go By—Revival Hymn (Mrs. C. H. Morris) Homer Rodheaver 10
No. 17787 O sole mio (My Sunshine) (Neapolitan Serenade) (Eduardo di Capua) Violin, flute and harp. Neapolitan Trio 10
No. 35416 Gems from "The Merry Widow" (Leon-Ledain) Chorus, "Come Away"; Duet, "For I Am a Dutiful Wife"; Waltz Duet, "I Love You So"; Solo, "Maxims"; Solo and chorus, "Villa"; Finale, "Women." Victor Light Opera Company 12
No. 17782 Whispering Hope (Alice Hawthorne) Olive Kline-Elsie Baker 10
No. 17735 Songs and Calls of Our Native Birds—No. 3. Songs and Calls of Our Native Birds—No. 4. Charles Gorst 10
No. 17777 Seven Jumps (Folk Dance) ("Dances of the People") (Burchenal) Victor Band 10
No. 45063 Le Coeur de ma mie (The Heart of My Love) (Jacques Dalcroze) (Pianoforte by Theo. Flint.) In French. Paul Reimers 10

(Bourgault-Ducourday) In French. Paul Reimers 10

NEW RED SEAL RECORDS.

- 88516 II Duca D'Alba—Angelo casto e bello—Romanza (Beateous Angel) (Donizetti) Tenor Solo, in Italian. Enrico Caruso 12
88519 Rusalca—Lieblicher Mond (Oh, Lovely Moon) (Dvorak) Soprano Solo in German. Emmy Destinn 12
72203 Tambourin Chinois (Op. 3) (Kreiser) Violin Solo, pianoforte by Carl Lamson. Fritz Kreisler 12
74434 Come into the Garden, Maud. (A. Tenynson M. W. Balfe) Tenor Solo, in English. John McCormack 12
74431 Serenade (Ständchen) (Schubert) Contralto Solo, in German. Julia Culp 12
74438 The Pipes of Pan (Adrian Ross-Edward Elgar) Baritone Solo in English. Emilio de Gogorza 12
74439 Trovatore—Ah, si ben mio (The Vows We Plighted) Act III, Scene 2. (Verdi) Tenor Solo in Italian. Giovanni Martinelli 12
76031 Boris Godounov—Finale Atto 3—Garden Scene, Act III (Moussorgsky) Contralto and Tenor Duet in Italian. Margarete Ober-Paul Althouse 12
88525 Contes d'Hoffmann—Romance—"Elle a fui" (Tales of Hoffman—The Dove Has Flown) Act IV (Offenbach) Soprano Solo in French. Lucrezia Bori 12
88526 La Revoltosa—Por que de mis ojos from Spanish Operaetta "La Revoltosa" (R. Chapi) Soprano and Bass Duet, in Spanish. Lucrezia Bori and Andrea P. de Segurora 12
88527 I Due Granatieri (Two Grenadiers) Baritone Solo in Italian (Robt. Schumann). Titta Rufio 12

LATEST EDISON RECORD LIST.

CONCERT LIST.

- 28207 Bedouin Love Song, (Ciro Pinsuti) Bass Solo orch. accomp. Arthur Middleton 10
28206 Island of Dreams (Stephen Adams) Tenor Solo, orch. accomp. Redferne Hollinshead 10
28208 My Ain Countrie (Mrs. Ione T. Hanna) Contralto Solo, orch. accomp. Christine Miller 10
REGULAR LIST
2616 Alone in the Deep (Johann C. Schmid) Male voices. Knickerbocker Quartet 10
2630 An Old Sweetheart of Mine (James Whitcomb Riley) Recitation. Harry E. Humphrey 10
2615 At the Yiddish Wedding Jubilee (McCarthy-Glogau-Piantadosi) Comic song, orch. accomp. Maurice Burkhart 10
2621 Bid Me to Love (D'Augvergne Barnard) Tenor Solo, orch. accomp. Emory B. Randolph 10
2622 Don't Take My Darling Boy Away (Albert von Tilzer) Baritone and Contralto Duet with Chorus, orch. accomp. Joseph A. Phillips and Helen Clark 10
2614 Friend (Clara Novello Davies) Baritone Solo, orch. accomp. Frederick J. Wheeler 10
2627 Hey! Wop (Irving Berlin) Italian Dialect Song, orch. accomp. George L. Thompson 10
2612 Humoresque Song—Adapted from Dvorak's Melody (Gover M. Koockokey) Tenor Solo, orch. accomp. Walter Van Brunt 10
2610 I'm on My Way to Dublin Bay (Stanley Murphy) Male Voices, orch. accomp. Premier Quartet 10
2623 In the Hills of Old Kentucky (Chas. L. Johnson) Baritone Solo with Chorus, orch. accomp. Morton Harvey 10
2629 I Want to Go to Tokio (Fred Fischer) Soprano and Tenor Duet, orch. accomp. Mabelle MacDonald and Walter Van Brunt 10
2624 La Furlana Italiana (Nicola Moletti) For dancing. National Promenade Band 10
2625 Liebesfreud (Fritz Kreisler) Violin Solo, piano accomp. by Robert Gaylor. Richard Czerwonky 10
2619 My Bugler Boy (Darewski) Contralto Solo, orch. accomp. Helen Clark 10
2617 My Old Kentucky Home (Foster) Baritone Solo, with Chorus, orch. accomp. Thomas Chalmers 10
2611 Nightingale Song (You Remember Love) (C. Zeller) Cornet Solo, orch. accomp. Vincent Bach 10
2626 Pilgrim's Chorus from "Tannhauser" (Wagner) Orch. accomp. Male Voices 10
2609 Sextet—Lucia di Lammermoor (Donizetti) Sodero's Band 10
2618 Through the Air (August Damm) Piccolo Solo, orch. accomp. Weyert A. Moor 10
2620 Ticking Love Taps—Fox Trot For dancing. Suzi Janda's Society Orchestra 10
2613 Violin My Great Grand Daddy Made (Ernie Erdman) Tenor Solo, orch. accomp. George Wilton Ballard 10
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