

# The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, August 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*.

WORLD'S RECORD SHIPMENT: 63,000,000 NEEDLES IN 10 DAYS



NEW BAGSHAW NEEDLE FACTORIES

# Largest Talking Machine Needle Manufacturer in the World

¶ Established in 1870 this house was the first to make Talking Machine Needles. From the beginning the business has constantly increased, thus always maintaining our reputation as the largest manufacturer. Naturally Bagshaw-made Needles are the best, and are fully guaranteed.

# W. H. BAGSHAW

LOWELL, MASS.

# The Talking Machine World

Vol. 11. No. 8.

New York, August 15, 1915.

Price Ten Cents

## BALTIMORE TALKING MACHINE MEN ORGANIZE.

Association Formed with Henry Eisenbrandt as Temporary President—Special Committees Appointed to Take Action on a Number of Matters—Constitution to Be Adopted at Next Meeting of Association Scheduled to Be Held During First Week of September.

(Special to The Talking Machine World.)

BALTIMORE, MD., August 7.—After many months of hard work a group of talking machine dealers of Baltimore gathered at the New Howard Hotel this week and formally organized an association, with temporary officers, and made plans to bring into its fold all of the dealers and distributors in Baltimore and vicinity.

The association is to be known as the Associated Talking Machine Dealers of Baltimore. Henry Eisenbrandt, of R. H. Eisenbrandt & Sons, Inc., Victor distributors, was chosen as temporary president; Elmer Greensfelder, of Cohen & Hughes, Inc., Victor distributors, was chosen vice-president, and J. O. Gibbons, manager of the Victrola department of Stewart & Co., was selected as secretary-treasurer. The officers will remain in charge until the organization is in shape to adopt its constitution and working agreement. The next meeting of the association will be held the first week in September, at which it is hoped that every dealer of note and distributor in the city will attend.

Last night's representation included besides the above mentioned: William Reiser, of E. F. Droop Sons & Co.; Joseph Fink, of the Kranz-Fink Talking Machine Co.; J. C. Sauer, of R. H. Eisenbrandt & Sons, Inc.; Mr. and Mrs. Theodore Hentschel, L. A. Wilson, manager of East Baltimore street branch of Cohen & Hughes, Inc.; E. H. Gretzner, of William Knabe & Co.; J. Ichelson and M. Bogash, of A. Burdwiss; Joseph A. Kunkel and George L. Becker, of the Kunkel Piano Co.; R. Ember; A. J. Oldewurtel; H. Doeplitz, manager Victrola department of M. C. Hecht; Georgé A. Rether, manager of music department Hecht Bros. & Co., and M. Greenwald.

W. W. Gibson, manager of the McKee Co., Inc., Edison distributors, sent a letter showing sympathy with the organization, but was out of town. A. J. Heath, manager of the Columbia Co., was unable to be present, but also notified the organization that it could count on his support.

In calling the meeting to order Mr. Eisenbrandt said: "There is little use of wasting words and we might as well get down to business. Our purpose of gathering together must be one of unity, and above all there must be a confidence to each other and not any petty sign of meanness. There must be a spirit of freemasonry to one another and let our obligations to each other be open and fair. We must remember that we are all in the same boat, and that if one of us rocks the boat the damage will result. To be successful we must look upon our contracts as binding and one which cannot be violated."

After a general discussion of the plans and suggestions by Messrs. Fink, Doeplitz and Eisenbrandt, the name of "Associated Talking Machine Dealers" was adopted.

Mr. Eisenbrandt, who appeared to be the right man in the right place, then aroused the gathering by another address, in which he spoke of the errors that have been made especially in the terms under which the machines are sold.

"The one price system of the factories is the only thing that has held the business up," continued Mr. Eisenbrandt, "and unless we have unbounded loyalty we might as well stop right now. For as Shakespeare said, 'This above all to thine ownself be true, and it must follow as the night the day, thou canst not then be false to any man.'"

"The piano business is in bad shape, and we all have to acknowledge it is in a demoralized condition, and it is just because the factories and the dealers didn't hold up the prices and the terms. One of the biggest piano manufacturers in the country told me only the other day he regretted

that he did not close out fifteen years ago and go into the talking machine business. We must impress on ourselves the necessity of loyalty, and if we are not going to abide by that decision to uphold one another there is no use going any further."

Mr. Eisenbrandt then said that he already saw the rumblings in the municipalities and the time was coming when laws would be put into effect specifying the hours of playing machines, just as is now done in certain parts of Germany, in the great student centers. He said the trouble was caused

## MAKING SALES IN THE SUMMER.

Early Music House, Fort Dodge, Ia., Adopts New Methods for Exploiting the Edison Diamond Disc Phonograph and Records in Public and Gets Most Satisfactory Results.

(Special to The Talking Machine World.)

FORT DODGE, IA., August 6.—The Early Music House, of this city, which for some time has been included among the most energetic representatives of the Edison Diamond Disc phonograph, is not to be included among the concerns which relax their sales efforts during the summer months and believe in resting and complaining during that season instead of hustling for business.

During the past couple of months the Early Music House has been conducting a series of free demonstrations of the Edison diamond disc phonograph in various newsstands, restaurants and candy kitchens in the busy sections of the city. In speaking of the demonstrations a member of the company said: "We find the plan is working very well in making one-night demonstrations and getting personal interviews with those who stop to look at and listen to the machine. Already several sales have been closed as a direct result of this special work. We are now contemplating a series of twilight concerts in the small parks and also in the small outlying churches. This work is being done by a young college man who is particularly fitted for it, and, therefore, it does not in any way interfere with the activities of our regular sales force."

## PLANS ADDITION TO QUARTERS.

One-Story Extension in Rear of Present Stores of Emanuel Blout to Afford Him Much Needed Storage Space for Victor Goods.

Emanuel Blout, the well-known Victor distributor, 2799 Broadway, New York, has just had plans drawn for one-story and basement addition to the quarters at present occupied by him, and which take in four store fronts directly on Broadway. The new addition will give Mr. Blout nearly 20,000 square feet of additional space for the storage of machines and records, increased facilities that are badly needed to handle his present business demands, for in addition to his wholesale trade Mr. Blout draws an extensive retail patronage from the exclusive residence section in which he is located. Being a believer in the theory of mixing business with pleasure, Mr. Blout recently made the ideal tour through New England in his automobile, accompanied by Mrs. Blout and the Misses Blout. He also breaks the monotony of business by weekend trips to Atlantic City and other popular shore resorts.

Have you a smile for everybody, bar none? Don't you like to meet smiling people? Don't they help you, encourage you a whole lot? And as the other fellow's smiles encourage and help you, so will yours, in turn, help many another fellow. Worth thinking about, isn't it?

by the low-priced machine, some as low as \$1 having appeared, and it is these machines, he said, cause the trouble.

A standard price for Victor machines was then submitted, and they will be discussed at the next meeting.

A committee to take up membership includes Messrs. Reiser, of Droop; Greensfelder, of Cohen & Hughes; Sauer, of Eisenbrandt; Heath, of Columbia; Gibson, of Edison, and Jesse Rosenstein, of Pathé. This committee includes all distributors, all of whom have already signified their intention to become members, with the exception of Mr. Rosenstein, who has not been communicated with.

Another committee to introduce by-laws, constitution and general price scale includes Messrs. Greenwald, Boucha, Wilson, Becker and Fink. Refreshments were served at the close of the business session.

## LEASES NEW BUILDING IN DETROIT.

Phonograph Co., of Detroit, Will Occupy Building at 258 Woodward Avenue When Alterations Are Completed About October 1—Will Give Needed Additional Room.

(Special to The Talking Machine World.)

DETROIT, MICH., August 5.—The Phonograph Co., of Detroit has leased the building at 258 Woodward avenue, Detroit, now occupied by the American Express Co. It is a four-story building and has a basement. It will take possession August 16, and alterations will start at once, same to be completed by October 1, or earlier. The company will then move from its present quarters in the Liggett building. The Woodward avenue building will be used as a retail store as well as for State distribution of Edison talking machines, the company being sole Michigan representative. From what can be learned the first floor of the new building will be used as a recital hall; the second floor will have booths for demonstrating machines and records; the general offices will be on the third floor, while the fourth floor and basement will be for storage. Approximately 25,000 is to be spent to make this store one of the handsomest Edison shops in the country; it will even surpass the Chicago store. R. B. Alling, manager of the Phonograph Co., of Detroit, would not give out any details, saying that negotiations were not quite closed, although he frankly admitted that there wasn't the least question of the deal going through.

## TO STUDY VICTROLA MAKING.

Jack Scofield, of Toledo, to Spend Part of Vacation Period at Victor Factory.

(Special to The Talking Machine World.)

TOLEDO, O., August 5.—One of the active and popular members in the talking machine business in this city is Jack Scofield, a member of the staff of the talking machine department of the Cable Piano Co., of which F. D. Moran is manager. Mr. Scofield has been a member of the trade for some time, and has accomplished some unusual results as a salesman. He is now in the East on his vacation, and after spending some time with relatives in Connecticut will pay a visit to the factory of the Victor Talking Machine Co., in Camden, N. J., and there study the mysteries of talking machine and record manufacture at first hand—a valuable aid in salesmanship.

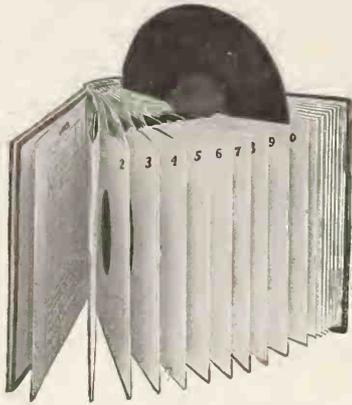


Jack Scofield.

Take the situation by the horns—go the limit with your selling plan and your campaigning. Half way is half lost.

# 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.**

## SAN FRANCISCO BUSY IN A TRADE AND SOCIAL WAY.

Despite Numerous Conventions Being Held in Exposition City Business in Talking Machine Field Proceeds Apace—Victrola Popular with Excursionists—Final Award of Prizes for Columbia Exhibits—Eilers Talking Machine Co. Incorporated—Other News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 31.—With the conventions of the talking machine jobbers and the piano merchants both in San Francisco within the last month, it might be expected that the ordinary course of business would have been somewhat interrupted; and it certainly has been with a considerable number of individuals. However, business at the stores has gone on much as usual. A lot of other conventions also have been held at San Francisco, Portland and Los Angeles; everybody is entertaining visitors, and it looks as if a lot of new records are being bought as part of the entertainment. In fact, the excursions to the Coast from Eastern points are resulting in some sales of machines. The talking machine jobbers were not the only ones to have a Victrola in their special car. A big bunch of New York wine men, bound for the International Viticultural Congress at San Francisco early in July, bought one of these machines in New York, and raffled it off to a member of the party when Los Angeles was reached, after getting a lot of pleasure out of it. This, of course, is only one instance that has come to the writer's attention; there must be many others, and several of the local dealers report the best July they have ever had. The last few days of the month the wholesale talking machine houses or branches were well crowded with visitors, as many piano men who

handle talking machines came in from points in the Pacific Coast territory to attend the convention, see the exposition and look after some business.

Many Awards for Columbia Co.

On Sunday, July 25, the open-air performance in the Band Concourse of the exposition, near the Inside Inn, was turned over to Hal Dorian, manager of the Columbia Graphophone Co.'s exhibit in the Palace of Liberal Arts. He put on the exhibition of modern dancing, which has been the big attraction at the Columbia booth on Wednesday and Saturday afternoons for some time past, and the exhibition was a decided hit, drawing a large crowd in spite of rather unfavorable weather. Mr. Dorian announces the final award of prizes for the Columbia exhibit. Three grand prizes were granted, one for tone, construction, etc., of the Graphophone and records; one for educational value, and one for the Dictaphone. In addition the Columbia Co. is awarded a gold medal as originator in the talking machine field, and another for advancement and improvements achieved.

Byron Mauzy says business is booming in his talking machine department at present, notwithstanding the fact that he is still making improvements in the department. His facilities in this line have already been greatly increased, and he expects before long to have everything as he wants it.

F. R. Anglemeier, San Francisco manager for

the Columbia Graphophone Co., has just returned from a vacation, having been thoroughly thawed out in a temperature of 115 degrees. According to members of the local Columbia force, this office has just about doubled its sales record for July, 1914. The goods are coming through in fine shape, and the records are the best ever.

W. S. Gray, Coast manager for the Columbia Co., is expected back within the next week from a tour of the Northwest.

J. S. Baley, manager of the Edison Shop on Geary street, is away on a vacation.

A recent visitor to San Francisco and the exposition was Frederick Babson, of Babson Bros., Chicago, who first opened the Edison Shop in this city. Another recent visitor was T. E. Williams, who does a large wholesale business in Edison goods at Adelaide, Australia. He is making quite an extended tour of this country.

Exploiting Edison Line at Exposition.

The exploitation of the Edison line in the recital hall of the Eilers exhibit at the exposition, under the management of Mrs. Norris, has been proceeding most satisfactorily and to the advantage of the Eilers as well as the Edison interests. The machine is kept in almost constant operation and is a great attraction.

H. L. Marshall, special representative of Thomas A. Edison, Inc., is spending a few weeks visiting the Northern branches of the Pacific Phonograph Co. A. R. Pommer, of the Pacific Phonograph Co., expresses great satisfaction with the summer's business, and believes the trade will be greatly stimulated with the arrival of the new diamond disc machines. Mr. Pommer was visited about the end of July by Mr. Schiller, from the Edison plant.

## 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**



**The Columbia Educational Department is better prepared than ever before to help you secure school business in your locality. Now is the time to go after it.**



*(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**

**New Columbia Department in Los Angeles.**

The Fitzgerald Music Co., of Los Angeles, has taken up the Columbia Graphophone on a large scale, installing a fully equipped department embodying the most modern ideas on talking machine demonstration.

Sherman, Clay & Co. are having a fine new store fitted up in a new building at Fresno, Cal., and will put in a large talking machine department, having arranged for six Victrola demonstration rooms.

The Emporium department store has added some more demonstration rooms to its talking machine department, under the management of A. W. White, for the sale of the Cheney line. A lot of these goods are now on hand. The Edison and Columbia lines are handled as before.

The Wiley B. Allen Co. recently completed the overhauling and redecoration of its talking machine department.

**Eilers Talking Machine Co. Incorporated.**

The Eilers Talking Machine Co. has been incorporated in San Francisco, with a capital stock of \$25,000, by F. A. Levy, G. F. Eilers, R. S. Irvine and L. Feigenbaum. The leading members of the company have been in charge of the talking machine department of the local Eilers store for some time, and expect to continue the business along the former lines, for the present at least.

Sigmund W. Meyerfeld, Monadnock building, San Francisco, has had the Pacific Coast agency for the Mastrola for the last three months, and is now getting the business of this territory in good shape, having placed the line with many dealers up and down the Coast. He is preparing from now on to conduct a vigorous campaign on the Mastrola. The newest distributors of this machine are the Eilers Talking Machine Co., at Seattle, Wash., and the Broadway Department Store, at Los Angeles. Mr. Meyerfeld's long experience in handling large trade and his wide acquaintance throughout the territory has undoubtedly aided materially in securing so many good concerns to handle the Mastrola. He anticipates a large business on the new twenty-five-cent double-disc records which are just being placed on the market.

**NEW PATHÉ STORE IN DETROIT.**

**Elaborate Quarters Just Opened by Pathé Frères Phonograph Co. in That City Under the Management of C. F. Morrison.**

*(Special to The Talking Machine World.)*

DETROIT, MICH., August 6.—The Pathé Frères Phonograph Co. has opened a store at 114 Farmer street, in this city, where it will sell at retail and wholesale Pathé Frères phonographs and records. The store is in the heart of the "talking machine center of Detroit," there being four other concerns selling talking machines within a stone's throw. The new Pathé store is indeed a beautiful one. No expense was apparently spared in alterations and decorations, as well as the installation of equipment. The size is 20 by 100 feet, and has a large window extending across the front for display purposes. The entire floor is covered with rich green carpet. There is a large reception room toward the front, and to one side there are four large booths, partitioned off with wood and the best plate glass. The partitions are painted in white, inside and out, and make a splendid contrast against the green carpet and the walls, which are embellished with a light brown design.

There is an attractive mezzanine balcony in the rear, which will be used for the general offices, while the rear part of the main floor will be used as the shipping and receiving room. While there is plenty of room to carry a large stock of machines and records at this store, the company has rented a loft in the immediate vicinity, which will be used for general storage. C. F. Morrison is in charge of the store, while Harry C. Shea, general manager of the business, will spend most of his time on the road, signing up dealers in the State and getting orders. He has already arranged for dealers in many of the principalities, and writes in that prospects are very bright for a big business by fall. The company in addition to selling at retail is the Michigan distributor for Pathé machines and records, and will carry a complete line.

**COMPLETE NUMBER OF CHANGES.**

**Chas. H. Womeldorff Now in Charge of Whitney & Currier's Talking Machine Department—Road Work Being Looked After by W. E. Kellogg—Aggressive Business Policy Inaugurated by Prominent Toledo House.**

*(Special to The Talking Machine World.)*

TOLEDO, O., August 8.—The Whitney & Currier Co., whose ad appears in this issue, has recently made a number of changes in its Victor department. Chas. H. Womeldorff, for a number of years on the Victor Co.'s traveling force, is in charge of the department. Warren E. Kellogg, also of the Victor traveling force, represents the company on the road.

Mr. Womeldorff tells us that the company has adopted an aggressive policy and is making a decided effort to establish itself in the minds of the trade as a house of good Victor service. The results so far obtained have been most gratifying and the prospects for the future, very bright. Fall business is coming in in very nice shape.

**NO BARKS FROM DOGFISH NEEDLES.**

This dogfish story is popular with piscatorial reporters this summer, both in Western as well as Eastern papers. For instance, this clipping is from a Freepport, L. I., paper.

"Dogfish are so numerous in these waters that they are cluttering up the fishermen's lines. No use had been found for them until some days ago, when Roger Carman cut the two little horns off one of the fish and used them for needles on his phonograph.

"Mr. Carman says these dogfish horns reproduce the records perfectly, without any grating noise, and that there does not seem to be any wear out to them. Contrary to expectations there was no barking sound, no more than there would be a meowing if catfish horns were used.

"All the fishermen hereabouts are now saving the two little horns on each dogfish, with the expectation that there will be a big demand for them by phonograph users."



(Attachment for Columbia Machines Ready Soon.)

**DO YOU WISH TO PLAY EDISON OR PATHÉ DISCS?**

**Attachment Complete with Permanent Sapphire Needle**

PRICE (NICKEL) \$2.00  
GOLD PLATED \$2.50

(Sample to Dealers Upon Receipt of \$1.00)

GOLD PLATED \$1.50

(Specify whether for Edison or Pathe Records.)  
Extra needles either Style 75c. each retail.

**LEXTON SPECIALTY CO., 216 West 99th St., N. Y.**



EDWARD LYMAN BILL, - - - Editor and Proprietor.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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ADVERTISEMENTS: \$3.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$120.00.

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

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

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

NEW YORK, AUGUST 15, 1915.

THUS far the summer in most lines of trade has been quiet. There is no denying that fact. It has perhaps been duller than most seasons. Factories save those which are creating war supplies, have been running on reduced time, save in the talking machine trade, which has been singularly blessed, but indications now point to a trade of unusual proportions.

Go in any line of industrial effort and you will find that stocks are greatly depleted. You will find that merchants have been buying in the main to meet only immediate demands. There has not been a free buying and selling market. The merchants have taken no chances in accumulating stock. They have simply bought enough to meet with the sure demands of their local trade.

By pursuing this policy they have permitted their stocks to become reduced to a very low point. Manufacturers have run on reduced time and have, therefore, no accumulated stock. Individuals as well have been buying very lightly. In fact, all of America has been purchasing on a reduced buying speed, so to speak.

Now, a glance at the reverse side of the medal.

Money has been pouring into this country at an enormous rate. Banks have been piling up great reserves, and crop prospects are superb. We have been holding in our nervous energy for some time, and now the time is rapidly approaching when people must buy—when merchants will be compelled to enlarge their stocks, thus making imperative demands upon manufacturers to run their industrial machinery at high speed.

What will the result be?

Activity in every department of human endeavor.

America, the only great country which is not at war, must move on to an industrial activity such as has never been experienced within her confines. It cannot be otherwise.

THE Ninth Annual Convention of the National Association of Talking Machine Jobbers was held in San Francisco late last month. The details of this important event are covered elsewhere in this issue. It was a notable gathering of talking machine men, and the trans-continental trip on the special train leaving Chicago, July 13, was most enjoyable in all details.

These annual gatherings of the association are looked upon by the jobbers as an occasion not only to get together for good fellowship, but to take up matters of direct interest to the trade.

In San Francisco the social affairs of the Convention were carried out in a most notable manner, and Victor Talking Machine Jobbers' Day in the exposition was celebrated fittingly.

Every jobber who has enjoyed Victor hospitality appreciates just what Victor entertainment means at past conventions.

This year the Victor officials planned a most enjoyable entertainment, which consisted of an excursion and luncheon on the top of Mt. Talmapai, followed by a steamer excursion through the Golden Gate. The event was one which will be long remembered by those who participated.

ANYONE who studies the trend of American publicity methods must be convinced that advertising men everywhere are preaching the gospel of truth, and we now have laws against dishonest and misleading advertising in twenty-nine States and special ordinances in many cities.

Business men and owners of newspapers and periodicals are all co-operating because they are beginning to realize that truth in advertising is something more than mere preachment—that it stands for a great business principle, not merely because it is right, but because it is the one basis for successful business.

In the talking machine trade we have had but little misleading advertising, and one of the reasons why this satisfactory condition has existed is due to the fact that the creative systems are in the hands of a few men whose broadminded business principles give protection to the jobber and dealer and beyond that to the great purchasing public.

Periodicals in all lines are becoming more and more careful regarding the quality of their advertising. Many exercise the right to edit all advertising copy. They realize that the greatest evil in the business world is the man who fakes in advertising, and that every misleading advertisement printed weakens the pulling power of legitimate advertising.

Many of the great newspapers have rejected kinds of advertising which in years gone by was eagerly accepted. They wish no more copy which is unclean and reeks with misrepresentation.

IN the old days it was thought to be legitimate to publish any kind of advertising offered that would go through the mails, but all that is changed, and the idea now prevails to a certain extent that the publisher should be responsible for what goes into his columns. This, of course, means a fuller confidence on the part of the public in all kinds of newspapers, and confidence, after all, is the mainstay in business of any kind.

Advertising creates public confidence. It is fertile with blessings to the public, and is one of the most important factors in accelerating the widened distribution of commodities of all kinds.

In the conduct of this trade newspaper we have always sought to investigate the character and reliability of advertisers who are unknown to us, and whose business has been proffered. In some instances we have been compelled to reject advertising because the proof offered was not sufficient to convince us that we would be fair to our readers or to ourselves in permitting certain statements to appear in our columns.

Again, at the risk of offending some reputable business clients we have objected to printing certain copy which has been sent to us. In all ways this publication has endeavored to work in a hearty spirit of co-operation with the legitimate interests of the trade, and our readers should rely upon this publication for news and the presentation of reliable publicity.

SALESMEN should read not only the publicity put forth by the great national advertisers, but they should read every line inserted by the firms with whom they are associated in their local papers. That is the only way to keep in touch with what their own houses are doing, and when they make it a point to scan the daily papers for what their own advertising departments are putting forth, they become acquainted with just what their competitors are doing.

Advertising in all seasons, year in and year out, is a necessary and most vital part of selling effort.

Honest advertising is not only the best policy, but the only one that will succeed permanently. It is constructive in its results, and it creates confidence instead of distrust.

A dealer who succeeds, through advertising fair prices, good service and courteous treatment, in securing the confidence of the community in which he lives and conducts his business will not have to resort to sensational methods, including price cutting, in order to gain a livelihood.

Price cutting in any line, save on special occasions, is injurious to the best interests of a trade, and price cutting on articles which are standard has a retroactive effect.

## CLEVELAND BUSINESS SHOWS INCREASE OVER 1914.

Distributors and Dealers of Talking Machines Optimistic Over Fall Outlook Following Successful Six Months' Business—Eighteen New Pathé Dealers—W. H. Maxwell, Vice-President of Thos. A. Edison, Inc., Recent Visitor—New Edison Models Announced.

(Special to The Talking Machine World.)

CLEVELAND, O., August 8.—Among the various jobbers and dealers in this city there prevails a spirit of optimism, since every talking machine man interviewed reported an increase over 1914 business. Many companies have had special talking machine sales for campers. Collections are good, and the fact that interest will be charged on talking machines helps to induce prospective customers to pay in larger payments.

The Euclid Music Co., which is located in the business district of the East End, reports that the summer business is all that can be expected. It takes a good deal of plugging in the summer, but its splendid sales force is amply able to take care of that. James G. Card is president of the company and is a hustler. Grant S. Smith, the man who has been instrumental in making the Euclid Music Co. what it is to-day—one of the most progressive and luxuriously equipped talking machine stores in the city—is the general manager of the company. Mr. Smith and family are at present in their summer home on the lake shore at Wicliffe, O.

The Fischer Piano Co., distributor of the Pathé talking machine, reports that eighteen new dealers have been recently added. The company has the entire State for its territory. Louis Rich, popular violinist, went to New York with Mr. Caldwell, where he expects to make a series of records for the Pathé.

Earle Poling, recently appointed manager of the W. F. Frederick Piano Co., and who was formerly assistant manager of the talking machine department of the McCreery Co., Pittsburgh, reports that the special sale of Red Seal records was a decided success.

The G. M. Ott Piano Manufacturing Co. now occupies the store formerly occupied by the H. M. Brainard Piano Co. Manager Morton, of the Columbia Grafonola department, just returned from his vacation at Atlanta, Ga., his home city. He got back on the job by landing several cash deals on high-priced machines.

The Eclipse Music Co. under its new management is putting forth every effort during this season to prepare for the fall season. C. K. Bennett, general manager, just returned from a trip to the Victor factory. He said he was very successful in arranging for increased shipments of goods, so that the company is in better shape than ever to supply its numerous dealers. Mr. Bennett visited the Victor jobbers in Philadelphia, Pa., and stated that they are optimistic concerning the fall business. T. H. Towell just returned from a trip to the Coast.

George D. Ornstein, manager of sales for the Victor Talking Machine Co., stopped in Cleveland on his way to the Coast.

Edward B. Lyons, sales manager of the Eclipse Musical Co., finished his trip around the territory and secured many large orders for immediate and future delivery. He said that the trade was very much pleased with the service it was getting.

Mr. Yahrling and Mr. Raynor, both prosperous talking machine men of Youngstown, O., were in Cleveland visiting the Eclipse Musical Co.

Norman Cook, from the Boggs & Buhl Co., Pittsburgh, called on his friends in town. He was formerly manager of the Victrola department of the Frederick Piano Co.

W. H. Maxwell, vice-president of T. A. Edison, Inc., was in Cleveland talking over fall plans concerning the campaign that is to be launched. He called on all the local jobbers and was very much pleased over the increase as compared with a year ago. The Edison Co. has placed three new model phonographs on the market. The machines—the \$100, the \$150 model and the \$200—are now in the hands of the local trade. On August 1 several new dealers were added to the list of the Phonograph Co. The demonstration work that was started about a year ago is still being continued

in this territory. Manager Brophy is very energetic in advertising and demonstrating the Edison machine. He said that the lake excursion boats between Cleveland and Put-in-Bay, Cedar Point and Port Stanley are supplied with the Edison diamond point phonograph for demonstration.

P. A. Davis, manager of the Victrola department of the William Taylor & Sons Co., said that his department has been enlarged to such an extent that it is now the biggest and best talking machine department in town. He said business was good, and, with the added facilities, looks forward to a greater volume of business.

### THREE EDISONS FOR HIGH SCHOOLS.

J. H. Sunier, of 112 Washington street, Iowa City, Ia., who recently took on the agency for the

Edison diamond disc phonographs and records, recently sold three expensive styles to the High School in his city. His business is steadily growing—beyond his expectations.

### HAS COMPREHENSIVE STOCK.

F. E. Beach Handles Four Prominent Lines of Talking Machines and Records in Bridgeport.

(Special to The Talking Machine World.)

BRIDGEPORT, CONN., August 5.—One of the most comprehensive stocks of talking machines and records in this city is that of F. E. Beach. The business has developed from a stock of three machines and 100 records to a point where close to 100 machines and a library of 15,000 records are required to take care of current demands. Mr. Beach handles the Victor, Columbia, Edison Diamond Disc and Sonora machines and records, this department of the business being under the direction of Charles Potts, an experienced talking machine man.

Study the other fellow's advertising—you'll get many a good pointer about the lacks in your own.

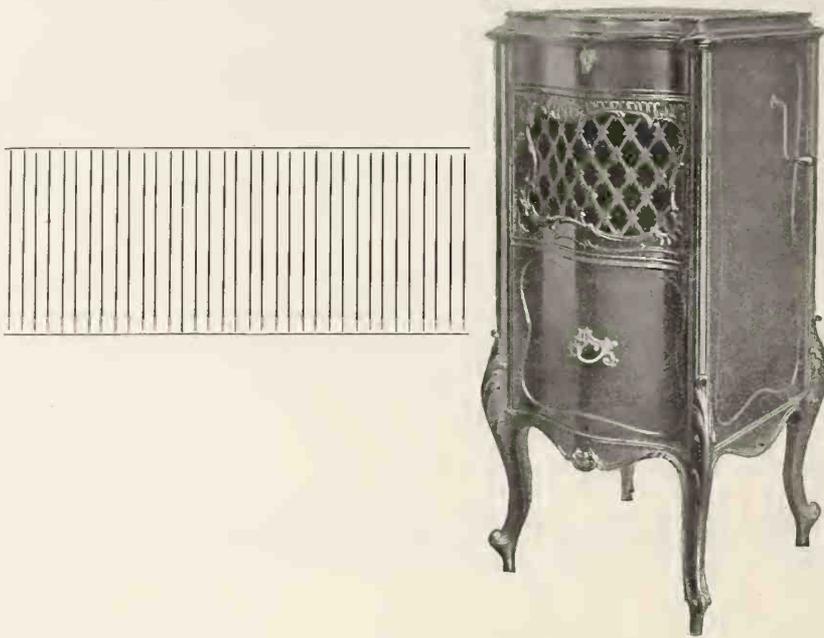
## Boston—Oliver Ditson Co. New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments, such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both class.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next four months.

## Ditson Victor Service



## What Is The "Acid Test" For a Phonograph?

When an artificial tone can bear favorable comparison with the original, heard side by side, it can truly be said that perfection has been attained.

It now seems that in the New Edison Diamond Disc Phonograph the science of sound reproduction has been developed to a degree beyond which it is impossible to go. The Edison and the artists stand side by side and the practiced musical ear hears in the phonograph only the artist's subtle character and fine distinctions of tone.

The life-like tone of the Edison has passed through this "acid test" with marked and convincing success.

*The New Edison Diamond Disc Phonograph has been heard in conjunction with such eminent artists as Anna Case, the Metropolitan Opera Star, and Albert Spalding, the renowned American violinist.*

*The result was a revelation!*

Those who heard this daring experiment awoke to the realization that here, at last, was a tone in which all the human quality, the purity and richness of the original was preserved. "Real music at last."

Neither before nor since the advent of the New Edison Diamond Disc Phonograph has anyone dared to submit an artificial tone to the same "acid test" which has so completely established the perfection of the New Edison.



# New Edison Diamond Disc Phonograph

A great wave of popular recognition shows that the musical public is quick to appreciate a fidelity of tone that is the realization of all their hopes.

The public has wanted an artificial tone for which no apologies need be made. They have waited for a phonograph that could conscientiously be called a *real musical instrument*. One whose tone could bear the "acid test" of comparison with the original.

This the New Edison Diamond Disc Phonograph has brought them. It marks the dawn of a new era in music.

The perfection of the New Edison is the greatest recent development in the music trades. Every dealer in musical instruments who allies himself with this perfected phonograph, immediately stamps himself as a progressive merchant of sound judgment. His up-to-date methods will inspire confidence and prestige. He will profit by that universal favor that inevitably comes to a product of proved merit.

Every wide awake dealer will be interested in the details of our merchandise and our proposition. We will gladly send full particulars upon request.

  
Thomas A. Edison  
INCORPORATED

279 LAKESIDE PLACE

ORANGE, N. J.



We still talk "Columbia Double-Disc Records, 65 cents," because it is the biggest thing in the industry to talk about. (See the Columbia Saturday Evening Post advertisement, issue August 21st.)



(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

### ANOTHER GREAT MONTH FOR TALKER MEN OF DETROIT

July Made a Splendid Showing in All Departments of Business—Wallace Brown Enlarges Store—Grinnell to Exhibit at State Fair—Dealers Stocking Up for Early Fall—Detroit Music Co. Changes—Starr Co.'s Talking Machine Plans—News of the Month.

(Special to The Talking Machine World.)

DETROIT, MICH., August 5.—July was another great month for the talking machine men of this city, and I refer to "great" in the sense that business was considerably above expectations. Usually June, July and August are dull, off and quiet months, but it seems this year as if there would be no dull period. In July—the vacation month—dealers enjoyed as good trade as they did any month except December. August looks promising, and every indication points to "better than usual trade" for the remainder of this year. Many improvements are to be made by Detroit dealers within the next sixty days, and whenever you hear of a store expanding it is because business justifies larger room.

W. H. Huttie, district manager in Detroit for the Starr Piano Co., visited the company's factory the first week in August to get full details regarding the new talking machine which the Starr Co. is going to bring out. Mr. Huttie is now arranging to make the necessary changes in the floor arrangement. A "talking machine" sign has already been painted on the front window.

F. A. Denison, manager of the Columbia branch in Detroit, was again the winner of the \$25 prize for the "best collections" for the month of June. This makes him winner for four consecutive months. He feels sure that he will win for July also. Mr. Denison says that sales in July just passed were several times greater than during the

same month last year. "Dealers are stocking up for early fall, and this makes our summer business as heavy as at any other time of the year," he added. Mr. Denison will leave on a two weeks' vacation about the middle of August. He will spend it in Washington, where he was located for a number of years, and will also visit Baltimore, Philadelphia and New York, in addition to visiting the Columbia factory.

S. E. Lind, city salesman for the Columbia, returned July 31 from St. Louis, where he spent two weeks. St. Louis is his former home.

Grinnell Bros. have already arranged for space at the Michigan State Fair, which will be held in Detroit early in September. The company will exhibit talking machines and pianos.

The Crowley-Milner department store in Detroit is erecting an eight-story addition, which will mean larger space for the talking machine department when completed.

The Schmelzer furniture store at 511 Genessee street, Saginaw, has opened a talking machine department on the eighth floor. It is in charge of Mrs. Elsie Burroughs, who for the past seven years has been in charge of the talking machine department at the Cable Piano Co. store. The room is white enameled throughout.

A five-dollar talking machine will be manufactured by the Ecco Talking Machine Co., recently incorporated in Detroit. An order has already been received for several thousand for export purposes.

Sturgis, Mich., is to have a new enterprise, to be known as the Howard Phonograph Co. It is said to be backed by Pacific Coast capital. Operations will be started soon. The company will make talking machines.

Wallace Brown has taken a lease of the adjoining store at 33 East Grand River avenue, Detroit, which will give him two stores, or double his present capacity. He takes possession of the adjoining store by September 1, and will at once start tearing out the wall, remodeling and making the necessary changes. Three large booths, 15 by 9 feet each, will be installed in the new part. Mr. Brown's total frontage on the avenue will be thirty-five feet. The stores are fifty feet deep. There is a full basement under both stores, in which stock is carried. Sales by the Wallace Brown Edison Shop during the past thirty days were made to some of the wealthiest and best known families of Detroit. Three Edison machines were sold to C. A. Newcomb, of the Newcomb-Endicott Co.; one went to his summer home at Harbor Beach, Mich., and the other two to his Detroit residence. Mrs. Henry Ford, wife of the millionaire automobile manufacturer, who owns a \$400 Edison machine, bought one for her brother, who will live at the new Ford mansion at Dearborn. Mrs. Theodore Buhl, who owns a magnificent home on East Jefferson avenue, bought a \$450 Circassian walnut Edison machine for her Circassian walnut music room. She also bought one for her yacht. Mrs. H. D. Sheldon, another member of the "400," bought a \$400 Louis XVI. special model Edison. Mrs. Campau Thompson bought a Sheraton model, while Mrs. Dr. Adlington Newman bought a special finish oak machine to match the organ in her music room. "You bet we are doing business," said Wallace Brown. "Lots of it."

## GET IN LINE—ORDER STOCK NOW

THE WISE DEALERS ARE GETTING THEIR FALL STOCK IN  
BE ONE OF THE WISE DEALERS AND PREPARE YOURSELF  
YOU CAN DEPEND UPON AMERICAN SERVICE

Place your orders with us and let us show you that we are as good as the best. We have been giving good service since 1903 and are improving all the time. BE ONE OF OUR REGULAR DEALERS AND INSURE GOOD SERVICE FOR THE FALL

MESSENGER SERVICE AND AUTOMOBILE DELIVERY

**AMERICAN TALKING MACHINE COMPANY**  
368 LIVINGSTON STREET  
BROOKLYN, N. Y.  
DISTRIBUTORS OF VICTROLAS AND VICTOR RECORDS EXCLUSIVELY

Dan J. Nolan, manager of the piano and talking machine department of the May Co. store in Cleveland, was in Detroit July 15. His purpose here was to go through the new J. L. Hudson music store and get pointers on "stock keeping." He told Manager Andrews, of the Hudson store, who explained his system to him, that he believed it to be the most thorough, most complete and simplest he had ever seen.

Our readers will be interested to learn that the very latest statistics give Detroit a population of 760,000. Predictions are that by 1920 the population of Detroit will be 1,000,000.

The Detroit Music Co., which recently took on the Columbia line, has made extensive changes and improvements. A new floor has been laid and the interior of the store redecorated. Manager Trebilcock reports excellent business in the talking machine department.

Rudolph Wurlitzer, who has a summer home at Harbor Beach, Mich., was a recent visitor in Detroit. While in town he visited with the leading Victor dealers.

Ernest Mitton, salesman in the talking machine department of Grinnell Bros., was married recently to a Saginaw girl. Blessings.

E. P. Andrews, manager of the J. L. Hudson music store, has been elected secretary of the Department Managers' Association, recently organized by the various buyers and department managers of the J. L. Hudson Co. It will meet monthly and talk over selling problems.

Charles A. Bush, secretary and treasurer of the Durand Phonograph Co., Detroit, celebrated his forty-sixth birthday on June 26.

C. A. Grinnell, of Grinnell Bros., was the only Michigander who attended the Talking Machine Jobbers' Convention at San Francisco the week of July 26.

### MUSIC IN OPERATIONS.

The Important Part Played by the Victrola in St. Joseph's Hospital, Aurora, Ill.

The Chicago Herald and the Chicago Tribune both featured on the front page recently one of the unusual uses to which a Victrola is put. The Victrola in question was sold by the Cable Piano Co.'s Aurora store to Dr. Sherman, a surgeon of that city, who uses it as a soothing agency in operations.

Miss A. L. Mylius, manager of the Victrola department of the Aurora store of the Cable Piano Co., writes that the patients upon whom Dr. Sherman has operated speak most highly of the Victrola idea.

It seems that Dr. Sherman is a very close friend of Dr. G. W. Crile, of Cleveland, O., a surgeon of

### THE AUTO AS TRADE DEVELOPER.

How C. H. Shumaker Has Developed a Splendid Line of Business by Getting After the Dwellers in the Smaller Towns and Semi-Isolated Districts of Missouri and Kaw Valleys—An Example Worth Following.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., Aug. 9.—The Columbia Grafonola is being presented to the dwellers in the smaller towns and semi-isolated districts of the Missouri and Kaw valleys this summer as never



C. H. Shumaker and His Trade Promoting Auto.

before. Hardly a town is missed; and the missionary work, for such in effect it is, is particularly pleasant to note because so many persons are made acquainted with the instrument and its possibilities who perhaps never had got closer to one than to its picture.

note the country over. Dr. Crile devised a method of shockless operating, which involves a mental as well as a physical preparation for an operation and the giving of nitrous dioxide gas with oxygen for an anesthetic instead of ether with its evil after effects. This is what Dr. Sherman is using, and the Victrola is just another step toward keeping "fear thoughts" out of the patient's mind and putting him in splendid condition for the operation.

### AUTHORIZED TO DO BUSINESS.

The Hoffay Talking Machine Co., incorporated in Delaware, has been authorized to do business in the State of New York; capital stock, \$1,000,000. Local representative, M. Tucker, 500 Fifth avenue. ceiver.

The man who is taking the Grafonola to the out-of-the-way places, the villages far from railroads, the farmhouses of the backwoods, is C. H. Shumaker; one of those men with the courage of their convictions, and with no aversion to hardships and hard work. Mr. Shumaker took a Ford automobile a few weeks ago, had a special body built for it, with such laths and strips and bolts built in as would allow two talking machines to be safely carried thereby. In this truck he loads two machines and travels the territory. Some territory it is, too. There are no restrictions, except that

the places visited must be out-of-the-way. He goes into Missouri and Kansas off corners, and into the broader "deserts" of Oklahoma. He demonstrates the machine in the small town, on the street corner, in a hall, at a corner store; he demonstrates in farm houses, where special festivals are arranged, often for the benefit of a lone farm wife, who sees instantly the comfort to her loneliness. And he sells Grafonolas—a lot of them.

In the picture Mr. Shumaker is leaning against the front wheel of the Ford. Next is H.

J. Ivey, city salesman of the Columbia at Kansas City; with his foot on the running board is C. R. Trostler, retail salesman at Kansas City's Columbia headquarters.

Mr. Shumaker's energetic campaign is well worth emulation by those seeking new business.

### THE VICTOR AT THE EXPOSITION.

Impressive Grouping of Newspaper Clippings Referring to the Various Musical and Dancing Festivals Held at the Victor Temple.

A most convincing illustration of the prominence of the Victor Talking Machine Co. exhibit at the Panama-Pacific Exposition in San Francisco is afforded by a poster just sent out and which bears the reproduction of an immense half-tone plate, 18 by 27½ inches, showing some of the elaborate articles, many of them illustrated, appearing in the San Francisco newspapers regarding the musical and dancing festivals held in the Victor Temple of Music at the exposition or on the lawns near the temple, for which the Victrola supplied the music.

## A Little Message to Victor Dealers in the Central States

Victor Dealers generally understand the machine situation—that it is necessary to order far enough ahead—or suffer accordingly. There are never enough Victrolas to handle the last big rush each year.

So then, the only real service any Victor jobber can give is on records and other small but important items.

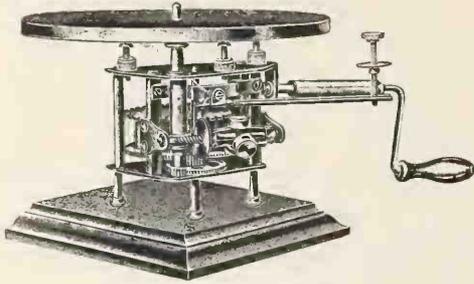
Last year we protected our Dealers by ordering larger stocks of the best selling records in the early Fall and were able to furnish them records during the busy months.

We are planning again to have all of the best sellers during the approaching busy season and you ought to get in touch with us, and share in this "rapid fire" record service a little later on.

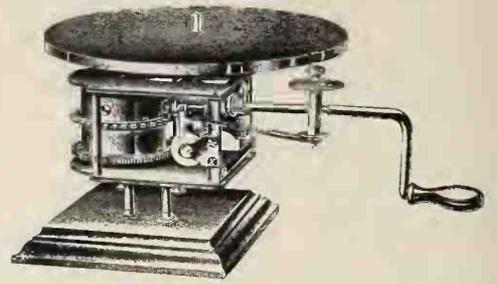
A great many Dealers, large ones, too, tell us our record service is the best that they can find, all of which information we gladly pass along to you.

**THE PERRY B. WHITSIT CO., COLUMBUS, OHIO**

No. 1A—Motor, with Worm Gear. Plays One  
12-Inch Record.



No. 2—Motor, with Worm Gear. Plays 3 10-Inch  
or 2 12-Inch Victor or 2 10-Inch Edison Records.



## LINDSTRÖM MOTORS

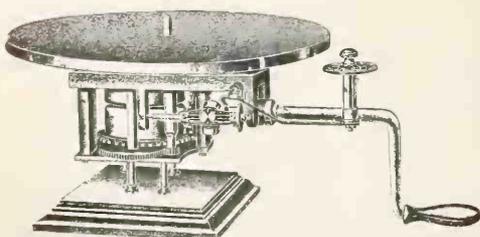
THE **MOTOR** IS  
The Heart of the Talking Machine

# Lindström Motors

Are the Product of Experience  
Are giving Perfect Satisfaction  
Are in use the World Over  
Are Guaranteed for One Year

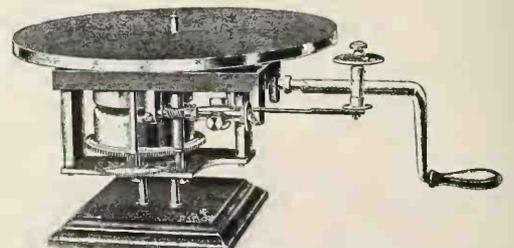
## OTTO HEINEMAN

45 Broadway, New York  
2701 Armitage Avenue, Chicago



No. 3—Motor, with Worm Gear. Plays 4 10-Inch  
or 3 12-Inch Victor or 3 10-Inch Edison Records.

## LINDSTRÖM MOTORS



No. 4—Motor, with Worm Gear. Plays 8 10-Inch  
or 5 12-Inch Victor or 5 10-Inch Edison Records.

# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., August 9.—Manager Arthur Erisman reports Columbia business, so far as retail goes, as about normal for this season of the year, but it is quite a different story in the wholesale end, which is really phenomenal. Manager Erisman called attention to a single order just received from a dealer and which is for immediate delivery, that is equal to the sum total of many dealers' orders in a long time. When Manager Erisman got this order it fairly took his breath away. Some of the new dealers that he has lately signed up include the Household Furniture Co., of Providence, R. I.; the Hanover Furniture Co., of 289 Hanover street, Boston, which, it should be stated, has been doing a big business since starting in to handle Columbia outfits, and the Beedle Piano Co., of Keene, N. H., which is the most up-to-date music store in that place. All of these have helped in large measure to popularize the Columbia line. Manager Erisman states that it is highly gratifying that so many dealers are coming to realize the importance of keeping on hand a full stock of records. For a long time it has been hard to convince dealers of the value of such a procedure and that by so doing they can keep the business within their own town or city rather than allow a customer, as so often has been the case, to go to or send to a city for the desired records.

#### Organizing New Selling System.

Harland R. Skelton, of the Thomas A. Edison forces, is back in Boston for a few days from Syracuse, N. Y., where he has been organizing a new selling system which will work out advantageously for jobbers and dealers. On Monday he goes to the Edison factory at East Orange to attend a conference of dealers, and after a few days' stay there he will return to Syracuse and stay there probably until October and help arrange an exhibit at the State Fair for F. E. Bolway & Son, Inc., of Syracuse, who are making unusual efforts to have this exhibit, which will be in a special building, something out of the ordinary among talking machine displays. F. E. Bolway & Son carry the Edison line and the house is one of the largest jobbers in the Syracuse zone.

#### Eastern Co. Boys Enjoying Vacation.

Two of the staff of the Eastern Talking Machine Co.—Mark Read and Jerry Spillane—are at Camp 'Tis Ours at Southport, Me., where a bunch

of the boys go each summer, but while they write home they are having a good time it scarcely can be to the accompaniment of sunny days, for the vacation weather has been about as bad as one's worst enemy could wish for. In a week's time these boys will have returned and a second group, consisting of Billy Fitzgerald, Ed Welch and James White will start away for the same camp. It's to be hoped they will have warm, dry weather. Mr. Fitzgerald, by-the-by, is receiving the sympathy of many friends just now because of his having suffered an attack of ptomaine poisoning which incapacitated him for work for several days. The sickness took such hold of him that he lost considerably in weight, and a vacation just about this time looks pretty good to him.

#### Benefited by His Rest.

John Alsen, manager of the talking machine department for George Lincoln Parker, has returned from his vacation spent in a camp at Phillips Lake, Me., and he is looking as brown as a nigger. He spent much of his time fishing; he gained in weight, and returns feeling in fine condition and in good time to map out his campaign for big business this fall.

#### Where the Columbia Boys Are Rusticating.

Those at present on a vacation from the Columbia Graphophone Co.'s warerooms include John O'Hara, who is at Green Hill, Nantasket; George Krumscheid, one of the company's traveling salesmen for Vermont and New Hampshire, who is at Scituate Beach; Miss Elvira Cragin, who is at Belows Falls, Vt.; John Burke and Edgar Dooley, of the wholesale department, who are off on a camping trip; Sergeant Arthur Collins, of the Coast Artillery, and who is captain of the Columbia repair department, has returned from a two weeks' tour of duty at Fort Andrews, where he did some good work as a crack marksman. Fred Erisman, Manager Arthur Erisman's brother, has gone to the White Mountains accompanied by Mrs. Erisman, who has returned from a visit at her home in Wilmington, Del.

#### John L. Gately Opens in Albany, N. Y.

John L. Gately, well remembered as a Victor traveling man in the New England territory, has taken an interest in the firm of Finch & Hahn, of Albany, N. Y., general talking machine distributors, and henceforth will devote his time to popularizing goods in that territory. His friends in the New England field will miss him considerably.

#### Enjoying Automobile Trips.

Elton F. Taft, manager of the Eastern Talking Machine Co., is taking his summer vacation in long trips in his new car. He starts away toward the end of the week taking friends with him, and in this way is able to visit many of the popular places and see much of the country.

#### Manager Erisman Entertains Senator Johnson.

Senator Johnson, of New Jersey, one of the directors of the Columbia Co., paid a visit to Boston a week ago while en route to Poland Springs, Me., where he went to spend a few weeks with his family. Manager Erisman pleasantly entertained him while he was in town. The Senator had much to say of the wonderful growth of the company. Other visitors here were Mr. Madison, of the Cleveland office of the Columbia, and Mr. Stacey, manager of the dictaphone department of the company in the same city. They traveled East in their auto, reaching Boston without a mishap of any kind. Later when they took Manager Erisman off on a trip along the south shore they were the victims of all kinds of minor accidents.

#### Enjoy Good Summer Business.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., states that he has had a good summer's business. He will start away on his vacation toward the end of the month. Lewis W. Samuels, Mr. Sylvester's able young assistant, leaves in a few days for the coast of Maine.

#### William Maxwell Visits Boston.

William Maxwell, second vice-president of the Thomas A. Edison Co., Inc., was a caller the other day at the Pardee-Ellenberger Co.'s Oliver street, Boston, headquarters. It was a business trip, and a few days were pleasantly spent here with Manager Silliman playing the role of host. Mr. Pardee, head of the Pardee-Ellenberger Co., was over here from New Haven a day or two ago. He is planning to take his family to a resort outside of Bath, Me., for a vacation. Manager Silliman and his family are leaving town on the 13th instant for Boothbay Harbor, Me., where they will be for the rest of August. Manager Silliman reports business as unusually good and the prospects for the fall something out of the ordinary. Mr. Silliman's able, hustling son, Horace H. Silliman, who was demonstrating the Edison diamond

(Continued on page 14.)

Real Music  
At Last

## PARDEE-ELLENBERGER COMPANY, Inc.

BOSTON, MASS.

NEW HAVEN, CONN.

When the musician wants a means of securing music as it is written and as it ought to sound, he buys the NEW Edison Talking Diamond Disc Phonograph. There are many other people who are following this example, for it is evident that the TRUE reproduction of music is obtained only by the new Edison and the new Edison disc records.

No needle nuisance; no scratching nuisance; no nasal nuisance; nothing but MUSIC

## THE TRADE IN BOSTON AND NEW ENGLAND—Continued from page 13).

disc at some of the fashionable watering places last summer, has gone into the advertising business as a side line between his Harvard College courses.

**Adeline Francis Delights Bostonians.**

An interesting feature attracting much attention at Keith's beautiful Boston playhouse this week is the clever work of Adeline Francis, styled on the playbill "The Graphophone Girl." She actually sings with herself, and here is how she does it: She rolls out onto the stage what she calls a push-mobile. On this is a Columbia graphophone which necessarily has a horn so that the registered voice tones may be the farther carried. The records used are of her own voice, and thus with herself she carries on a conversation and sings duets with herself in a way to highly entertain her audience. This is one of a first-class program such as one always finds at Keith's Theatre. Miss Francis has enjoyed great success in London and throughout this country.

**Pardee-Ellenberger Co. News.**

Guy R. Coner, of the Pardee-Ellenberger Co.'s field staff, spent his vacation over in New York with frequent trips to the Edison laboratories at East Orange. F. S. Boyd, of the staff, will soon go to Duxbury for his fortnight's vacation, and L. H. Ripley on September 1 will go to his old home in Winchester, N. H.

**STRIKING WINDOW DISPLAY**

Being Made in Fitchburg, Mass., by Kidder & Davis in Which the Columbia Is Featured.

(Special to The Talking Machine World.)

FITCHBURG, MASS., August 9.—A window display that is attracting much attention throughout the city is that of the well-known furniture house of Kidder & Davis at 696 Main street. A small lagoon has been arranged in the center of the floor and this is surrounded with a covering of thick pine cones and forest growth that gives the scene a woodland appearance. A camp tent is set in the

background with a canoe close by. A Columbia Grafonola is mounted on a tree stump, which suggests a day or evening of delight to the accompaniment of music. The manager of the Grafonola

department of this house, Victor Guay, is deserving of the greatest credit for his admirable arrangement of this window. This house is doing a large business in Columbia outfits.

**SOME GOOD ADVICE ON "HOW TO EXTEND CREDIT"**

Offered to Wisconsin Jewelers' Association by James A. Fetterly, an Expert in This Field—Some Rules on the Handling of Credits That Apply to the Talking Machine Trade.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., August 5.—James A. Fetterly, secretary of the retail division of the Merchants and Manufacturers' Association, of Milwaukee, in a speech entitled "How to Extend Credit," delivered before the tenth annual convention of the Wisconsin Retail Jewelers' Association, held at the Hotel Wisconsin in Milwaukee, July 20, 21 and 22, gave some highly interesting information to all retailers, talking machine dealers included.

Mr. Fetterly has had wide experience in the credit field, as he was the organizer and is in general charge of the credit bureau of the Merchants and Manufacturers' Association, one of the first credit organizations of its kind in this country. His ideas were highly regarded by the jewelers, many of whom carry talking machines as a side line, and dealers all over the country could well profit by his address.

Mr. Fetterly said that in former years from 75 to 90 per cent. of retail business was done on a cash basis, but that to-day from 40 to 75 per cent. (depending upon the line) is done on a credit basis, and the percentage is rapidly mounting. He classed the credit man as the "governor that regulates the activity of the sales department and on whose reliability, infallibility, keen judgment of human nature and diplomacy frequently depends whether the balance at the end of the year shall be on the right or the wrong side of the ledger."

The speaker gave Bradstreet's definition of credit: "An estimate of the ability and disposition of an individual, firm or corporation to meet a business engagement."

"The paying ability of a man has some weight in determining his standing as a credit customer, but far above that in importance, according to my theory, is his paying disposition, or paying habits," said Mr. Fetterly. "His paying habit is the final test to determine whether he is a desirable credit risk; his paying ability is merely the yardstick which fixes the amount to which credit should be given. While at first glance it would appear that 'paying ability' should be the supreme test, experience has proved beyond the shadow of a doubt that it is secondary in importance and that paying disposition or paying habit is the acid test that should be applied to every application for a credit account.

"Experience has definitely proven that in the granting of retail credit the first and most important fact to ascertain regarding the opening of a new account is the paying habit of the individual. After that has been ascertained, and if it is decided to open the account, the paying ability of the applicant is then to be considered in fixing or measuring the amount for which credit shall be given.

"It, therefore, logically follows that the principal work of the credit man of to-day is in securing the necessary information that will enable him to determine the paying habit of the applicant, and on his work along this line depends his success and, to a large measure, the success of his employer.

"The work of securing credit information must be thorough; it must be as complete and authentic as possible, and it must be secured, if possible, without alarming the applicant, for so comparatively new is our credit system that the average credit applicant—particularly if it be a woman—acts 'gun shy' and takes it as a personal insult if she ascertains that inquiries are being made regarding her. He (or she) can see no injustice in asking you to trust him implicitly with whatever portion of your stock his fancy may desire, and to do it on his unsupported word as to his character and standing. This credit information must therefore be secured as confidentially as is possible and consistent with the necessity for getting all the facts.

"Concerted action is the great remedy for most abuses that are so flagrant in the retail merchandising field to-day. One standard for granting credits; one standard for the collection of accounts, and one standard for doing business in general. Concerted effort. All for one and one for all. So will come a greater peace, prosperity and contentment to the retailer and a greater justice and fairness to the customer."

**OPENS OFFICES IN NEWARK, N. J.**

Mark K. Mermod announces the opening of his new offices at 810 Broad street, Newark, N. J., where he is specializing in the manufacture and sale of "Mermod" motors, which are now being made in this country along the same lines of production that have been secured from the result of a century's experience.

Mr. Mermod is also handling a line of diamond and sapphire jewel needles for playing various makes of records, as well as a full line of tone arms in various shapes and sizes. He reports an excellent demand for his products.

Those in the talking machine trade who play "cow pasture pool," or, in other words, who are devotees of losing golf balls, have a challenge for a competitive match from P. C. Sweeny, of The Edison Shop, 437 Fifth avenue, New York. Side bets may or may not be made, but the boys who know Sweeny are backing him to win. Mr. Sweeny generally runs around courses with only a few strokes over par.

# 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.

Victor Record of "Celeste Aida" sung by Caruso



Caruso as Rhadames in Aida



### Both are Caruso

The Victor Record of Caruso's voice is just as truly Caruso as Caruso himself.

It actually *is* Caruso—his own magnificent voice, with all the wonderful power and beauty of tone that make him the greatest of all tenors.

Every one of the hundred and twenty Caruso records brings you not only his art, but his personality. When you hear Caruso on the Victrola in your own home, you hear him just as truly as if you were listening to him in the Metropolitan Opera House.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the world's greatest artists. There are Victrolas in great variety of styles from \$10 to \$250.

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

Victor Talking Machine Co., Camden, N. J., U. S. A.  
Berliner Gramophone Co., Montreal, Canadian Distributors



Victor Record of the "Indian Lament" by Kreisler




### Both are Kreisler

The Victor Record by Kreisler is truly Kreisler as himself.

When you hear the great Kreisler on the Victrola it is as though you were hearing him himself.

His profoundly beautiful and exquisite phrasing, his technique, all entrance you—you are a master artist.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the thirty-five Kreisler Records by any other of the world's greatest artists.

There are Victrolas and Victrolas in great variety of styles from \$10 to \$250.

Victor Talking Machine Co., Camden, N. J., U. S. A.  
Berliner Gramophone Co., Montreal, Canadian Distributors



Victor Record of "Habenera Farrar" sung by Farrar



Farrar in the title role of Carmen



### Both are Farrar

The Victor Record of Farrar's voice is just as truly Farrar as Farrar herself.

The same singularly beautiful voice, with all the personal charm and individuality of the artist.

To hear the new Carmen records by Farrar is to be stirred with enthusiasm, just as were the vast audiences—the largest ever assembled in the Metropolitan Opera House—the Metropolitan Opera House—which greeted her performance of Carmen, and acclaimed it the supreme triumph of this great artist's career.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the sixty-two Farrar records, or Victor Records by any other of the world's greatest artists.

There are Victrolas and Victrolas in great variety of styles from \$10 to \$250.

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

Victor Talking Machine Co., Camden, N. J., U. S. A.  
Berliner Gramophone Co., Montreal, Canadian Distributors



# Victor supremacy

is firmly established on a basis of great things actually accomplished. The Victor brings to every one the art of the world's greatest singers and musicians, and as these great achievements are constantly placed before the public eye through our extensive advertising, Victor dealers everywhere reap the benefit.

The measure of success they enjoy is in keeping with the great musical accomplishments of the Victor.

Victor Record of "From the Land of the Sky Blue Water" sung by Gluck



Alma Gluck



### Both are Alma Gluck

The Victor Record of Gluck's voice is just as truly Gluck as Gluck herself.

You have only to hear her on the Victrola to realize that here *is* Alma Gluck.

Her sweet, sympathetic voice is there in all its simple beauty—as charming and lifelike on the Victrola as though you were hearing this great artist on the concert or opera stage.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the sixty-one Gluck records, or Victor Records by any other of the world's greatest artists.

There are Victrolas and Victrolas in great variety of styles from \$10 to \$250.

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.

These advertisements are miniature reproductions of the full-page advertisements now appearing in leading magazines as a part of our nationwide advertising campaign.



Victor Record of "I Hear You Calling Me" Sung by McCormack




### Both are McCormack

The Victor Record of McCormack's voice is just as truly McCormack's voice as McCormack himself.

Whether you hear the great Irish tenor on the Victrola or on the concert stage, it is all the same.

The same natural voice of surpassing beauty, the same distinctness of enunciation—the same McCormack.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the eighty-nine McCormack records, or Victor Records by any other of the world's greatest artists.

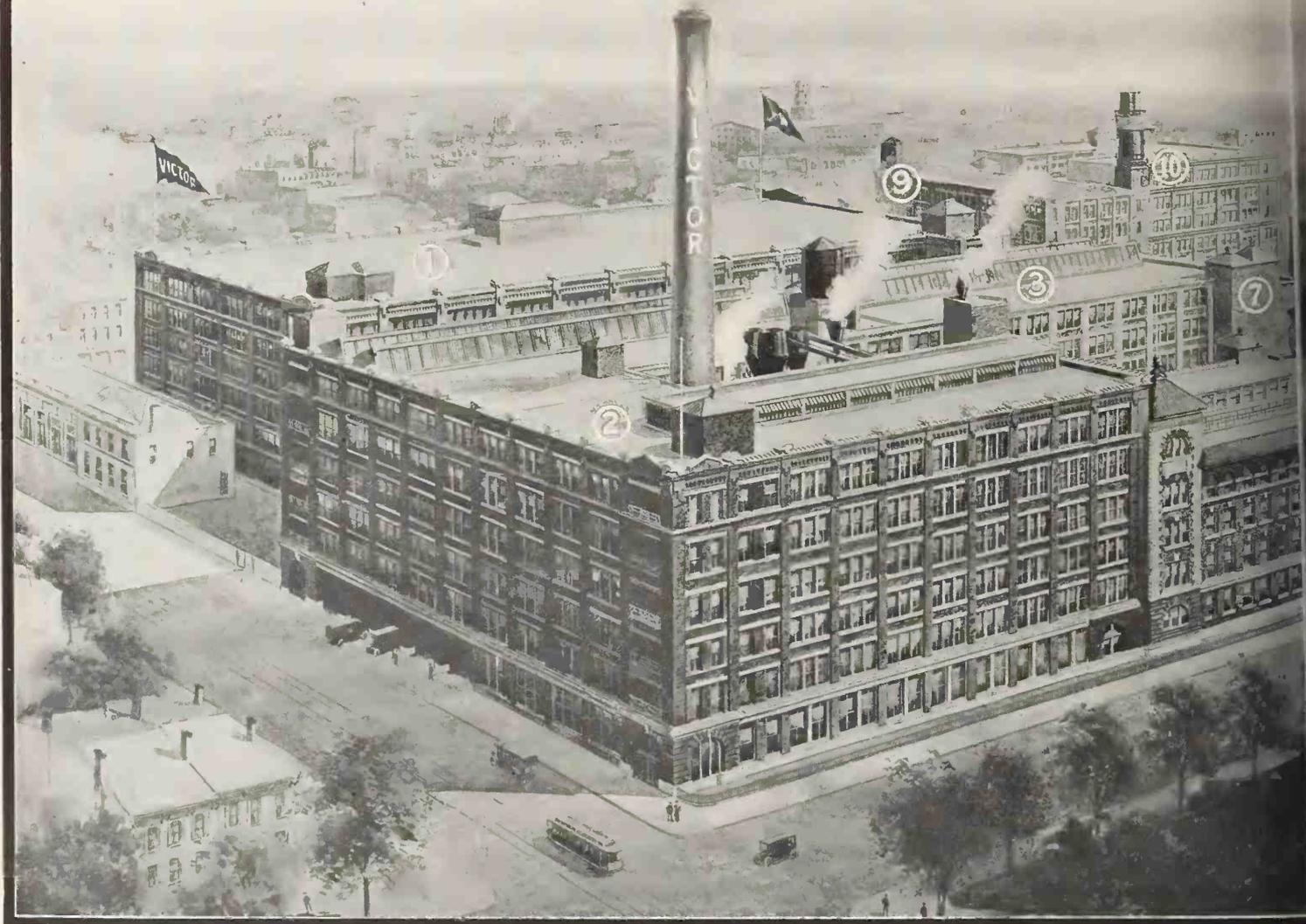
There are Victrolas and Victrolas in great variety of styles from \$10 to \$250.

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.

1898

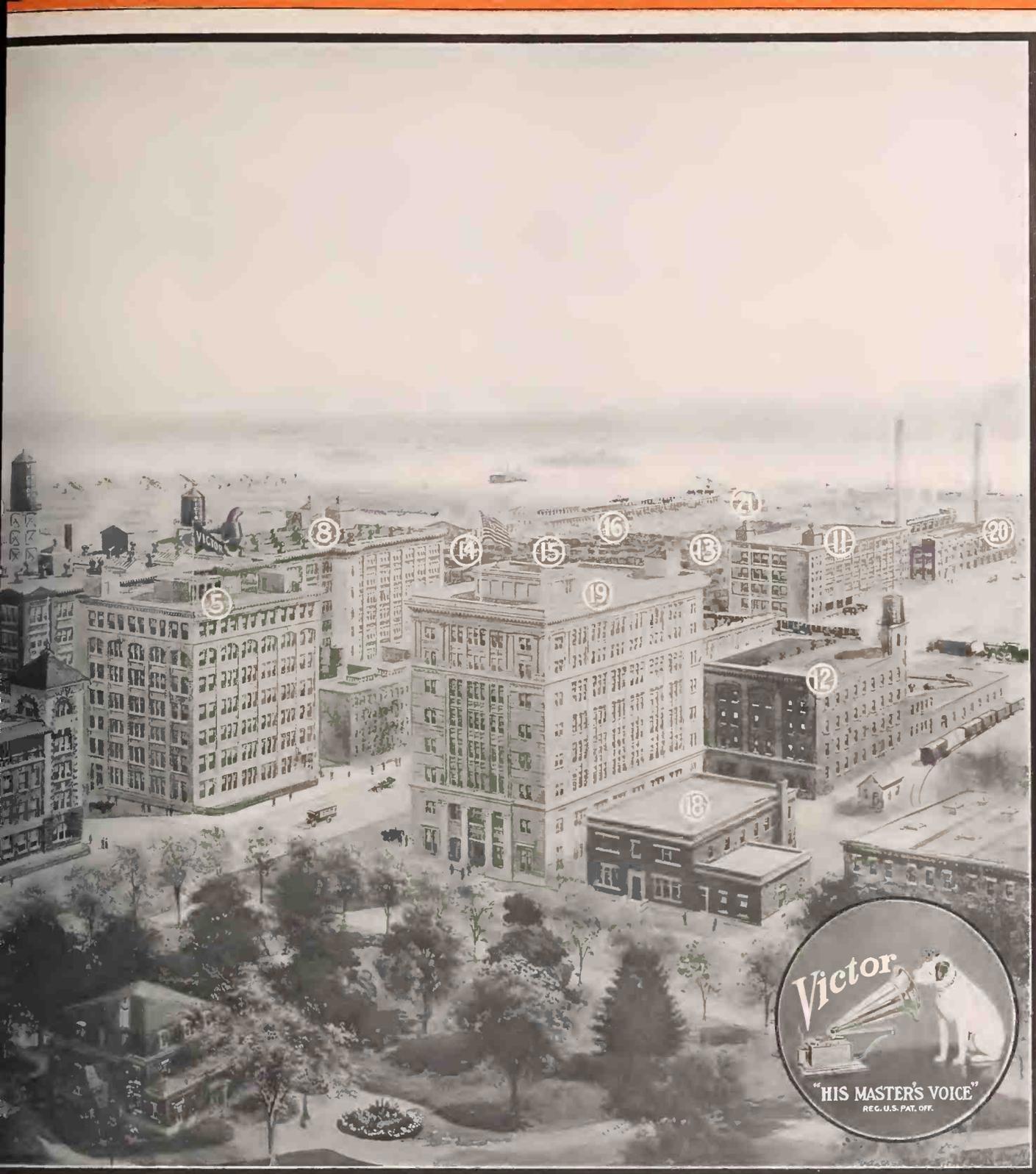


1. Shipping Department.
2. Machine Factory.
3. Machine Factory.
4. Record Pressing Plant.
5. Recording and Research Laboratory
6. Cabinet Factory.
7. Lumber Dry Kilns.
8. Cabinet Factory.
9. Storage Building.
10. Storage Building.
11. Grinding Plant.

## Another evidence

This new picture of the immense Victor factories shows all the new additions to this gigantic plant—the greatest musical center in the whole world.

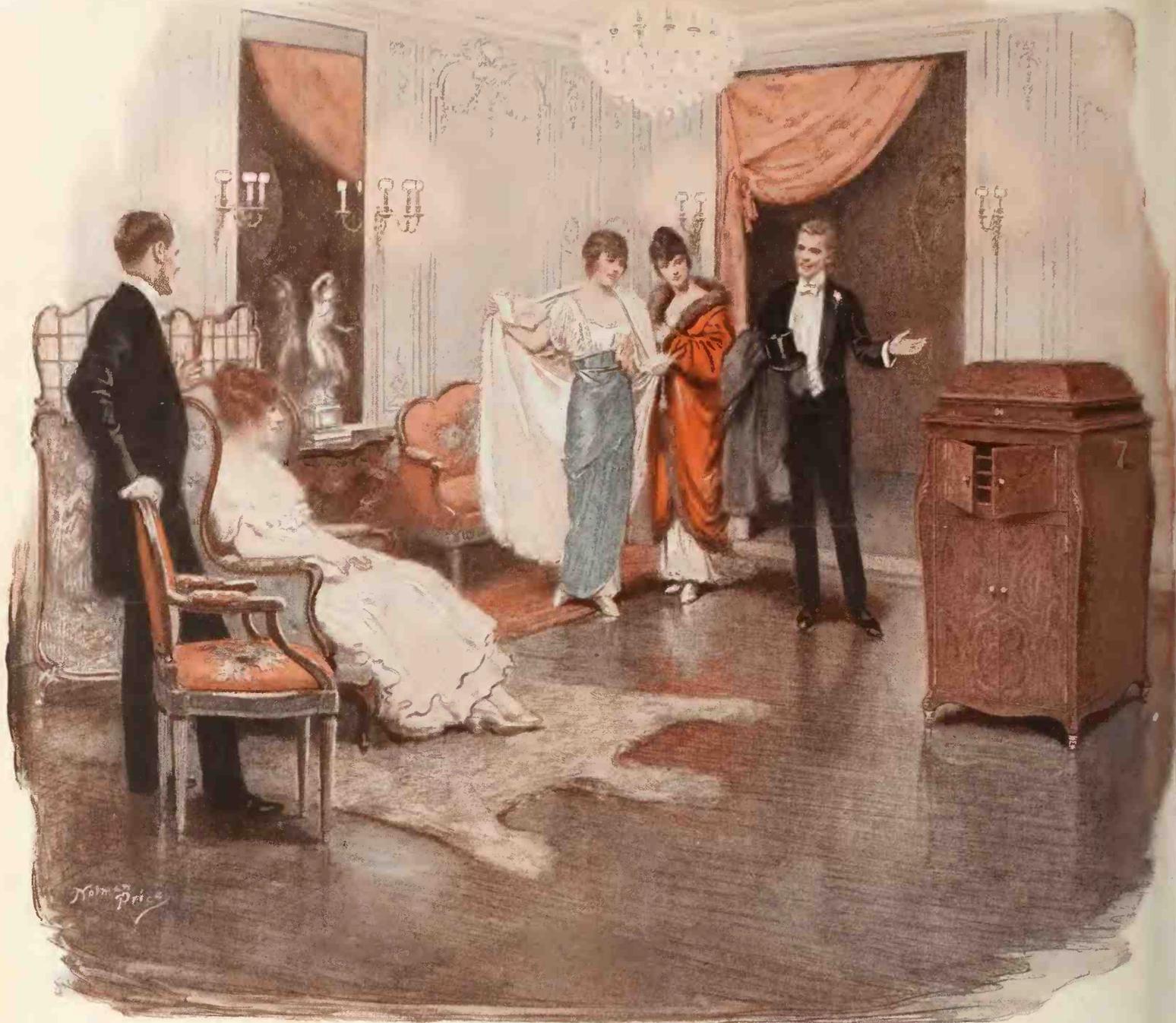
It shows what the Victor Company is doing in the efforts to satisfy the ever-increasing



# Victor supremacy

demand for more Victors,  
 gramophones, and Victor Records.  
 It shows what a splendid  
 business Victor dealers every-  
 where are doing, for their  
 prosperity is reflected in the  
 wonderful growth of the great  
 Victor factories.

12. Printing Department.
13. Garage.
14. Record Material Storage Department.
15. Record Material Storage Department.
16. Lumber Yards.
17. Supply Tank for Automatic Sprinkler System (Height 160 feet; tank capacity 100,000 gallons).
18. Victor Lunch Club.
19. Executive Building.
20. Power House.
21. Coal Yards and Docks.



*"What a coincidence! That Caruso record you just played on the Victrola was the same aria we heard him sing at the opera tonight!"*

Hearing the world's greatest artists sing the arias you like best is an everyday pleasure with a Victrola.

Just as real, just as enjoyable, in your own home as though you were hearing them in the great opera houses and theatres of the world.

Hearing them at home on the Victrola has these advantages: You can make your choice of artists and selections, and have as many encores as you desire.

Any Victor dealer in any city in the world will gladly play any music you wish to hear and demonstrate the various styles of the Victor and Victrola—\$10 to \$250.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

New Victor Records demonstrated at all dealers on the 28th of each month.

# Victrola

**Victor supremacy—everywhere and all the time**



Every Victor advertisement further impresses the public with the supremacy of the Victor—and Victor advertising keeps right on month after month, year after year in the leading magazines, newspapers, farm papers, and educational journals throughout the country.

The advertisement shown above appears on the back covers of the Saturday Evening Post, Collier's, Life, Metropolitan, Leslie's and Theatre. It is a good example of the high character of Victor advertising—constantly building prestige for every Victor dealer.



Whether looked at from the viewpoint of art, reproduction, volume or tone, the Columbia Grafonola "De Luxe"—\$200—is a winning article of merchandise.



(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

### ONWARD MOVE TO BUSINESS IN BALTIMORE.

Columbia Co. Manager Tells of 200 Per Cent. Increase in July Business—Victor Distributors and Dealers Also Make Cheering Reports—Everyone Seen Seems Certain of an Enormous Trade the Coming Fall and Winter—Outlook Is Most Satisfying to Trade.

(Special to The Talking Machine World.)

BALTIMORE, Md., August 6.—Business continued to move forward during the past month in most instances, and there was practically no let-up in trading. With the retail trade, however, the warm weather caused a lull in business, but all dealers are optimistic and look for a big fall trade. There is an inclination on the part of dealers to lay in heavily of fall stock to prevent a shortage of machines when fall buying gets under way.

A. J. Heath, manager for the Columbia Co., reports an increase of 200 per cent. in July business over last year. The retail business also kept up, and Mr. Heath looks for a continuance of trading. He made a trip during the month to North Carolina and Virginia and found business in good shape. He obtained a good fall order from James Cowan, the Richmond, Va., distributor of the Columbia line, and Mr. Cowan reported trade as very good. Mr. Heath left yesterday for another trip through various Virginia towns.

W. W. Gibson, manager of the McKee Co., Inc., the Edison distributor, is off on a vacation. At the headquarters of the company Mr. Goodfall reports a fair month's business, with a number of new accounts in sight. He also looks for a big fall trading.

Cohen & Hughes, Inc., Victor distributors, report a good month's business and had a number of men out on the road. I. Son Cohen, president of the firm, made several trips to New York during the month, and also to the Camden headquarters of the Victor Co., trying to get in more machines. Delivery is somewhat better, but not what it ought to be.

Jesse Rosenstein, of the National Piano Co., Pathé distributor, reports exceptional business with the line. A number of high-priced machines have

been sold and he has also signed up several firms to handle the Pathé line. The Penn Talking Machine Co., of Baltimore, and a Washington concern have put in the line. The firm is also the Southern distributor for the little Wonder machines, a talking machine selling for about \$7.50 and \$15 retail.

Although no complaint is made, the summer weather seems to have had a somewhat telling effect upon the business of H. R. Eisenbrandt & Sons, Victor distributors. It is reported there that although some business was done far more could have been handled during July. Several higher-priced machines were sold last week.

W. C. Roberts, of E. F. Droop & Sons Co., another Victor distributor, is getting machines ahead for the fall trade. He does not want to be caught as he was last fall, when many of the orders had to remain on file for months before they could be filled. This company reports very good business.

The Victor business with Stewart & Co., one of Baltimore's large department stores, keeps up remarkably well, and J. L. Gibbons, the manager, is much pleased. Extensive improvements in this department are under way. Each of the five large rooms will be divided so there will be ten rooms, and Mr. Gibbons will have a private office.

Stewart & Co. report excellent business for the month. Mr. Gibbons says that the business more than doubled that done during July of 1914, therefore he has no complaint. The record sales also held up well and amount to 38 per cent. of the total sales during the month.

Charles Edward Stran, of the Stewart sales force, won the monthly race with a good margin to spare. He turned in some excellent orders for both machines and records.

The Kranz-Fink Talking Machine Co., through Mr. Fink, reports a good July business in both

Columbia and Victor goods. The better grade of machines had the call. Mr. Fink reports an increased sale of records since the establishment of booths and a record salesroom on the first floor of the building. Dance records still are in the majority. Miss Alice Kirby, of the sales staff, has gone on a two weeks' vacation. Mr. Fink will leave on his vacation the latter part of the month. A few weeks ago G. Fred Kranz, of the firm, made a visit to the Victor factories at Camden, N. J., and was much gratified with his trip, which he said was truly a revelation to him.

July with the Victrola department of William Knabe & Co. was far better than was anticipated. During the month a large number of machines were sold and the record sales kept up remarkably well. One of the sales which makes Manager Milton Boucher particularly happy was to the handsome yacht "Alert," which is one of the finest boats of its kind on the Chesapeake Bay. The company sold two machines to the boat owners, to be used for dancing and to supply other music.

Leon Rosenstein, of the Hub Piano Co., Columbia dealer, says that the month was a good one both for machines and records.

Isaac Benesch & Sons, the Hammann-Levin Co., M. C. Hecht, Theodore Hentschel, the Rosenstein Piano Co. and Hecht Bros. & Co. all make encouraging reports regarding business.

The expected splurge of advertising by the Consolidated Gas & Electric Co., which signed up the Columbia line a few months ago, has not appeared as yet, but all of the local dealers are anxiously awaiting what will take place when the company's campaign gets under way. The company is getting its branches in shape to handle both records and machines. Its main offices downtown are already fitted up, and machines are kept going all through the day, which attracts customers. It is estimated that no less than 5,000 persons visit the main office daily, and the Columbia people argue that machines in places of this kind bring a vast amount of advertising to talking machines and aids wonderfully in the sale of records, not alone by the company, but indirectly by other dealers.

**"The Best of Service"**

**CO-OPERATION** is the keynote of our Dealer-Service. A big stock of every called-for Victor Specialty and exceptional facilities for handling "RUSH ORDERS" enable us to keep in advance of all competitors—in service—and satisfaction.

Proof on your next order. Mail it now.

**The Corley Company**

The South's Leading Victor Distributors

213 EAST BROAD STREET

RICHMOND, VA.

**Victrolas Records and Supplies**

# The Talking Machine Jobbers' Trip Across the Continent

The Journey of the Members of the National Association of Talking Machine Jobbers from Chicago to San Francisco by Special Train, Full of Interesting Incidents and Experiences—A Happy Party That Missed No Opportunity to See the West at Close Range.

After a royal entertainment by Lyon & Healy at Chicago, which included a most delightful luncheon at the Country Club and a motor trip

had to be omitted, but an enjoyable spin was made at high speed through the most interesting parts of Kansas City, personally supervised by

expressions of regret were heard at the brevity of their stop there.

George E. Mickel, president of the association, had planned to join the party at Kansas City, but was unable to do so on account of washouts on the railroad, and went on to Denver, where he was met with a rousing reception.

After an interesting day's run through the grain belts of the great West the Rocky Mountain metropolis was reached. Here again, owing to delays, it was necessary to curtail the time for sight-seeing, but a considerable number of the party were enabled to see Denver in a hurried auto run.

### Enjoy the Wonders of Colorado.

The ride from Denver to Colorado Springs was most enjoyable, and many members of the party who had never visited this part of the country were full of enthusiasm over the entrancing views. The beautiful city of Colorado Springs won everybody. During the day's visit here the party divided, some visiting Pike's Peak and the Garden of the Gods, while others took the Cripple Creek scenic road. At this time the members of the



Jobbers and Party as Guests of Lyon & Healy at the South Shore Country Club, Chicago.

to see the sights of the city, which was reported in detail in *The World* last month, the talking machine jobbers boarded a special train at the La Salle street station on the evening of July 13. This was the first time in the history of the business that the members of the trade started on such a journey across the continent to attend a convention. The train included five cars, and on the rear was placed a handsome illuminated sign, showing the name electrically displayed of the National Association of Talking Machine Jobbers.

### Auto Tour of Kansas City.

The first stop after leaving Chicago was Kansas City, which was reached somewhat behind the schedule owing to a washout, making it necessary to curtail part of the entertainment provided by



Visiting Jobbers in Front of South Shore Country Club, Chicago.

Messrs. Schmelzer and Jenkins, whose presence contributed much to the pleasure of the occasion.

The party was joined at Kansas City by A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., whose per-

party began to realize (as they did more fully later in the trip) what America affords in variety of climate as well as of scenery, and some surprise was occasioned at the contrast between the temperature of the plains and that of Pike's Peak, where a heavy snowstorm occurred during the trip and heavy wraps and overcoats were called into use.

Leaving Colorado Springs, the route lay through a wonderful scenic country, where all



Brother Otis Conferring a Degree on the Conductor of the Special. the Schmelzer Arms Co. and J. W. Jenkins' Sons suasive eloquence won Co. The luncheon planned at the Country Club special privileges from



Waiting for the Arrival of the Dining Car at Denver—Note the Wistful Look—Left to Right: Messrs. Dolbeer, Bowers, Mickel, Parmenter, Bill, Brown, Mrs. Wade.



Some of the Ladies Viewing Station Sights at Denver—Left to Right: Mrs. Andrews, Mrs. Wade, Mrs. Powell, Mrs. Burchfield, Mrs. Fulghum, Mrs. Roush and Mrs. Ornstein.

the railroad authorities, contributing much to the comfort of the trip. The excursionists were delighted with their short tour of sight-seeing in the Southwestern metropolis, and as the special pulled out many

the thrills imaginable were experienced. The ride through the Royal Gorge on the observation cars was a rare experience. From here the route lay across open country to Salt Lake City, where the jobbers and their families received a special invitation from the Consolidated Music Co. to enjoy the sights of the Mormon capital. Through the kind offices of members of this company, a special organ recital was rendered at the Mormon

THE TALKING MACHINE JOBBERS' TRIP ACROSS THE CONTINENT—(Continued from page 16).

Tabernacle. The wonderful acoustic properties of this building, and the splendid performance on the organ, roused great enthusiasm among the visitors. Following the visit to the Tabernacle, the party was conducted on a motor trip through



Reynolds, Trostler and Mickel Viewing the Sights at Del Monte.

the principal streets and the leading sights of Utah's capital were pointed out.

First View of the Pacific Coast.

The next stop was Los Angeles. The route



Charming Bit of the San Diego Exposition. through the Mojave Valley and Rainbow Canyon gave the conventionists a full opportunity to ap-



Here Is Where Mr. Parmenter Displayed His Art at the Panama-California Exposition, San Diego,



In Center, W. A. Condon, Sighing for More Power.

preciate just what "Arid America" means, and the breath from the sea which reached them at San Diego was most welcome. Here the party was met by C. S. Ruggles, Los Angeles manager



Mrs. Parmenter Enjoying the Sights at San Diego.

for Sherman, Clay & Co., who accompanied the jobbers on the rest of the trip and added materially to the pleasure of the trip.

At San Diego the members of the party took great pleasure in a visit to one of the two great expositions which California built this year to entertain the host of visitors that are coming to the Pacific Coast. After a visit to the exposi-

tion, the members of the party divided for trips around San Diego, some crossing the boundary to the Mexican town of Tia Juana. This place is at present controlled by the Mexican leader, Villa, and it is understood that he derives a very con-



Drinking in the Beauties of Cripple Creek Tour —In Foreground, Left to Right: J. F. Bowers, Jr., J. F. Bowers, Sr., J. C. Roush.

siderable revenue from the gambling conducted here.

All were delighted with the views in and around



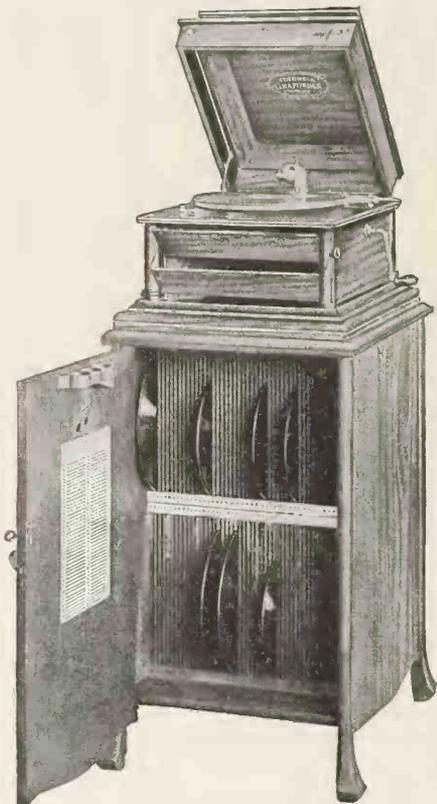
Mr. Fulghum Has No Thought Here of the Overcoat He Left at Home.

San Diego; the beautiful view of sea and shore at Point Loma was especially admired.

The trip back to Los Angeles was made by (Continued on page 19.)



Conventionists at Del Monte—Messrs. Bowers and Mickel in Center.



NO. 111 WITH COLUMBIA "FAVORITE"

# ORDER EARLY!

Don't place your order for Fall and Holiday goods at the last minute.

Nor depend upon your catalog and the slow-moving express companies.

Have your goods on hand!

Display them early and prominently.

Then, your sales will be sure and deliveries also.

Order now—to-day!

## SALTER FELT-LINED CABINETS

have gone ahead—month by month and year by year until to-day they are acknowledged by manufacturers, jobbers and dealers everywhere to be the most reliable and fastest-selling cabinets on the market.

### STANDARD IN THE INDUSTRY—

they are found wherever there are machine owners who want real protection for their records.

We make 37 different styles and can satisfy any demand in cabinets.



NO. 8 WITH VICTOR VIII

## SALTER MFG. CO.

JOHN F. MORTENSEN, President

Display Rooms: 1408 S. Wabash Ave.

Gen. Offices and Factory: 339 N. Oakley Blvd

**CHICAGO**

THE TALKING MACHINE JOBBERS' TRIP ACROSS THE CONTINENT—(Continued from page 17).



Wayside Halt on Way to Cripple Creek.

night, so that all of July 20 was available for sight-seeing in this wonder city of the far West. To those who had not visited it for a number of years its development, in buildings, scope of business and population, seemed nothing less than marvelous.

The next stop was at Del Monte, one of the most charming resorts in the world. Its picturesque environment was enjoyed for some two hours, the run through the Pajaro and Santa Clara valleys to San Francisco being made during the afternoon and evening. Thus the trip from Chicago to the World's Fair city was accomplished with a delay from the regular schedule time of only about two hours, and there was not a single real hitch in the arrangements as outlined in the published itinerary.

ing all parts of the trip; and a material part of the pleasure was due to the Victrola placed in the car with the compliments of Lyon & Healy. The arrangement committee in charge of the trip overlooked nothing that could add to its success, and the commissary department was well equipped in every way.

Leslie C. Wiswell, chairman of the traffic committee, was accorded the highest praise for his



An Interesting Tree at Del Monte.

masterly management of the tour. He had given it a great deal of attention, and had worked up the plans in the most comprehensive manner, and everything which could add to the comfort and enjoyment of the talking machine men was provided.

L. C. Wiswell Honored for Good Work.

In appreciation of his activities the company prepared a pleasant surprise for Mr. Wiswell on the last day of the journey. Assembling in the



A Bit of Mountain Scenery.

observation car, they called Mr. Wiswell in and presented him with a complete automobile camping outfit. A. A. Trostler did the presentation in a characteristically clever way. Mr. Trostler's never-ending fund of good nature made him a decidedly popular member of the group.

At various times during the tour there were gatherings in the observation car, where music and song helped to pass the time most pleasantly. The executive committee held two or three sessions, and succeeded in transacting considerable business, which helped to reduce the number of hours required to carry out the actual work of



Even Though Their Husbands Are Absent, the Ladies Are Not in the Least Bit Lonesome.

At the Townsend street station, San Francisco, Andrew G. McCarthy, George S. Bates and others, of Sherman, Clay & Co., the Pacific Coast distributors for the Victor, were on hand to welcome the conventionists, with an army of automobiles and trucks for the baggage so that they soon reached the convention headquarters at the St. Francis Hotel, where all details had been care-



Note Pose of Messrs. Hahn and Burchfield, Extreme Left, as They Look Over the Sights of San Diego Exposition.

the convention in San Francisco. The presence of the ladies at all times added greatly to the life and enjoyment of the trip.

Notes Flagged on the Journey.

Young James T. Bowers made a decided hit, and it is safe to say that the young man's popularity will be as great as that of his distinguished father.

Burton J. Pierce was missed at Kansas City, as he had already gone West with the Shriners, but met the talking machine delegation at San Francisco. Other members from various parts of the Pacific Coast and other far Western territory joined the party there, and the convention was (Continued on page 20.)



The Whitsit and Roush Party, Thinking Over That Catalina Island Trip.



When Burchfield Came to the Rescue.

fully arranged by the San Francisco representatives. Even the trunks had been sent ahead and placed in the rooms assigned to the visitors, so that nothing was overlooked which might add to their comfort and convenience.

Observation Car Added to Pleasure of Trip.

The observation car added greatly to the charm of the journey, being a popular rendezvous dur-



"O You Charmers," Says the Ubiquitous Trostler at This Time.



Miners' Cottages at Cripple Creek.

## THE TALKING MACHINE JOBBERS' TRIP ACROSS THE CONTINENT—(Continued from page 19).

very well attended, considering its distance from the centers of population.

T. H. Towell and G. D. Ornstein motored up from Los Angeles and had a very enjoyable trip,



California Certainly Did Look Good After the Desert.

in which they saw more of the country than was possible for those on the train.

Wm. A. Condon joined a party at Denver and



A Halt by a Wayside Station.

accompanied it as far as San Francisco. His old friends were greatly interested in the Pathoscope, which he now represents.

James F. Bowers, always the admirable toast-master, added to his laurels on the occasion of the national banquet at which he presided, charging his introduction with an electric supply of witticisms.

L. Burchfield had a gripful of novelties, which he worked on all occasions. He evidently had been ransacking the country to secure all the latest novelty schemes possible. A number of the members "fell" for his perforated glass tricks. His perfume bombs,

too, were in evidence as peace distributors.

L. C. Wiswell was a mighty proud man. He had



From Right to Left: L. C. Wiswell, James F. Bowers, Mrs. Bowers, Mrs. Wiswell—In Foreground, Charming Wiswell Children.

reason to be, because he had the prettiest family imaginable accompanying him.



"Yes," California Is Great.

It was alleged that in order to while away a few hours crossing the desert that certain members of the party sought the seclusion of their rooms in order to indulge in a little game of cards. This, however, later was found upon examination to be an erroneous charge and the rattle of the poker chips did not break the stilly stillness of the desert night. For verification ask Brown.

#### THE SCIENCE OF SHORT CUTS.

The young man who has accurate knowledge learns how to use short cuts. When you stop to think how much work some great railroad presidents are doing, you are amazed and feel sure you could never do that. They do it because they understand the science of short cuts.

## WARNING!

**T**HE FALL MACHINE SHORTAGE will be the most acute in the history of the talking machine business, and the successful dealer will be the one who PLACES HIS FALL ORDER AT ONCE.

Regular dealers in OUR OWN TERRITORY will be given every preference and where the order is placed immediately, his SHIPMENTS WILL BE GUARANTEED FOR FALL DELIVERY.

## FINAL NOTICE!

Place your Fall Orders at once for September, October, November and December 1st deliveries.

**Standard Talking Machine Co.**

800-802 PENN AVENUE

PITTSBURGH, PENNA.

## Ninth Annual Convention of the National Association of Talking Machine Jobbers San Francisco, Cal., July 22 to 25, 1915

**F**OR nine years the National Association of Talking Machine Jobbers has held its national convention at different points covering a period of days, and in no spirit of reflection upon the successes of previous conventions, it must be admitted that the one held in San Francisco on July 22, 23, 24 and 25, 1915, was the most remarkable of the entire nine years' series.

In the first place, it must be considered that it is not an easy task to have a successful business meeting, composed of members of an industry, thousands of miles away from the residences of the majority of the members: and yet this was accomplished in San Francisco in an extraordinarily satisfactory manner. So great were the interests of the talking machine jobbers in the national jobbers' organization, that a train composed of five cars, having on board the jobbers and their friends, moved out of Chicago on July 13. Never before in the history of this industry has such a move been undertaken, and that it was successful down to the minor details is due not merely to the indefatigable work and successful management of Mr. Wiswell and those who assisted him, but to the spirit of sympathetic co-operation on the part of the jobbers themselves.

The trip out is described elsewhere in these columns, and will always be a pleasurable event in the minds of those who took the transcontinental journey. The jobbers on the train had several business sessions on the way out, so that, while the actual convention session covered but one day, events were accomplished and matters thrashed out which would have taken a longer time had not there been advance preparation for the business session in San Francisco, which lasted throughout the entire day of July 22.

In the election of Andrew G. McCarthy to the presidency of the association, a compliment was paid to a deserving member of the trade, who has worked his way up through the ranks to a commanding position, where he enjoys the confidence and respect of those who are close to him and a wide-spreading popularity throughout the entire Coast.

The San Francisco people left nothing undone to make the stay of the talking machine men most enjoyable in every respect. The automobile tour through San Francisco, followed by a luncheon at the Cliff House, was a tribute from the great house of Sherman, Clay & Co. to the visiting talking machine men which will long be pleasantly remembered. The entire staff of this house vied with each other to add to the pleasure of their guests. The banquet, which was held in the Italian Room at the St. Francis Hotel, was a delightful one in many ways. Numerous innovations delighted the Eastern visitors. The little Chinese flower girls who distributed boutonnières gave a new touch to the scene. The Hawaiian Orchestra was another feature of the entertainment which added distinct pleasure, and when Andrew G. McCarthy came in at the head of the Chinese Band the enthusiasm was unbounded. "The Angel Choir" added also to the charm of the evening. The presence of the president of the Victor Talking Machine Co., Eldridge R. Johnson, who delivered a splendid business address, was a delight to the jobbers. Other addresses which were made



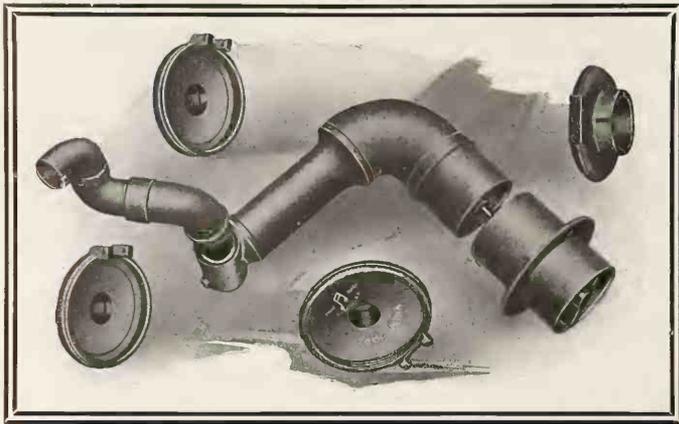
A Group of Conventionists on the Lawn in Union Square, San Francisco.

were interesting, and helped to make the function more than ordinarily interesting. The appointment of the Victor Talking Machine Jobbers' Day by the officials of the Panama-Pacific Exposition was a distinct compliment to the men composing the forces of a great industry.

The jobbers' delegation was met by exposition officials and escorted, preceded by a band, to the Court of Abundance, where a bronze medal was presented by an exposition official in commemoration of the occasion. It was here that Henry C. Brown, advertising manager of the Victor Talking Machine Co., gave a short and interesting address on the development of the talking machine. Then the procession moved to the booth of the American Telephone and Telegraph Co., where every one was placed in direct communication with R. W. Morey, general manager of the New York Talking Machine Co., who was on the wire at the other end at New York City. Thus the talking machine men enjoyed a long-distance talk across the continent.

The concert and Victor talking machine demonstration, given in the afternoon in the Victor Temple of Music, illustrative of the Victor in entertaining the hundreds of thousands of visitors who have thronged this temple, gave new ideas to the talking machine visitors. Addresses by Messrs. Geissler, Dolbeer and Worthington were made at this time; also illustrative talks by Everett Worth-

(Continued on page 23.)



# Doehler Die-Cast Parts Are Closer to Mechanical Perfection Than the Average Machine-Finished Part

The illustration shows Doehler Die-Cast Talking Machine parts all ready for delivery and assembling.

You will notice that further finish of these parts is practically unnecessary—all holes, slots, threads, etc., are accurately located and, while the surface is smooth and beautiful, yet it is well adapted to buffing, polishing, plating or enameling.

To have parts Doehler Die-Cast is the logical method for every manufacturer harassed by excess overhead and search-

ing for an economical method of producing all necessary parts.

The financial investment is confined to a few dies which are maintained by us in first class condition without further charge.

We give prompt, reliable service.

Send us your blue prints and models of parts, and let us tell you what your actual cost will be to have them Doehler Die-Cast. Write for our literature.

## DOEHLER DIE-CASTING CO.

COURT AND NINTH STREETS

BROOKLYN, N. Y.

WESTERN PLANT: E. WOODRUFF AND N. 12th STREET, TOLEDO, OHIO

Producers of Die Castings in Aluminum, Zinc, Tin and Lead Alloys. Also manufacturers of Die-Cast Babbitt Bearings and Babbitt Lined Bronze Bearings.

When delivering your talking machines  
use the

# LANSING KHAKI MOVING COVER



No. 3 Strap

Grade B .....\$6.00  
Cotton Interlining

Grade A ..... 8.50  
Felt Interlining

Complete with Strap

Heavily Padded and Quilted  
Made in two grades

Grade "B" Cotton Interlining  
Grade "A" Felt Interlining

No more bruised or scratched cabinets; no more  
excess polishing charges to reduce profits—  
Lansing covers pay for themselves the first month.

Write for booklet

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



Grade B .....\$4.00  
Cotton Interlining

Grade A ..... 5.75  
Felt Interlining

Complete with Strap

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 21).

ington and Misses O'Connor and Arnold. This was followed by the classic dances on the lawn, under the direction of Mlle. Louise La Gai, to Victor music.

On Sunday, July 25, the jobbers and their friends, numbering about 150, were the guests of the Victor Talking Machine Co. for a day, which will be long remembered on account of its delightful experiences. The program consisted of a trip to Mt. Tamalpais, an al fresco luncheon in Muir Woods and a trip on San Francisco Bay through the Golden Gate at sunset. A special train conveyed the talking machine delegation up the heights of Tamalpais, and at every turn of the winding railroad new vistas of surpassing beauty became revealed. From the top of the mountain a panoramic effect was obtained which was entrancing. Far below lay the city of San Francisco with a wall of fleecy clouds between, while on the other side were continuous waves of hills exhibiting the most beautiful California scenery. The luncheon in Muir Woods, amid the wonderful giant redwood trees, was a wonderful revelation. Leaving the railroad, a footpath was taken down the mountain, where trees, thousands of years old, towered hundreds of feet in air, their trunks rising from a mass of moss and ferns. Here, with the sunlight glinting through the foliage, a most enjoyable luncheon was served. At this time Leon F. Douglas motored over from San Rafael and joined the party. Thus were present on this memorable occasion Messrs. Johnson, Geissler and Douglas. Then a special train conveyed the party to Sausalito, where a special chartered steamer awaited them. The steamer trip gave an opportunity to obtain an unsurpassed view of San Francisco Bay and harbor, and while on this trip refreshments were served continuously. Shortly after 7 o'clock the party were landed and special conveyances awaited them to carry them to the St. Francis Hotel, which had been the headquarters during the convention. Thus was brought to a close the most remarkable event in the history of the association.

## THE BUSINESS SESSION.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 23.—Shortly after ten this morning the members began to assemble for the business session in the Red Room of the St. Francis Hotel. There were present the following members, representing thirty-three firms covering the territory from the Atlantic to the Pacific, and the country as a whole was splendidly represented:

## Members Present at Convention.

H. A. Winkelman, Oliver Ditson Co., Boston, Mass.; J. F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago, Ill.; F. Sieman, Rudolph Wurlitzer Co., Chicago, Ill.; W. H. Buescher and C. F. Buescher, W. H. Buescher Co., Cleveland, O.; W. H. Reynolds, W. H. Reynolds Co., Mobile, Ala.; H. F. Miller, Penn Phonograph Co., Philadelphia, Pa.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; W. H. Parmenter, Whitney-Currier Co., Toledo, O.; C. B. Andrews, W. D. Andrews, Buffalo, N. Y.; T. H. Towell, Eclipse Music Co., Cleveland, O.; L. Burchfield, Sanger Bros., Dallas, Tex.; G. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; E. C. Rauth and V. B. Taylor, Koerber-Brenner Co., St. Louis, Mo.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; W. A. Eisenbrandt, H. R. Eisenbrandt & Sons Co., Baltimore, Md.; M. C. G. Campbell and R. A. Bryant, Knight-Campbell Co., Denver, Col.; W. G. Walz, W. G. Walz & Co., El Paso, Tex.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; T. H. Regon, Thomas Goggan & Bro., Galveston, Tex.; C. F. Bruno, C. Bruno & Son, Inc., New York; A. D. Geissler, New York Talking Machine Co., New York; L. J. Gerson, John Wanamaker, New York; A. Hospic, A. Hospic & Co., Omaha, Neb.; B. J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; A. G. McCarthy, L. S. Sherman, C. S. Ruggles, P. T. Clay, G. R. Guppy, W. F. Morton, C. P. Little, R. M. Bird, C. H. Carder, E. Hunt and J. Dundore, Sherman, Clay & Co., San Francisco; L. V. B. Ridgway, T. B. Stone, A. R. Stone and E. P. Bliss, Lyon & Healy, Chicago, Ill.; G. B. Wiswell, Joliet, Ill.

## PRESIDENT MICKEL'S ADDRESS.

President Mickel, in opening the business session, remarked:

"In opening the ninth annual meeting of the National Association of Talking Machine Jobbers we are to be congratulated on the unity of the organization. Never in our history has there been such a feeling of good-fellowship among the members; never was the industry which we represent more prosperous.

"When the association was organized there were about forty-five members. To-day we have a membership of eighty-eight, which comprises every individual and company that is interested in the distribution of Victor talking machines and records, with few exceptions.

"With our organization, comprising practically everyone interested in the distribution of Victor goods, and with a united membership as we now have, our association can continue to be of more practical benefit to every individual member than it has ever been before.

"With the industry growing as it is, new issues will be continually arising where we, by co-operating with the Victor Co., can be of vital importance to the talking machine trade.

"We are again to be congratulated that we are interested in a product in which there is such a growing interest. Doubly congratulated that we



George E. Mickel, Retiring President.

are associated with the Victor Talking Machine Co., whose farsighted policy, both constructive and initiative, has made the talking machine business what it is.

"During the past year the executive committee held one meeting in Chicago in January, at which a number of matters of interest to the membership

## Officers of the National Association of Talking Machine Jobbers for 1915-1916.

President, Andrew G. McCarthy, San Francisco, Cal.

Vice-President, H. F. Miller, Philadelphia, Pa.

Treasurer, W. H. Reynolds, Mobile, Ala.

Secretary, E. C. Rauth, St. Louis, Mo.

were taken up and arrangements started for the holding of this convention. The details of this meeting will be given by the secretary. The arrangement committee held one other meeting at Chicago, in May, at which I was present, when plans were perfected as to the details of this convention.

Next Convention City  
Atlantic City

"In February Mr. Wiswell, chairman of the traffic committee and Secretary E. C. Rauth and myself were called to the factory by a telegram from Mr. Fulghum. Of course you are all aware that the rate on records has been changed by the Southern classification committee, and Mr. Fulghum wished to have us come down to formulate some plan to protect the interests of the members of the association.

"The freight rate proposition is one that requires the very careful attention of the association. The details of what has been accomplished will be submitted by the report of the chairman of the traffic committee.

"While you will be gratified to learn the result, it but emphasizes the necessity of our organization and shows us what can be accomplished by cooperation.

"The finances of the association need adjustment, and I trust that at this meeting ample provision will be made, so that the officers who are elected for the coming year will have sufficient funds on hand to take whatever action may be necessary to protect our interests."

## Many Important Topics Discussed.

A number of important topics were discussed, and brought out a free expression of opinion from the members present. Various committees rendered their reports, and the reading of the report of the traffic committee was greeted with prolonged applause. It will be seen that this committee has accomplished excellent results, which will be of material benefit financially to jobbers throughout the country. It is believed, indeed, that if this committee had not won the reduction from the Southern classification committee the move would have been an entering wedge, with the object of increasing rates in all parts of the country.

## REPORT OF TRAFFIC COMMITTEE.

The report of the traffic committee, made by L. C. Wiswell, the chairman, was as follows:

"From a committee of seemingly minor importance your traffic committee has, during the past year, grown to be one of the most important committees of our association.

"We all realize that the expense item of our business is the one that should be carefully watched and, as transportation is entirely an item of expense, it is therefore necessary that this feature of our business be diligently looked after.

"As you all know, your committee has during the past few years appeared before the official and Western classification committees and successfully convinced them as to the reasonableness of the classification, first class, that we were enjoying on talking machines and records; hence the classification of first class on talking machines and records throughout the jurisdiction of the official and Western classification committees.

"Up to a year ago we were enjoying a uniform classification throughout the United States. However, at the June, 1914, meeting of the Southern classification committee, held at Chattanooga, Tenn., the committee, without knowledge on the part of talking machine manufacturers or your

(Continued on page 24.)



Members of the National Association of Talking Machine Jobbers

### CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 23).

traffic committee, increased the classification on disc and cylinder records from first class to double first class, or 100 per cent. Your committee was apprised of this action at the adjournment of our last convention at Atlantic City.

"Upon receipt of this intelligence, your chairman immediately got in touch with Mr. Fulghum, of the Victor Co.; Mr. Rogers, traffic manager of the Edison Co.; Mr. French, traffic manager of the Columbia Co., and called a meeting of these gentlemen, which was held at the Knickerbocker Hotel, New York.

"At this meeting it was decided to petition the Southern classification committee for a reduction of the classification or return to the old rate. This was done. On February 1 the Southern classification committee met at Atlanta, Ga., and your traffic committee, the writer as chairman, together with Mr. Rauth, secretary of our association; Mr. Upshaw, of Atlanta, Ga.; Mr. Randall, of Lyon & Healy; Messrs. Fulghum and Schenk, of the Victor Co.; Rogers, of the Edison, and French, of the Columbia Co., appeared, arguing in behalf of our petition.

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

"A meeting to consider further plans of action was held in Philadelphia on the 4th of March, and adjourned to New York on the 5th. At this meeting George E. Mickel, president, and E. C. Rauth, secretary of the association, were present. It was decided to again petition the Southern classification committee asking a reduction from one and one-half first class to first class rating on talking machine records, which was done.

"During the interim your committee sent out a letter to every member of the association, also to

those who were not members, together with a report blank, requesting each distributor to fill out the blank and return to your committee, so that they could have this information in order to file with the classification committee in support of our petition.

"I am happy to say that all of our members gave the request their immediate acquiescence.

"The chairman of your committee, together with Messrs. Fulghum, of the Victor Co.; Rogers, of the Edison; French, of the Columbia Co., and Upshaw, of the Elyea-Austell Co., Atlanta, Ga., appeared before the Southern classification committee at its meeting held on July 6 at Atlantic City, and again presented our evidence in support of our petition, and it is fervently hoped that our efforts will be successful.

"While the majority of our members are enjoying favorable classification on Victor records, some therefore might think that the matter concerns only those Southern distributors affected; still we must presage what the future has in store. For instance, should the Southern classification committee rule adversely, thus establishing a precedent for higher classification on disc records, it would not take long before the official and Western classification committees would take advantage of the precedent thus established, increasing the classification in their respective districts.

"If this would happen it would mean additional expenditure by the distributors and dealers throughout the United States of hundreds of thousands of dollars annually, which amount would come out of the profits of those engaged in the business. The traffic problem is a serious one and should be carefully watched.

"Your traffic committee labored assiduously to get together a sufficient number of our people to make the trip to the convention from Chicago by special train, as you all know.

"While the special train was not possible on account of not obtaining the required number of persons, still I am happy to report that there was a sufficient number to warrant three special cars, and it goes without saying that everyone had a glorious time en route. Respectfully submitted,

"L. C. WISWELL,

"Chairman Traffic Committee."

#### First Class Classification Granted.

Since writing the above report Mr. Wiswell stated that he had received a telegram from a representative of the Southern classification committee informing him that the committee had acted favorably on the petition, and that first class classification on disc records has been adopted by the body.

After the traffic committee had been highly complimented for its excellent work, Secretary Rauth rendered the following interesting report for the year:

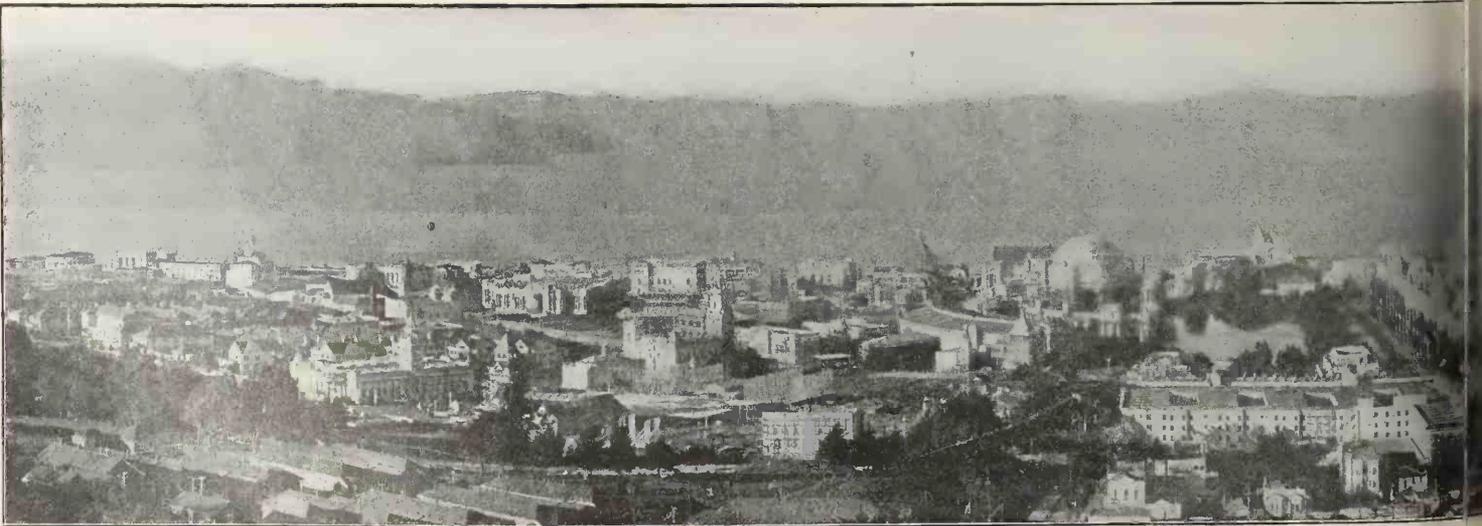
#### SECRETARY'S REPORT.

"At the close of our last annual meeting at Atlantic City, July 6, 1914, this association totaled eighty-five members, all of whom are Victor jobbers with the exception of two. Since that time we have had two resignations, your executive committee dropped three from membership, three have discontinued business and one has been dropped for non-payment of dues.

"We have received nine new members, four regular jobbers and five branch house jobbers, which makes the membership of the association now stand at a total of eighty-eight members, seventy-eight regular and ten branch, all jobbing the Victor line with the exception of one.

"The association is in a flourishing condition, and all moneys collected through your secretary's office have been turned over to the treasurer.

"The executive committee, since the eighth annual convention, has had one meeting, which was



View of San Francisco and the Panama-Pacific Exposition, S. W.



Friends Who Attended the Convention in San Francisco

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 24).

held in Chicago January 24, 1915. All of your officers attended this meeting, three of the advisory board, two from the executive committee, as well as a number of other members of the association. A number of subjects of interest to the association were acted upon at this time and there were several committees appointed.

"L. C. Wiswell was appointed a committee of one to go to Atlanta, Ga., and there appear before the Southern classification committee in the interests of this association. Mr. Wiswell will read his report.

"A committee of three was appointed, consisting of J. C. Roush, E. F. Taft and your secretary, to visit the Victor factory and confer with the directors and Louis F. Geissler, the general manager, taking up matters of mutual interest to the distributors as well as to the Victor Talking Machine Co.

Reminder of the Stevens Bill.

"In conclusion I will again remind you of the Stevens bill. You no doubt appreciate that if this bill is put into effect it will be the very backbone of the talking machine industry as well as any other patented and trade-mark article. I would suggest that every member call on his Senators and Congressmen urging them to vote for the Stevens bill when it comes up for consideration at the next session, and that they subscribe for membership in the American Fair Trade League, a league which is pushing and doing good work in its efforts to have the Stevens bill passed in both houses of Congress."

REPORT OF PRESS COMMITTEE.

The next report was that of the press committee, presented by L. C. Wiswell, the chairman, and which was as follows:

"Your press committee has nothing of consequence to report.

"You are all cognizant of the fact that the press

committee has been 'on the job.' The convention has been well exploited. Our entire membership has been bombarded with letters and circulars urging their attendance at the convention, also to join the party which was being arranged to make



Andrew G. McCarthy.

Newly-Elected President of the National Association of Talking Machine Jobbers.

the trip to the convention together, starting from Chicago.

"The various publications, The Talking Machine World, The Music Trade Review, Music Trades and The Indicator, have been of great assistance to your committee. They have been giving us excellent space in their various issues, particularly The Talking Machine World.

"Your committee would respectfully move that a vote of thanks be tendered each of these publications for their enthusiastic co-operation."

Approve of the Stevens Bill.

Under the head of unfinished business a number of important matters came up for discussion which

have vital bearing on the talking machine business and its various ramifications. Among other things was the subject of price maintenance, and the jobbers enthusiastically placed themselves on record as supporters of this principle, passing a resolution in favor of the Stevens bill, and it is believed that they will make their influence felt in national legislation more than ever.

To Meet in Atlantic City Next Year.

Edward Lyman Bill, on behalf of the Merchants' Association of New York and the Talking Machine Men of New York, an organization composed of talking machine dealers of New York, New Jersey and Connecticut, extended an invitation to the association to meet next year in New York City. It was, however, decided that Atlantic City would be the meeting place best suited to the Association of Talking Machine Jobbers, and it was accordingly voted to convene at that place next year. The date of meeting will be announced later.

Andrew G. McCarthy Elected President.

When it came to the election of officers for the ensuing year the unanimous vote of the association was recorded in favor of Andrew G. McCarthy, of Sherman, Clay & Co., for president. Mr. McCarthy was somewhat disconcerted by the unlooked-for honor, but recovered his composure sufficiently to give expression to a sentence which will become historic. It was a deserved compliment paid to a popular member of the trade, who has done much to make the stay of the talking machine jobbers in the city by the Golden Gate an enjoyable one.

H. F. Miller, of the Penn Phonograph Co., Philadelphia, was elected as vice-president; W. H. Reynolds of the Reynolds Music Co., Mobile, Ala., was re-elected treasurer, and E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Mo., as secretary.

To Confer on Klugh Plan.

During the course of the meeting a committee  
(Continued on page 26.)



ue Position on the Bay, Looking Toward the Golden Gate.

## CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 25).

was appointed to confer with committees from other associations in the music trades regarding the plan put forth by Paul B. Klugh, of Chicago, for a Music Trade Chamber of Commerce, taking in all branches.

It was realized that many of the jobbers had come to San Francisco with the expectation of taking in the exposition and other Pacific Coast features as well as to attend the convention, and in order to permit the conventionists to enjoy the sights of the World's Fair City to the utmost it

was decided to continue the session without leaving the hall, in order to complete the work before night. A buffet luncheon was accordingly served in the hall, and the meeting continued until nearly 4 p. m. before the final adjournment. On account of several meetings held en route, the jobbers were enabled to get through with a mass of matter that would have consumed a great deal of time if left to the regular session.

**The Ladies Entertained.**

During the business session the ladies, of whom

there were quite a number on the trip, amused themselves with a tour of exploration and adventure among the San Francisco department stores, returning about dinner time laden with much booty. In fact, some of the jobbers were heard to remark that it was lucky they had their return tickets.

After dinner the party started for the exposition, watching the beauties of the night illumination of the grounds and gardens, and taking in the various amusement concessions in the Zone until a late hour in the evening.

## Annual Banquet of the Jobbers' Association

Held at St. Francis Hotel on Friday Evening a Most Successful Affair—Mayor Rolph, of San Francisco and President Johnson of Victor Co., Among Honored Guests—L. F. Geissler and Philip T. Clay Also Make Excellent Addresses.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 24.—The annual banquet, held in the Italian Room of the St. Francis Hotel on Friday evening, was pronounced without qualification the most successful ever held by the association. The setting could hardly have been excelled in any part of the country. The Italian Room, with its paneled walls and beautifully carved ceiling, was the subject of much comment, and the tables were pleasingly decorated, while an elaborate menu, containing several typically Californian dishes, was prepared and served in the style for which this hostelry has become famous all over the country.

**Entertainment Distinctly Novel.**

The entertainment, the idea of which is attributed to Andrew G. McCarthy, L. S. Sherman and Philip T. Clay, of Sherman, Clay & Co., was strikingly novel, and was hugely enjoyed by visitors from near-by as well as Eastern points. A strongly Oriental note was introduced by the Chinese flower girls, who came in as the guests were seated and distributed carnation boutonnières and rose corsage bouquets among the diners. This motif was carried still further with the entrance, after the keen edge of the appetite had been dulled, of the New Cathay Boys' Band, a complete brass band of California-born Chinese boys, led in by Andy McCarthy. These boys were a great surprise to all. They gave a very creditable performance, removing from the minds of the guests any remnant of the old superstition that the Oriental mind cannot grasp Occidental music. Marching in file about the room, the band was finally followed by a goodly number of the diners, walking in lock-step to popular tunes. Another part of the musical program which was greatly enjoyed by all was the Hawaiian Quintette, singing native songs to the accompaniment of ukuleles and Island guitars, all tending to keep in the minds of the visitors the fact that they were on the shore of the Pacific, where the East and the West meet. The choruses of the Hawaiian singers were frequently joined by the angel choir of about two dozen talking machine men, under the competent leadership of Burton J. Pierce, who had apparently rehearsed carefully for the occasion. This choir enlivened intervals between other parts of the entertainment by songs from the convention "Hymn Book," with numerous amusing personal hits on prominent members of the association.

**Eldridge R. Johnson an Honored Guest.**

The most notable feature of the evening was the presence of President Eldridge R. Johnson, of the Victor Talking Machine Co., who for the first time graced an annual banquet of the Jobbers' Association, and who, though his name was not on the program, delivered what was without doubt the most serious and interesting talk of the occasion. James F. Bowers, as toastmaster, charmed the audience with his witty and well-chosen remarks. Always the admirable toastmaster, he added to his laurels on this occasion. After paying a heartfelt tribute to Andrew G. McCarthy and Sherman, Clay & Co., for the entertainment, he introduced Mayor James Rolph, Jr., of San Francisco. The Mayor, after complimenting the public spirit of Philip T. Clay and Andrew McCarthy, who have

long been his personal friends, gave the guests a hearty welcome, closing with a strong boost for the great exposition city—San Francisco.

Mr. Bowers, then called on Philip T. Clay, president of the National Association of Piano Merchants, who spoke as follows:

### Philip T. Clay Gives Views of Piano Men.

Ladies and Gentlemen—A friend of mine who is an automobile dealer made a very pointed remark to me once about speechmaking. He said, "The shorter the spoke the less the tire," and I heartily agree with him.

I find myself in a rather difficult position in that I have been asked to speak as president of the National Association of Piano Merchants, and the subject given me is "What the Talking Machine Means to the Piano Man." It is hard for me, therefore, to speak only as a piano man, because if I am not the most enthusiastic Victor man, I am at least one of the most enthusiastic Victor men in the trade.

I remember one time when a certain piano dealer in San Francisco thought that he was doing good advertising by cartooning his competitors sliding down a toboggan slide. At the foot of the slide was a large pond marked "Ruin," and there was a branch on a tree at the edge of the pond marked "Talking Machine." The piano merchant was reaching out for that branch and saying, "If I don't catch that I am gone." There was more truth in that cartoon than perhaps the artist realized, and I have often thought that that might apply to any exclusive piano dealer in the United States, or, in fact, in the world.

The man who attempts to go into the piano business without a large capital is, to say the least, burdening himself with a hard and unpleasant way of making a living. I have heard many piano men starting in business say that if they had sufficient capital to last them three years their income will be greater than their outgo and that they will have turned the tide and found themselves on easy street. I have never seen this theory work out, but I have seen firm after firm who were making money on paper find themselves in a position where they were forced to liquidate in order to get sufficient income to live decently.

I do not know better how to express just what I mean than to give an illustration. Some years ago a piano merchant came to me with a proposition that we buy out his business. I told him that I thought it would be a pretty big proposition; that



Philip T. Clay.

he had been in business quite a while and the good will of his business ought to be worth a great deal. He stated that he was willing to sell out and charge nothing for the good will, and that if he did not sell out he would have to liquidate. I asked him if he was not making money, and he said yes, he was making big money, but it was all on paper. He stated that he had formerly been a banker and had loaned money on piano paper, and whereas as a banker he was lending the money at from 5½ to 6 per cent. he found that the piano man was getting at the rate of 8 per cent., not only on his original investments, but also upon his profit. He was a successful banker and he knew that he was a good business man. He therefore sold his interest in the bank and invested about \$100,000 in the piano business. He had been in the business about eight years, and he told me that he was worth at that time approximately \$350,000. He had a wife and three children to support, two boys going to college, and stated that he had never been able to draw out of the business more than \$250 per month; that it was insufficient for him to live on and support his family in the way he should, and he thought that a man who was worth \$350,000 certainly was entitled to more income than that. He therefore was going to get out of the piano business and put his money



Hotel St. Francis, Convention Headquarters.

## BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 26).

out on interest. He was doing a thriving business and had the best trade in his community. We decided to buy him out, and after we had agreed to do it we told him what was the matter with his business. The trouble was that he did not handle the Victor talking machine. He said that he had been approached many times and told that he ought to handle it, but that he knew nothing about selling small objects and could not see where he could benefit by it. When I showed him our books he was amazed, and if that man goes into business again he is going into the talking machine business. That is what the Victor means to the piano man. It means that he is going to get enough cash out of his talking machine department to pay his rent, salaries and a great part of his expenses. It means that he can take the money that comes in from the piano business and expand and do more business.

There is a whole lot of difference between turning your stock over once in three years, as you might do if you are a fortunate piano man, and turning it over four times a year, as you ought to do if you are a good Victor man. A man who buys a piano for \$150 and then sells it for \$6 down and \$6 a month is locking up money awfully fast, but that is what competition makes the piano man do. A man who becomes a Victor jobber will never find himself in that position. Competition will never force him to give long terms to dealers because, through a wise foresight, the Victor Co. has prevented that very thing. His traveling men never have to haggle over prices, because prices are the same throughout the country and a customer cannot get a Victor machine any cheaper from one man than he can from another. He does not have to lock up a large amount of capital, because he can turn his capital over so rapidly. In handling the Victor line he does not have to have a great expense to get business, because the wonderful advertising campaign carried on by the Victor Co. almost makes the goods sell themselves as far as the jobber is concerned.

This sounds as though I were singing a paean of praise for the Victor Co., and that is exactly what I am trying to do, and I would that I had the tongues of men and of angels that I might the more properly express my enthusiasm for their goods, their method of doing business and the personnel of their organization. There is no jobber, perhaps, who knows the Victor Co. better than I, for I have been closely and intimately associated with this company since its very inception. From the time that the old gramophone was made that turned by hand, my house has stuck by Eldridge R. Johnson, and every turn that was made by him and his company was made to our advantage.

At the present time, due to a variety of causes which I shall not attempt to define for fear that I might be accused of talking politics, there is a most decided slump in nearly all business, and it seems to me that it particularly applies to the piano business. I am convinced of this more than ever, because during the last week I have received no less than three communications from people who have been studying financial conditions. Not only that, but one of these correspondents is the head of a big advertising agency. He wrote me that the piano business was in bad shape throughout the country; that it did not seem to be any longer that the piano was considered a necessity in the home, and that he thought that some national campaign of some kind should be undertaken by both manufacturers and dealers in pianos to stimulate the interest of the purchasing public and to try to convince the American people that unless they had a piano in their home they might as well consider themselves as members of the great unwashed.

If this is the national condition in the piano industry, and these men were certainly very serious and positive in their statements, I am afraid that it will be exceedingly difficult to better it, and I also fear that conditions may become worse. If they do, all that I can say is God help the piano man who has not the Victor agency, and were I in his place I would move heaven and earth to get it just as quickly as I could. To sum up, then, what does

(Continued on page 28.)



ANNUAL BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS IN THE ITALIAN ROOM, HOTEL ST. FRANCIS, JULY 23, 1915.

Shown at Speakers' Table in Order: E. C. Rauth, James F. Bowers, Philip T. Clay, L. F. Geissler, James Rolph, Jr. (Mayor of San Francisco), George E. Mickel, Eldridge R. Johnson, Hon. Julius Kahn, Andrew G. McCarthy, Edward Lyman Bill, L. S. Sherman and H. F. Miller.

## BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 27).

the talking machine mean to the piano merchant? It means, first, the ability to go to bed at night and sleep. It means peace, contentment, satisfaction of knowing that you are doing a big business in a big way. The feeling that you are doing a clean business in a clean way. That there is no industry in the world to which you have to take off your

hat; and it means that for your money you are getting proper results and yourself and family are being properly supported. Your family does not have to wait until you die and then liquidate the business to get enough to live on.

Mr. Clay was followed by General Manager L. F. Geissler, of the Victor Co., who said:

### Louis F. Geissler's Interesting Address.

Your association, I may say our association, is gathered to-night at a festal board located in one of the world's most unique cities; we are farther from home than we shall probably be again at a similar convention.

On the border of our continent, looking out towards the Orient in this beautiful Paris of America, perhaps you have felt some of the inspiration which lured me from Nashville, Tenn., in 1882, dreaming of the wonderful future of this romantic city of San Francisco, which, even then, in my young mind, was destined to become, practically, the capital of a wonderful empire that should spring up on this far Coast.

I owe it much in a material way and am only too keen to acknowledge my obligations from that standpoint, but there is about San Francisco a something, a past so historic, so entrancing, so romantic that even the heroic, strong and practical nature of her people has no power to erase, nor would they, if they could, lose sight of the ethereal, aesthetic and spiritual atmosphere of dear old San Francisco and the great State of California.

I am incapable of ornamental diction, but I cannot refrain from pointing out the peculiar significance in this meeting of Victor jobbers in my old home. It is, indeed, peculiarly fitting that representatives of the elevating industry in which we are engaged should have gathered this year in a State so notable for the musical, literary and dramatic ability of its sons and daughters.

We, also, in our vocation, reflect almost exclusively the spiritual and temperamental side of life. However interwoven and important in results the commercial is, this is still only incidental or consequential to the causes which set our art and industry in motion—there is and must be in our blood much of that romance, that imagination, that dreamland which permeates San Franciscans if we are to produce for the public consumption the music and literature for which a growing and advancing nation is ever a hunger.

Those who read musical journals or newspapers which comment on musical affairs have frequently of late read such admissions relative to the advancement of the talking machine as lead us to believe that we have been the one greatest influence for the advancement and promulgation of musical knowledge and musical literature that the world has ever produced.

If this be true, and, eventually generally admitted, what a career has been ours, for, as a statesman once fittingly remarked, "Let me write the nation's music and I care not who makes her laws."

#### A Gathering for Inspiration.

Now, gentlemen of this association, we gather here for inspiration—we must seek inspiration—it has been good for you to experience the expanding influence of seeing our vast country; of traveling over our vast railways; to have harbored the impressive thought that you have seen a State—California—larger than all of New England, plus New York State; larger than Ohio, Indiana, Illinois and Kentucky combined; larger than North and South Dakota, and second only to that other American empire, Texas.

You will enjoy this new San Francisco, this greatest tribute to

the wonderful enterprise and faith which San Franciscans had in themselves—this people, who, as



Louis F. Geissler.

someone has said, made a springboard of their own destruction with which to vault over seemingly superhuman obstacles and set the pace for the whole world in civic enterprise.

As a result of our convention here, can we go back to our homes and carry inspiration into our own sphere of influence? Will this "get together" sentiment annually renewed inspire you to be more friendly, more trustful in one another?

I cannot refrain from saying a word of admonition in the interests of a common sentiment of loyalty to one another as Victor distributors

or dealers, and this presupposes a common loyalty of Victor representatives to the Victor Co. The removal of all petty, sectional or group differences, whenever such exist, should be undertaken manfully and promptly—they are injurious to heart, mind and purse. I am proud of the comparative immunity that our trade enjoys in this regard, but an improvement is possible and promptly desirable.

Inspiration and confidence, two wonderful words; it matters not which quality precedes, the other will follow, and knowledge follows both.

Now let us see what practical and profitable application we can make of these attributes.

#### The Development of Confidence.

I sincerely believe that the Victor Co. enjoys the confidence of its distributors and dealers; we have struggled long and earnestly to acquire it; we have made many sacrifices—both in labor and money—rather than do any act that would tend to shake it; we have made no misstatements knowingly, and, if we have acquired your confidence, it will ever remain our most treasured business asset.

Now, I suggest a use for that magic word, "confidence" to your own advantage.

Have you confidence in the Victor statements in their catalogs and advertising literature? Then study them—read all matter that emanates from our printing presses, read it thoroughly, deliberately, as it comes to you, and force your employes to do likewise, and confidence in its efficacy will reward you by an intelligent prosecution of your business such as you never gave it before.

I wish it were polite to mention names that I might make this admonition more forceful—I could tell you of illiterate foreigners that a few years ago came into the United States and have since made fair fortunes dealing in Victors, and I have seen them rapidly surpass native sons in their command of trade by an ability and development based absolutely on a study, serious and painstaking, of our literature and our suggested methods, and I have viewed with disappointment young Americans with every seeming advantage beaten down and out in the commercial fight.

Have you confidence in Victor advertising? Can you have anything else? Then you, distributor or dealer, who are making excellent profits from your Victor representation, be "game," put the proper percentage of it back into your daily papers and watch the dividends accrue on the investment.

The merchant or manufacturer who doesn't believe in advertising is not so common as he once was; its importance has been too fully demon-



Scene on the Avenue of Palms at the Panama-Pacific Exposition.

## BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 28).

strated, yet there remain many, not entirely without business sense, who fail to grasp the principle that printers' ink is just as essential as capital to the full appreciation of the opportunity.

Mere routine lines may make you a living, but not much more. Of course, an advertising campaign must be planned intelligently and consistently executed.

#### Confidence in Advertising.

Have confidence in advertising expenditures. I still remember the reply I made to either Mr. Sherman or Mr. Clay, my old San Francisco employers and partners thirty years ago when my expenditures on illustrated catalogs were in question and my confidence in results was asked. I said, "If I had but \$10,000 to go into business with, I'd put \$5,000 into merchandise and \$5,000 into a catalog to sell it," and that "went," and it "goes" to-day, only my experience now proves I'm right, then I only guessed that I was.

I am now speaking of confidence and the advertising that should follow it—confidence and truth are synonymous—so "advertising and truth" must be inseparably associated.

Advertising creates public opinion in business; it is fraught with blessings and fraught with possibilities of fraud and deception. Manufacturers may advertise a seeming truth and gain a certain limited temporary trade, but you have all witnessed the rapid decline of articles that do not bear out or justify the manufacturers' claims for quality or novelty when the wares arrive for the crucial test of public use and public opinion. You need not fear the palpable imitation that is largely advertised as an improvement. Such a dishonest policy can never injure the original enterprise. *Imitation is sterile.* Hence "truth" must be the index of your purpose and ours to guide us in our advertising course.

Now that confidence has been so much the theme of my talk, I must expatiate still further upon the visible influences of that attribute as applied to our own acts.

When the war broke out last year in Europe, the Victor Co. again found itself committed, as



A Scene on Avenue of Progress, Panama-Pacific Exposition.

it did when the panic of 1907 broke upon us, to a policy of expansion, this involving quite two millions of dollars; at a meeting of our board of directors held immediately after my return from Europe, the question arose, "Shall there be any abridgement in our plans?" Without a dissenting vote our policies of expansion were indorsed and orders issued to rush work to completion and where possible upon twenty-four hour shifts.

That is confidence in ourselves, in you, in our dealers, and the public's continued appreciation of Victor goods.

#### Closer Relations of Dealer and Factory.

There is another subject that I would like very

much to take advantage of this opportunity to speak upon, and that is the greater effort which our distributors must make to assist us in cultivating a closer relationship and more intimate connection and a greater degree of cordiality between our dealers and the factory.

I wish to speak to our dealers through you.

A fact which I am quite willing to admit is that a condition exists, almost invariably, when a factory markets its wares through the medium of wholesalers, that the dealers seem to accept that situation as an indication that the factory is inclined to push them away. Just that one step or degree of removal from the factory presents a condition bordering on chilliness which we must endeavor by every means in our power to remove.

Our method of doing business; our method of licensing our wares under a contract system—even though our system is well nigh a perfect success—and was inaugurated primarily at the solicitation of our dealers and has proven one of the great mainstays of our business and their success; yet it still leads toward an impression on the part of some not acquainted with us, that the Victor Co. is inclined to be stiff necked and arbitrary.

While we are compelled to assume the painful and onerous duty of enforcing conditions admittedly the best for all concerned, that policy cannot help but militate against that cordial good feeling of some dealers that we so earnestly desire to deserve.

I would state for the benefit of the dealer that the Victor Co.'s system of consideration for its constituents is as follows:

Primarily, we must consider the public, for, without the public indorsement of your wares and your prices and your policies, there will be no place for any of the balance of us.

Secondarily, there follows our consideration for the Victor dealer. He is the man whom we must interest and enthruse to see the merits and possibilities of handling our wares. He must be pleased with the profits and with the way the

goods move and we must leave nothing undone to have him pleased with the considerate courtesy and painstaking efforts which you distributors must make to secure his friendship and continuous interest in the Victor line.

Thirdly, we consider the distributor; the first ingredient is his honor, his trustworthiness and his loyalty to carry out policies of the Victor Co. in a big, broad and far-seeing manner.

#### The Work of the Distributer.

The distributor is allowed a fair profit for the wholesaling of our wares and we expect that he will intelligently fight our battles for us; his most important function is to please the dealer, to in-

telligently serve him, educate him and to so present conditions when in personal contact with him in your offices, through your traveling men and through your literature that you will functionize as our best agency for bringing the dealer closer to the Victor Talking Machine Co.

The very last consideration is that spent upon ourselves. A manufacturer's profit is all that is



The Zone Where the Amusement Concessions Invite Many Visitors.

left to us, therefore a vast volume of business is absolutely necessary, and a profitable and successful business will only follow the proper handling of the three constituents heretofore mentioned.

Our dealers see altogether too little of us at Camden. The twenty-five or thirty travelers which we maintain in our traveling force for the purpose of visiting dealers are altogether too few to be relied upon to do the missionary work necessary.

Inasmuch as such orders as they accept are sent only and directly to the distributors, there is again presented that feeling of "once removed" to the dealer, and our own travelers and yours should remember to impress upon our dealers at every opportunity the hearty welcome and hospitality which await them at Camden, N. J., should they honor us with a visit.

The advantages of a visit to our factories, the studying of the Victor on the factory premises, and the coming in contact with our various officers and managers would certainly advance the dealers' interest and enthusiasm for the Victor many fold.

#### Dealers Welcomed at Factory.

Busy as I am, I have never yet lost an opportunity to greet and have a few words, at least, with the dealer who has visited us when I have known of his presence, and I should like to have the pleasure of meeting and shaking the hand of every dealer that visits us.

To be sure, we talk to our dealers through the "Voice of the Victor" and through our circulars, but the fact remains that many of our dealers cannot find, or do not take, the time to thoroughly read our literature. Of course, I can well understand that; with many of them, dealing in as many different lines of goods as they do, they are inundated with circulars and trade organs from their various interests, and ours is perhaps considered by them no more important than others, but it should be, for there are many features of our business to interest them, their clerks and their families to a greater degree than their other and more prosaic departments.

May we ask you to bear this factor of your labor most prominently in mind; bring your dealers down to the factory with you when you can; send them to us with letters of introduction or advise them to come alone; we can turn to their card

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## BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

or record in our Contract Department and surprise them with what we know about their business, their affiliations with distributors, and they will see that far greater interest is taken in them and their doings by the Victor Co. than they ever before imagined.

The rapid growth of our business, the intense thought, work and concentration upon it by our respective directors, officers and managers, have made it practically impossible for us to find either the time or space in which to show either distributor or dealer that degree of courtesy or hospitality with which we hope we are endowed.

A new office building is springing aloft at a rapid rate; by about the first of next year we shall have several reception rooms on every floor; all managers and assistants will have comfortable offices in which to receive you (the Victor Lunch Club is already aglow with life); and then we shall try to make our customers feel at home and welcome, so that even the smallest dealer, if he does his best, will feel that he is a valued integral of the Victor organization.

#### A Tribute to Eldridge R. Johnson.

Ladies and gentlemen, I cannot refrain, before closing, from giving expression to the pleasure which this occasion offers to refer to the presence of the Victor Talking Machine Co.'s esteemed president, Mr. Eldridge R. Johnson.

This is the very first year since your organization that Mr. Johnson's business and personal engagements have permitted him to meet with you. He hailed the opportunity and crossed the continent to enjoy your companionship and to be a witness to the feeling of camaraderie existent in your association and between you and ourselves.

Mr. Johnson's modesty is proverbial. I regret embarrassing him by this reference, but I wish thus publicly to acknowledge for myself and for each individual member of our board of directors the great debt of gratitude which we owe to the gods of fate that thrust us into contact with such a man—an everlasting Font of Wisdom and inspira-

tion is he, and has he ever been to every one of our organization; a leader such as men follow blindly, attaching men to him by a loyalty that knows no severance.

A manipulator whose first consideration is for those about him and for those interested in his pursuits;

A "Prince Bountiful," who distributes his winnings with *always* the slightest consideration for himself;

A man without whom there would have been no Victor Talking Machine Co., and to whom we are all primarily indebted for the great degree of prosperity that has blessed us.

A sentiment expressed by the old English poet (John Denham, I think) was engraven by the Board of Directors of the Victor Talking Machine Co. upon a golden loving cup, presented to Mr. Johnson recently, which you would all underwrite had you the pleasure of the intimate association with that gentleman that I have been honored with. It ran:

"Could we flow, like thee and make thy stream  
Our great example, as it is our theme!  
Though deep yet clear, though gentle yet not 'dull,'  
Strong without rage, without o'erflowing, full."

Gentlemen, I congratulate you upon the continued life and prosperity of your association. Tide has ebbed and tide has flowed in your ranks, but you have stuck well, accomplished some good things and one great thing—a better understanding among yourselves and a general policy that has bound our industry together more firmly than that of any other analogous trade.

May you live long and prosper is the wish of your friend, the Victor Talking Machine Co.

#### E. R. Johnson's Interesting Address.

President Johnson, of the Victor Co., was then called upon, and, after a few opening remarks as to his deep realization of the necessity that business men should speak up on their own behalf in national affairs, read the following masterly paper on "Government Regulation." He said:

## E. R. Johnson Talks on Government Regulation.

Like every other progressive development, the tendency of modern business to adjust itself to new and better conditions has temporarily awakened public opposition.

Opposition to all changes in business methods is quite to be expected, but good business has a resistance all its own to this condition. While many mistakes have been made on the part of honest business men, and many frauds have been perpetrated on the part of business rogues, the change from old, secretive littleness to new open bigness will go on until every line of business will be conducted as a public enterprise and to the mutual profit of the owners and the public.

Competition of the horse-trading variety, in which one party seeks to sell goods at more than the guessed-at value, but will take less or any price if outbluffed by the other party, is slowly but surely giving place to the better plan of finding the true commercial value by calculation and establishing prices that will allow reasonable compensation to all parties engaged.

A good business transaction is one in which all receive reasonable compensation; and a business transaction in which one or more of the parties concerned does not receive reasonable compensation is a commercial miscarriage, a failure, a loss, a waste of opportunity.

The true commercial value of an article can only be found after careful calculation by those who are in a position to know the cost of production as well as the cost of selling; therefore close and confidential relations between the manufacturer and the merchant are advisable.

Such beneficial co-operation is sometimes mistaken for conspiracy in restraint of trade, but the people are slowly learning the difference between combination in restraint of trade and beneficial co-operation.

#### Business Methods Must Change.

Business methods must change as general con-

ditions change. The commercial world cannot stand still any more than can the balance of society. Much of the opposition that the more progressive enterprises encounter unquestionably springs more from the tendency of the public to oppose all things new than from intelligent opposition, based on a knowledge of political economy.

A good example of how new enterprise encounters public opposition is found in the history of the development of the bicycle and the automobile. The public was so pleased with the first few bicycles that it would pay admission just to see a man ride two wheels without falling off very often; it was even willing to allow bicycle riding on the sidewalks.

This was in the very early days, but as soon as the bicycles became things of practical use and their extensive manufacture reduced them to prices which permitted their general adoption, opposition to the bicycle sprang up like magic, and for a time threatened the new business with annihilation. Even the press and the pulpit took up the fight. Everyone who did not own a bicycle was opposed to it. The scorcher at the breakneck speed of fifteen or twenty miles an hour was portrayed as a speed fiend flying about the country on a death-dealing, horse-frightening contrivance. The theory of annihilation, however, eventually gave way to regulation, and soon the bicycle found its proper place, which was not, however, on the sidewalk. Horses also accepted them and no longer considered them as an excuse to run away and smash things up.

The automobile went through much the same experience as the bicycle, but to-day, with its weight of 2,000 pounds or more, it does not stir up half the opposition that the introduction of the bicycle did, so long as it does not exceed sixty miles an hour and gives the average pedestrian a chance to jump for his life. Therefore we, with new business ideas, can assume that the public will change and that progressive innovations are bound

to win out in the end if they are right. Let us, however, keep off the sidewalks and be content with reasonable speed.

The rapid advance in all mechanical matters, especially in improvements in transportation and communication during the last fifty years, has made possible more beneficial changes than has the sum of all other human accomplishments during the previous ten centuries.

Humanity is restless, both individually and collectively, and it is always seeking for better conditions. Therefore the advent of big business was



The Tower of Jewels at Exposition.

not due to huge conspiracies on the part of groups of trust-forming magnates, but was the natural evolution of business due to changed and changing conditions.

#### Big Business Is Here to Stay.

Big business is here to stay; that much is certain. Even that part of the public which made the loudest outcry against the cyclops of trade a very few years ago is now getting used to the colossal aggregation of capital, which is unquestionably necessary in some cases, and, instead of the uncompromising cry of "bust all trusts," we now hear that some trusts are good and that bigness is no evidence of badness.

The concession on the point of the size of business, while very encouraging, does not cover the problem fully. Business methods, as well as the size of business, are undergoing changes that are just as startling and just as important; and there can be no peace between business and public opinion until the new business methods are gotten used to, because they are also here to stay. These new business methods are not due to conspiracy, but are due to changed conditions, and they will be highly approved of when they are more generally understood.

The management of a rapidly growing corporation is to-day a complicated problem of the first magnitude. New questions that will not be postponed come up every day singly and in groups. To be an executive officer of such a corporation is not a small job, even when the corporation does not come within the dimensions of what is considered big. Now that the size of a business has been declared no menace to public interests, and criticism is directed more to methods than to size, many enterprises who heretofore considered themselves immune to interference will find themselves under observation and subjected to regulation.

#### Government Regulation.

Government regulation is the order of the day, and is hailed by many as the solution of everything that is wrong in business. But can Government regulation on the part of a Government that is notoriously inefficient in matters purely governmental step out of its true function and assume the responsibilities of an umpire to a competition that is vastly more intricate, vastly bigger, vastly more progressive and just as vitally important as

## BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 30).

the Government itself? It would hardly seem that regulation from such a source would be satisfactory, and indeed it is not.

There lives no lawyer that can guide an executive officer safely through the maze of conflicting decisions. No matter how carefully one steps, he steps into trouble. Government regulation is not working smoothly, and it really looks as if it will take some time yet before it will work smoothly, as innumerable questions are still to be decided by the Supreme Court.

Those who have confidence in Government regulation under existing conditions should not forget that our two great methods of transportation, which are also our most important industries, namely, the merchant marine and the railroads, have been under Government regulation for some time. Fifty years ago our flag was seen in every port of the world, but to-day it is something more than scarce. The past year, on account of the demoralization in foreign shipping due to the war, has been, to say the least, an opportunity such as has not knocked at our door for more than half a century, yet our last Congress created what has already proved to be a most impractical law for the regulation of American shipping.

As to the railroads, a far more intelligent effort is being made in their behalf, yet it does not seem certain that Government regulation of railroads is going to succeed, for we must remember that the railroad business has not prospered or expanded as it should have under this regulation. The great railroad president with his fortune tied up in his enterprise, working night and day with might and main, is disappearing, and there is nothing that will equal proprietary management. The reason for his disappearance is explained by the curtailment of his opportunities by reason of Government regulation.

The results of Government regulation for business in general would be the same as in the case of our merchant marine if it were possible, which happily it is not, that the same kind of regulation would be tolerated.

#### Very Great Changes Imminent.

While it is evident to all careful and well-informed observers that the U. S. A. has suffered far more from bad or inefficient government during the last fifty years than from bad or big business, it is also evident to the same class of observers that conditions are making up rapidly for a very great change; all signs point to this.

General business is far more difficult to regulate than the motor traffic, the merchant marine or a railroad, and something is happening in another part of the world that will force us out of our conservatism in the matter of hanging on to antiquated ideas in governmental matters.

The same conditions that gave birth to big business, namely, great improvements in transportation and communication, have caused a great war in Europe and have made it the most colossal war in the history of the world. This war is, among many other things, the rupturing force of expanding commercialism or industrialism.

The European war is expected to do many things, and the American business man can well afford to wait for most of them. But a new thing, or at least a new degree of a thing, is happening in Europe, caused directly by this war, which is a step in advance of Government regulation and which is a far more efficient thing, namely, practical co-operation between the industrial interests and the governments. This is not socialism; it is nearer materialism. It is working now all over Europe, and it is going to work better after the war is over. It is going to change from application to the manufacture of munitions of war when peace comes to the problem of building up the wasted industries of Europe. The people of Europe are going to like it so well that they will eventually direct it to the conquest of America commercially, and they will succeed if we in America do not arm ourselves with the same weapon of efficiency.

**Business Suffers from Incompetent Interference**

Business in the U. S. A. is suffering from incom-

petent interference, miscalled "regulation."

Business needs efficient co-operation as well as intelligent regulation on the part of a non-political national board of trade. The Clayton law is a step in the right direction, but the Federal Trade Commission has a colossal task. They have so



Eldridge R. Johnson.

much to learn in order to make themselves useful that if they assume the part of dictators they will fail.

Soon we will be in the midst of a great presi-

dential election, and it seems more than likely, unless something happens in the meantime to distract the attention of the public, that the question of business regulation will be the main subject of political contention. Some people believe that all business men should get together in one party. This is not desirable, as it is a bad example for labor. Others recommend forming an entirely new party to further the general interests of business. This is impractical. It is far better for the interests of this country at present that the important political parties be confined to two. We do not want a lineup of classes nor a lineup of interests. Numerous political parties only add to the complications of political reform, and it is not necessary that business men change their political faith in order to secure improvements in our business laws.

Fortunately, as explained above, the opposition to higher and more progressive ideas in American business methods is based almost entirely on the fact that such things are new and strange to the vast majority of the public, and therefore education and enlightenment of the public on the part of the business men who understand these matters is the proper method to bring about a complete understanding. This was my object in preparing this paper, and I recommend that every other business man study the subject and do likewise. The American people can be trusted to do the right thing once they understand, and the best way to make them understand is to explain.

#### Edward Lyman Bill's Address.

President Johnson's address was followed by a brief talk by Edward Lyman Bill, who said:

## Edward Lyman Bill Talks on Co-Operation

For nine consecutive years I have been honored with an invitation to meet with the talking machine men, and I have been delighted and charmed with the opportunity of joining in with these annual business and pleasure fests.

There is a get-together spirit among the jobbers which appeals to me. It is the true spirit of co-operation, and as civilization has advanced each step has placed our lives on a higher plane, until to-day we stand on the threshold of a co-operative epoch, in which there is more of the spirit of kindness and mutual helpfulness—more of the spirit of brotherly love evidenced in every phase of life.

Co-operation is fundamentally a right doctrine. Religiously it may be found in the teachings of practically every sect, and industrially it is daily interesting itself as the basic principle in the activities of the people.

Business co-operation does not deter the individual from asserting his own independence, but it gives him the support of men engaged in kindred lines in moves for general betterment. It illustrates the spirit of modern business, and this co-operative influence, which is manifest in the talking machine trade, is sure to be reflected in clean business methods and in securing for the individual the best returns consistent with progressive business management.

I was thinking, while sitting here tonight in this wonder city by the Golden Gate, where Occident and Orient meet, of the contrast to the war-torn lands across

the seas. Here are shown the accomplishments of men in the arts of peace.

Here by the placid Pacific are gathered the peaceful, constructive forces of earth, while across the billowy Atlantic are the fiercely clashing forces which are destroying the fruition of all the ages.

Here peace and calm—there war lust and rage.

The Pacific—always placid like its name—speaks at eventide of a serenity that is not of the earth. In ceaseless cadence the waves ebb and flow, beating half mournfully against cliffs and caves that have been silent for centuries. Deep below all is calm. It is as if the ocean were some great being whose message is yet unvoiced, its passions expended in rhythmic ebb and flow upon the surface.

Were the old Greeks wrong when they saw in rock and tree and crystal the image of a living God?

The gathering this year has been replete with  
(Continued on page 32.)



Fountain of Energy So Much Admired by Visitors to Fair.

## BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

many beautiful surprises. It has been rich with enjoyment of all kinds.

The trip out—a never-ending vista of scenic beauty—was entrancing. It was nature's convention to which we were bid. And now, enjoying as we are the charm of California, the delights of this wonderland, we feel that we will have stored up enough convention enthusiasm to last for another year.

California is surrounded by the glamour and poetry of adventurous and romantic times—the advent of the Spanish don and conquistador, and their far from gentle arts, down to the era which has been made famous by the pens of Bret Harte, Mark Twain and Joaquin Miller, supply pages teeming with interest. But the California of today is intensely practical, and we are reminded of its picturesque past by an occasional glimpse of some old mission and a silvery peal of melody from the rusty throats of ancient bells, which bring up the figure of Father Serra on the shadow-flecked roads.

"Bells of the past, whose long-forgotten music  
Still fills the wide expanse,  
Tinging the sober twilight of the present  
With color of romance."

It must have been with a thrill of pride that the talking machine jobbers viewed the representation of their craft at this beautiful exposition.

Save for but one comprehensive exhibit in the Liberal Arts Palace and the pianos placed in the various State buildings, the piano trade as a whole was not in evidence, while the talking machine trade was fittingly represented in tastefully designed exhibits which have charmed and entertained hundreds of thousands of visitors.

Visitors to this great meeting place must carry away with them feelings not merely of interest, but of respect, for the present-day accomplishments in the talking machine field. They will have learned that the talking machine has opened up new vistas for home entertainment and that it possesses not only vast entertaining powers, but educational strength as well.

The talking machine jobbers must have their enthusiasm in their trade renewed when they consider the way in which the product in which they are directly interested is placed at this latest fair, which represents the highest achievement of man's work.

"Untwisting all the chains that tie  
The hidden soul of harmony."

#### Congressman Kahn Defends Stevens Bill.

The Hon. Julius Kahn, who has represented a San Francisco district in Congress for many years, then spoke, making his subject "The Stevens Bill," and while his talk was full of solid food for thought, it was interspersed with many amusing stories, and was so wittily expressed as to keep the audience in an almost constant laugh, which, in view of the lateness of the hour, was something of an achievement. Mr. Kahn said in the beginning that Congress has grown to such size numerically that it must contain all kinds of people, and that of late years there has been a tendency among a certain class of Congressmen to pass legislation "with teeth," resulting in a lot of half-baked laws that have done more evil than good. He declared

his belief that the Stevens bill is correct in principle and ought to be enacted into law, but that it may take a long time. In this connection, illustrating the point of the necessity of introducing a bill at the psychological moment, he told a mirth-provoking story of Private John Allen's getting a \$20,000 appropriation for a fish hatchery for an obscure inland town. The Stevens bill, he said, is a measure in proper regulation of business, embodying a legitimate effort to prevent large combinations from squeezing out the ordinary retailer. He concluded with an expression of hope that the bill would be reintroduced in the next Congress, particularly urging the talking machine men to use all their influence in bringing the matter to the attention of the Senators and Congressmen of their States and districts.

#### Telegram from O. K. Houck.

Mr. Bowers then read a telegram to the conventionists from O. K. Houck, of Memphis, Tenn., who was unable to attend.

#### The New President Heard From.

The new president, Andrew G. McCarthy, was then called upon, and made a brief talk in appreciation of the honor bestowed upon him, pledging his utmost efforts on behalf of the organization.

With this the banquet closed. A mammoth bouquet of roses sent by Leon F. Douglass was then broken up and distributed among the ladies, and the younger members of the party amused themselves with dancing until a late hour.

#### Those Present at the Jobbers' Banquet.

Among those who attended the banquet were: Mr. and Mrs. H. A. Winkleman, Oliver Ditson Co., Boston, Mass.; Mr. and Mrs. J. F. Bowers, Mr. and Mrs. L. C. Wiswell, Lyon & Healy, Chicago, Ill.; F. Siemon and wife, Rudolph Wurlitzer Co., Chicago, Ill.; Miss Siemon; Mr. and Mrs. W. H. Buescher, Mr. and Mrs. C. F. Buescher, W. H. Buescher Co., Cleveland, O.; W. H. Reynolds, W. H. Reynolds Co., Mobile, Ala.; Mr. and Mrs. H. F. Miller, of the Penn Phonograph Co., Philadelphia, Pa.; J. C. Roush and wife, Standard Talking Machine Co., Pittsburgh, Pa.; W. H. Parmenter and wife, Whitney-Currier Co., Toledo, O.; W. D. Andrews and wife, W. S. Andrews, Buffalo, N. Y.; T. H. Towell and wife, Eclipse Musical Co., Cleveland, O.; L. Burchfield, Sanger Bros., Dallas, Tex.; G. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; V. B. Taylor and wife, Koerber-Brenner Co., St. Louis, Mo.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; W. A. Eisenbrandt and wife, H. R. Eisenbrandt & Sons Co., Baltimore, Md.; Mrs. G. C. Campbell, Knight-Campbell Co., Denver, Col.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; R. A. Bryant and wife, Knight-Campbell Co., Denver, Col.; W. G. Walz and wife, W. G. Walz & Co., El Paso, Tex.; T. H. Regon, Thomas Goggan & Bro., Galveston, Tex.; C. F. Bruno, C. F. Bruno & Son, New York City; A. D. Geissler and wife, New York Talking Machine Co., New York City; L. J. Gerson, John Wanamaker & Co., New York City; Mrs. A. D. Macauley, New York City; A. Hospe, A. Hospe & Co., Omaha, Neb.; Miss M. Dickson, A. Hospe & Co., Omaha, Neb.;

B. J. Pierce, J. W. Jenkins' Sons & Co., Kansas City, Mo.; A. G. McCarthy, P. T. Clay, G. R. Guppy, R. M. Bird and wife, C. H. Carder, E. Hunt, J. Dundore, C. P. Little, W. F. Morton, L. S. Sherman, Sherman, Clay & Co., San Francisco; C. S. Ruggles, Sherman, Clay & Co., Los Angeles; Eldridge R. Johnson, Victor Talking Machine Co.; J. F. Bowers, Jr., Chicago, Ill.; B. Scott; J. Gercovich; L. F. Geissler, G. D. Ornstein and wife, W. B. Fulghum and wife, C. L. Price and wife, H. C. Brown, F. K. Dolbeer, Mrs. F. E. Clark, E. Worthington, Victor Talking Machine Co., Camden, N. J.; L. V. B. Ridgway, Lyon & Healy, Chicago, Ill.; G. B. Wiswell, Joliet, Ill.; T. B. Stone, A. R. Stone, H. R. Smith, E. P. Bliss, Miss H. M. Jefferson, Lyon & Healy, Chicago, Ill.; Otis Bigelow and wife, Dowagiac, Mich.; F. J. Ritter and wife, Molton, Ill.; Edward Lyman Bill, New York City; Miss Marie Kratz, Akron, O.; S. O. Wade and wife, Chicago, Ill.; Mr. Heft, Frank Anrys, Clarence Anrys, J. J. Black, F. Corcoran, J. R. Scott, B. Goldsmith, W. Austin, Mr. Gray, J. Henry Smythe, W. H. Nolan, Mr. and Mrs. Decon, Edward A. Geissler, J. McNenry, R. Trautner, F. O. Norton, J. Spivey, R. Armstrong, R. Rugg, Mr. and Mrs. Almoig, C. Little, J. C. Van Horn, G. Bates, Mr. and Mrs. Styles.

#### OVERDOING "PUNCH."

There is such a thing as being too insistent. Hanging on is a most commendable characteristic. Yet the man who knows when to let go isn't so utterly dense, after all.

The Man with the Punch—who is trying to hit everything (from efficiency to energy) over 100 is apt to pall on his hearers if he doesn't ever give them a recess.

By all means cultivate "Punch," but also cultivate the ability to know how and when and where to use it.

Living on high speed all the time has its disadvantages even in business. If a man selects the time to let up occasionally he won't have to let down for good and all before he has finished the game.

Put "Punch" into your performances; but remember that once in a while the prospect likes to have an interlude, and to hear the sound of his own voice, even though he isn't a Caruso!

#### AN EXAMPLE FROM HEADQUARTERS.

From the National Association of Credit Men: If you want to earn lasting gratitude for yourself take pains to set your subordinates in the office an example of well-organized efficiency. The process of good habits building will seem irksome to them at first, but if once the right sort of habits are formed, action will proceed with very little expenditure of energy, which will be conserved for increasingly higher attainments. What opportunities the men in command are forever letting slip by to train and strengthen the minds of subordinates! What opportunities for making them richer assets for themselves, their fellows and their concerns!



Scene in the Court of Abundance Just Before the Medal Was Presented Commemorating Victor Talking Machine Jobbers

# Victor Talking Machine Jobbers' Day at Exposition.

Interesting Ceremonies Accompany Presentation of Souvenir Medal to Association—Henry C. Brown Gives History of Talking Machine—Hear Telephone Message from New York—Classic Dances and their Exercises at Victor Temple of Music.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 26.—Saturday, July 24, was officially known as Victor Talking Machine Jobbers' Day at the Panama-Pacific International Exposition, an effort being made by the exposition authorities to devote a day especially to each aggregation of people holding a convention in San Francisco and attending the exposition grounds in a body. The Victor celebration was the conspicuous event of the day, and from every viewpoint was eminently successful. The visitors spent a very pleasant day, during which they had an opportunity to look over the general aspects of the exposition, and at the same time to get a comprehensive idea of the great work that is being done by the Victor Talking Machine Co. at the exposition, as well as its educational work throughout the country. The visitors were guests of the Victor Co. for the day.

The party was conducted from the St. Francis

marched in a long line of nearly 200 people, with President Johnson and General Manager Geissler, of the Victor Co., in the lead. The procession went down the Avenue of Palms, past the Festival Hall and through a beautiful archway into the Court of Abundance, where comfortable seats were drawn up facing the portico on which the speakers assembled.

**Exposition Officials Present Medal to Jobbers.**

Frank L. Brown, on behalf of the directors of the exposition, presented the Jobbers' Association with a bronze medal in commemoration of

man, Clay & Co., Coast agents for the Victor line, saying that Philip T. Clay was a leader in all



Victor Delegates Ready for Exercises in the Court of Abundance.

Front Row (left to right): L. F. Geissler, L. S. Sherman, E. R. Johnson, B. F. Pierce. Second Row (first): A. G. McCarthy.

public-spirited movements and had been one of the active workers on the exposition board of directors from the start. "Andy" McCarthy, also, he characterized as "the man behind the gun in all great movements of San Francisco business men."

**President Mickel's Speech of Acceptance.**

Retiring President George E. Mickel responded as follows:

"Gentlemen: This is a very great honor you have paid the Victor talking machine jobbers, and we heartily thank you, and through you the management of this great international exposition. I assure you this medal is accepted by our association with very great pleasure and will be treasured as a memorial of this day.

"Last July, when L. S. Sherman extended this association an invitation to hold our convention in San Francisco, and we accepted, my heart sank to my shoes. I had heard and read of California and California boosters, but had never been here nor seen a real booster on his native soil. One of our members remarked while we were passing over the desert that the reason so much was said of the beauties of California was because hell itself would appear a fairyland after passing over this arid waste. As we were coming into Los Angeles someone came onto the steps of the observation car. One of the ladies of our party turned and said, 'Oh! it is a man.' He answered by saying, 'No, not a man, but just a common brakeman; but ladies,' he said, 'it is a shame that you are passing through this valley after night, because if 'twere daylight you could reach right out from the side of the car and pick off oranges and most delicious fruits of all kinds, and you would see stretching out as far as the eye could see orchards such as you had never dreamed of.' When we came into Los Angeles we met Ruggles, the incomparable Ruggles, who began at once telling us of the

(Continued on page 34.)



View of the Lawn Party, Showing Vast Audience Assembled.

Hotel to the exposition, arriving inside the Scott street entrance about 11 a. m. This was the first time that most of the party had seen the exposition grounds or buildings at close range, and many expressions of delight were heard at its beauty of color and design.

Assembling inside the entrance, the party was led off to a lively tune by Cassassa's Band, and

their convention in the Exposition City, making a speech of welcome in which he paid high tribute to the inventors and industrial and commercial organizers who have made it possible to record the world's best music and take it directly into the humblest home, or to keep a record of the spoken word for the benefit of future generations. He also paid a high compliment to the heads of Sher-



1. Frank L. Brown Who Presented the Medal. 2. President Mickel Who Accepted It for the Association.

VICTOR JOBBERS' DAY AT THE EXPOSITION—(Continued from page 33).

beauties of the surrounding countries, the flower hedges that stretched by the mile, of the fruits that we could eat and live forever. It seemed that surely we had struck the promised land. Ten hours later I again heard the same Ruggles, to my surprise, telling of the still more beautiful Del Monte.

"But after passing over your great State and being in this wonderful city of San Francisco, and visiting this, the greatest of expositions, we stand



The Classic Performance of Mme. La Gai's Company on the Lawn. Thousands Were Assembled to Witness This Exquisite Portrayal.

in amazement of what has been accomplished. We witness a miracle. Every city in the Union should be inspired by the genius of Americanism exhibited here in San Francisco.

"This triumph of muscle and brain.

"The conquest of genius and toil.

"We marvel at the greatness and splendor of your city.

"The glory of accomplishment is yours.

"You have earned the right to boast.

"May your days be long and your prosperity continue.

"Again, gentlemen, allow me, in the name of and for the Victor distributors, to thank you for the honor paid us this day."

H. C. Brown Gives Talking Machine History.

Mr. Mickel was followed by Henry C. Brown, advertising manager of the Victor Talking Machine Co., who gave an extremely interesting talk on the origin, development and uses of the talking machine, as follows:

"Although the occasion be most appropriate the time will hardly permit of more than a chronological tale of early attempts at the recording and reproduction of sound vibrations. Thomas Young, the pioneer, in 1807 described the method of recording vibrations by the tapping of a tuning-fork on a drum-head. Not until 1842 did William Wertheim succeed with experiments in line with



President G. E. Mickel Delivering Medal Acceptance Address in Court of Abundance. At His Right, Henry C. Brown.

Young's idea. In 1857 Leon Scott, with his 'phonautograph,' was first successful in recording the vibration of a membrane or a diaphragm. His success is generally accepted as having been the forerunner of the talking machine.

"A little later Karl Rudolph Koenig made important observations. There was another lapse until 1874, when experiments of William Henry Barlow, Charles Wheatstone, Clarence Blake and Sigmund Theodo Stein concluded the efforts of those who were intent only upon the recording of sounds without a definite attempt at reproduction.

First Real Progress.

"The real progress came in 1876, when Thomas A. Edison first claimed the reproduction of recorded sound-waves.

From then on to 1885 Edison's work on the wax cylinder phonograph developed improvement and became a commercially successful article of great possibilities. Then Chichester Bell and Sumner Tainter patented the 'graphophone.' The turning point was reached in 1887, when Emile Berliner patented the 'gramophone,' or the 'Victor,' which is the basic principle of the Victrola of to-day, and which became the paramount idea in the origin of the talking machine that made possible the perfected instrument of the present day. It might be stated in justice that Charles Spross, in 1877, deposited with the Academie des Sciences, Paris, a sealed packet containing suggestions for the reproduction of sound from the Scott 'phonautograph.'

"At the outset the various machines were little more than toys, hand-operated, squeaky and pro-



Mr. Geissler Discussing Music Points—Mr. Johnson Listening.

ducing poor imitations of original sounds. Fortunately, men of genius who were lending their talents to its development knew not fatigue or disappointment, and gradually they overcame supposedly insurmountable obstacles. It must be remembered that in the early days each record was recorded separately by orchestra, band or singer, and not until some years later was it that the electrotyping, duplicating process of the disc record and the gold-molded duplicating process of the cylinder record made possible the unlimited duplication of any master record as in our time.

Emile Berliner's Views.

"Here I might inject a few paragraphs from the address delivered by Emile Berliner before the Franklin Institute in Philadelphia in 1913, when he was honored with the Franklin Institute Medal of Advanced Science: 'On the evening of May 16, 1888, I showed in this auditorium how the voice might be etched into the metal, and while the etching was being done I rendered program songs, recitations, instrumental solos, previously prepared, which, crude as they were, presaged possibilities of more perfect results for the future.

"Those disc records, the first of their kind, were reproduced by the machine, turned by hand,



One of the Little Dancers.

and of all originals one duplicate was shown and reproduced by electrotyping the original sound and etching in the same manner as the half-tone electrototype. Then the status of the talking machine was as follows: The tinfoil phonograph of Edison, which had been known for ten years, was a scientific curiosity only, although of historic value. The wax cylinder phonograph, or graphophone, of Chichester Bell and Sumner Tainter had been invented; its aim was to become a dictograph for private and business correspondence. Both machines represented a system in which sound-waves either were vertically indented as in the Edison phonograph, or vertically engraved into the wax cylinder as in the Bell-Tainter graphophone.

"In reproducing these records a feed-screw was provided, which turned the cylinder past the needle or the reproducing sound-box past the cylinder. The gramophone changed all this. Its record was made horizontally and parallel with the record surface, and by itself it formed a screw or spiral, which propelled the reproducing sound-box, so that while the needle was vibrating it was at the same time pushed forward by the record groove. As the sound-box was mounted in such a manner that it was free to follow this propelling movement, it made the reproducer adjust itself automatically to the record. I pointed out that the horizontal record of the gramophone was better able to record sound in its entirety, while the vertical record of the graphophone was productive of certain distortions which became more pronounced the deeper the sound-waves in the indented record substance.'

"About this time Eldridge Reeves Johnson, the present president of the Victor Co., became inter-



After the Ceremonies, Mr. Geissler Thanking the Band Leader. Mr. Johnson Wearing Straw Hat in Foreground.

ested in the development of the Berliner invention, and shortly thereafter acquired the controlling interest in the famous Berliner patents. Here began the real development of the talking machine, and Johnson's inventions in spring motors, cut-record recording process and tapering tone arm for conducting sound quickly followed each other.

## VICTOR JOBBERS' DAY AT THE EXPOSITION—(Continued from page 34).

**The Start of the Victor Co.**

"In 1901 the present Victor Talking Machine Co. incorporated with Eldridge Reeves Johnson at the head, took over the business of Eldridge R. Johnson, and success followed success. Real artistic and commercial progress, almost startling in its accomplishment, resulted. It was in August, 1906, that the talking machine really came to occupy the unique position in the world of music that it now enjoys with the introduction of the Victrola.

"From a small beginning in 1888, when only a few men were engaged in experimental work and in the manufacture of talking machines, the growth of the talking machine industry may be compared only to that of the automobile and motion picture industries. Now one company—the one I am so fortunate as to be associated with—carries on its payroll more than 7,000 workmen, occupies for manufacturing more than 1,700,000 feet of floor space.

"Now, by the use of the talking machine, the music of virtually all the world is carried into the homes of millions of people, ranging from the millionaires on the boulevard and avenue to the artists in studio and garret, from the farmers in the fields to the miners in their huts and tents and the workmen in their cottages.

"In the realm of art it has given priceless gems of the world's richest voices to the world at large, which before went music hungry for the reason that only in great cities did opportunity offer to hear the great works of the masters, and then presented itself only at long intervals.

"In the schools, colleges and universities to-day it is possible, as never before, to build in the child a knowledge of music based upon actual performances of great works and great artists. Such is the Victrola's part in each day's curriculum in the school of more than 3,000 cities in the United States."

**Hear Telephone Message from New York.**

The party then marched in a body to the booth of the American Telephone & Telegraph Co., in the Palace of Liberal Arts, where each member of the party was provided with an individual telephone receiver and was able to listen to the following talk by R. W. Morey, general manager of the New York Talking Machine Co., delivered from the New York headquarters of the telephone company. Mr. Morey said:

"To Victor Jobbers in Convention at San Francisco: I send you hearty greetings from the New York Talking Machine Co., Victor distributors, and congratulations on the success of your convention this day assembled. To be able to do this 3,500 miles away from you is an exceptional privilege.

"Your convention will no doubt carry with it the wonderful spirit in business that has already been established by the Victor jobbers all over this country, and will produce a greater business structure, giving still increased opportunities for getting into closer relation and making our messages to the public so strong that increased admiration will continue.

"It is wonderfully pleasing to know the great triumph won by the Victor Co. at the Panama-Pacific Exposition and being accorded such great honors before the entire world. This spurs us on to greater individual effort in support of the Victor line and Victor policy.

"The New York Talking Machine Co. is with you and your efforts, and is ably represented by our vice-president, A. D. Geissler. Our message to you this day is one of earnest congratulation for the successes obtained by the Victor jobbers."

This was a most interesting and novel feature of the entertainment being the first time that most of the members had been able to listen to a conversation the width of the continent away.

**Victrola Music Carried Across Continent.**

Mr. Morey's talk was preceded by a wonderful demonstration of the carrying power of the talking machine over telephone wires, a large Victrola in New York playing "Celeste Aida," as sung by Caruso; "Little Gray Home in the West" and "Then You'll Remember Me." The music came to the jobbers perfectly and sounded as clear and



Showing the Jobbers Assembled on the Exposition Grounds Just Before a Visit Was Paid to the Telephone Headquarters When They Talked with New York—1, L. S. Sherman; 2, E. R. Johnson; 3, L. F. Geissler; 4, A. G. McCarthy.

perfect as though the Victrola was in the next room instead of over 3,000 miles away.

**The Visit to the Victor Temple.**

After luncheon the visitors scattered to various points of interest, assembling again at 2 o'clock at the beautiful Victor Temple in the Palace of Liberal Arts. The temple, seen now for the first time by the majority of the jobbers, was at its best, being specially decorated with flowers, etc., and was greatly admired. Indeed, it was felt by many present that the necessity of tearing down the structure after the exposition would be a real misfortune. The Victor Temple, designed on the dignified yet beautiful lines of classic architecture, with its color harmonies exquisitely worked out to secure an atmosphere of calm contemplation, is intended to emphasize the artistic value of music as interpreted by the Victrola. Credit for the conception and carrying out of this magnificent exhibit is due to Everett Worthington, who remains in charge of it, and Mrs. Francis E. Clark, superintendent of educational work for the Victor Co.

As the visitors entered the booth the first thing to receive attention was a large curtain map of the United States screening the small stage of the temple. Through tiny holes in this map shone out 2,700 light, each light representing a city in which Victrolas are used for educational purposes in the schools, giving a graphic idea of the progress made in the educational work. Short talks were made by F. K. Dolbeer and Louis F. Geissler, and Mr. Worthington made a practical and particularly interesting talk on the best methods of showing the points of excellence in the Victor machines, and others also demonstrated to the visitors the method of utilizing the Victrola in educational work.

**Classic Dances to Victor Music.**

From the temple the conventionists went to the lawn at the south in front of the Liberal Arts Palace to witness one of the lawn dance performances of Mlle. LaGai and her pupils which have attracted so much attention to the Victor work at the exposition. The dancing was accompanied by music from a monster Victrola placed at one side of the lawn: a machine some eight feet high, finished in white enamel and handsomely decorated, with a painting of "His Master's Voice" on the front panel. This machine was designed and built by Everett Worthington some years ago at Seattle, where it attracted much attention, and has been used for exhibition purposes in many places since, being in great request for church functions and other affairs. During the convention proper it was placed in the lobby of the St. Francis Hotel. Notwithstanding the fact that the afternoon sea breeze had sprung up and was sighing through the trees, this giant Victrola, using an ordinary Victor record, produced a volume of sound which carried perfectly to the most distant part of the audience; and the perfection of tone quality was a matter of no little astonishment.

Words can hardly describe the lawn dance itself. The performance was "La Naiade," accompanied by appropriate records, as follows: 35238, "Midsummer Night's Dream;" 17521, "Dance of the Song Birds;" 35097, "Giaconda Ballet;" 17720, "Love's Dream After the Ball;" 74395, "Dance les Bois;" 53021, "Faust Ballet;" 64264, "To Spring" (Grieg); 35270, "Jewels of the Madonna;" 31756, "Danse Caprice" (Grieg); 31019, "Carnival Roman Overture." In it the revels and merriment of satyrs, fauns and wood nymphs were exquisitely portrayed by a large troupe of dancers, with a realistic setting of growing grass, trees and shrubbery, among which they disported in accordance with the traditions of the Greek poets. The remarkable gracefulness and classic beauty of the performance was a matter of astonishment to all, and the jobbers closed the day with a materially increased appreciation of the activities of the Victor organization.

The Hermann Bros. Co. has taken over the business of the late Joseph Hermann, deceased, in Calumet, Mich. Additional store room has been leased so as to include a talking machine department in addition to pianos.

# The Delightful Outing of Jobbers to Mt. Tamalpais.

**Jobbers and Their Friends the Guests of the Victor Talking Machine Co. on Trip to Mountain Top on Sunday—Much Impressed by Superb View—Luncheon Served in Famous Muir Woods—Day Ends With Sight-Seeing Sail in Golden Gate.**

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 31.—The talking machine jobbers' convention at San Francisco came to a fitting end with the excursion to Mt. Tamalpais, Muir Woods and up the bay on Sunday, July 25, which was distinctly the big event of the whole



Before Climbing Mt. Tamalpais Messrs. Roush, Dolbeer, McCarthy and Ornstein Made a Satisfactory Inspection of the Engine.

gathering. Everybody in the crowd—about 150 in number—had a glorious time, with an opportunity to get something of northern California scenery and climate outside of San Francisco.

The Victor Co. planned the outing in a most generous manner, leaving nothing to be desired



Mr. Brown Thought That He Would Rather Ride to the Mountain Top Than Walk.

on the part of the guests. Mr. Geissler, knowing well the beauties of the trip, planned to give the Victor guests a genuine treat. The successful engineering of the trip is due to Everett Worthington, the genial and capable manager of the Victor temple at the exposition, who is responsible for the fact that the whole affair went off practically without a hitch.



A Halt Was Made by the Special Train on the Way Up the Mountain and Here Is a Result of the Photographer's Activity.

Mt. Tamalpais is across the Golden Gate from San Francisco, and when the gate is first opened in the morning the California climate comes in a little too rapidly for comfort in summer outing togs. A short ride in a special car between wooded hillsides and stretches of bay brought the crowd to Mill Valley, a charming town of rustic bungalows scattered through the woods over hill and canyon at the foot of the mountain. Here a change was made to a special train for the ride up the steep incline, over the "crookedest railroad in the world," an appellation which the guests fully appreciated before the top was reached. In and out they wound, among beautiful red-barked madrone trees, big oaks and towering redwoods, coming out at last on an open ridge, from which they could look inland over the San Francisco Bay to Oakland, Berkeley and Richmond, while toward San Francisco and the ocean to the south and west the view was obscured by fog banks. Here, where the road winds in a "double bow knot," they stopped a few minutes for a photograph; then went on to the summit, with new beauties of scenery developing at every turn.

At Tamalpais Tavern the less energetic rested on the balcony or took light refreshments, while most of the party went on to the peak, a steep ten minutes' walk distant. The broad view from this point was greatly enjoyed, as the mountain rises quite abruptly some 2,600 feet above the sea, giving a view over the whole San Francisco Bay region; San Rafael, known as the home for some years of Leon Douglas, being at its foot to the north. The summit was well above the fog, and the visitors could look far out over the vast expanse of billowing white, beneath which lay the city and the Golden Gate—a novel and interesting sight to most members of the party.

After an hour on the summit, during which some

striking snapshots were taken of prominent talking machine men perched on the crags, the party



Climbing to the Summit of Mt. Tamalpais, Where the View Was Most Fascinating.

started on the trip down. Half-way down the train left the main track, winding down into the deep gorge known as Muir Woods, the canyon being filled with a magnificent forest of California redwoods, now set aside as a public park.



Tom Towell, Having Climbed the Summit, Is Showing the Sights to President Mickel, Who Stands Beside Him.

Near the bottom of the canyon the party left the train and strolled at a leisurely pace down a narrow forest trail for perhaps half a mile, winding among the massive trunks of redwoods that towered high overhead, shutting out all direct sun-



Everett Worthington, Who Managed the Mt. Tamalpais Trip.

light. Reaching more level ground at the bottom, beside a swift little crystal brook, they came upon an open space, which had been prepared in advance for an al fresco luncheon. The guests seated themselves on convenient logs and stumps—one group of four or five finding snug quarters in the burnt-out butt of a giant redwood, whose still-living top rose hundreds of feet above.

The excellent picnic luncheon, taken in conjunction with the keen appetite that began to be felt by this time, made the enjoyment of the occasion



A Halt on the Way Down from Mount Tamalpais to Muir Woods. The Outline of the Majestic Mountains is Seen in the Background. The Road is Said to Be the Crookedest in the World and is Replete with Fascinating Views.

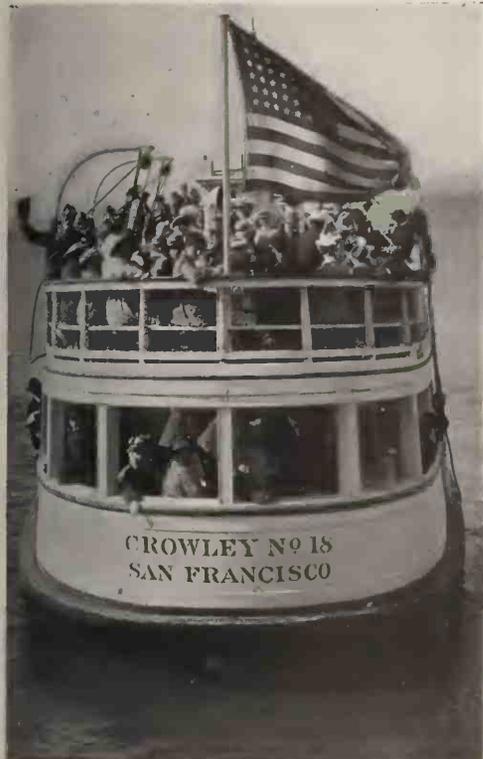
complete. With the balmy atmosphere, the tall redwood trunks all about, patches of blue sky far above, and bits of sunlight filtering down through

tors of the Victor Co. in his more active years, joined the party, having motored around the mountain from San Rafael. His coming was a complete surprise to most of the party; and, needless to say, he was received with a royal welcome.

Luncheon over, the walk back to the train was made by a different and shorter route. Reaching Sausalito, where the transfer from train to boat is made, another surprise awaited. Instead of returning direct to San Francisco, the party was conducted to a large excursion launch and trav-

wind and mist were again somewhat in evidence, but there was plenty of room on the enclosed lower deck, where light refreshments were served and some of the more strenuous members found the fresh breeze and the taste of spray agreeable to the end of the trip. The crowd landed in the city about 7 p. m., after what was in every sense of the word a big time.

In connection with this outing it is interesting to note that this was the first day, Sundays and holidays included, that the Victor temple at the



The Final Act in the Great Victor Outing, Showing the Jobbers on a Specially Chartered Boat Viewing the Sights of San Francisco Bay and the Golden Gate.

the boughs, a more idyllic place for such a luncheon would be hard to find. Then, that all might be complete, Leon F. Douglas, one of the big fac-



Just a Little Corner Showing a Portion of the Conventioneers at the Long to Be Remembered Lunch in Muir Woods Amid the Giant Redwood Trees.

eled over a good part of the bay that was seen from the top of the mountain—by the beautiful residence town of Belvidere, the immigration station on Angel Island, the big naval coaling station at California City, and the State prison at San Quentin. The ride went as far as Point San Pablo, where the upper or San Pablo Bay joins San Francisco Bay; then back by the east shore, past the great Standard Oil shipping station, the Winehaven plant of the California Wine Association, and the university town of Berkeley. As evening fell and the boat drew near to San Francisco,

exposition has been closed since it was first opened, all the employees of the temple, including the two "chocolate drops," being on the trip. Indeed, the two colored boys in their white uniforms, though they had the job of minding coats and hats at several parts of the trip, seemed to enjoy it as much as anybody—maybe more.

The man who doesn't earn more money than he gets is of no profit to the institution himself, and he adds materially to the overhead burden of others.



Not the "Oldest"

Not the "Largest"

**B**UT:—If you are a Victor dealer doing business South of the Ohio River, "ELCO-VICTOR" service will increase your profits. Our facilities are adequate to supply your greatest needs; and when the Fall rush is on, you will find it greatly to your advantage to have our tremendous stock to draw from.



If you are not already on our list, write us TODAY

**ELYEA-AUSTELL COMPANY**

Exclusively Wholesale

ATLANTA

GEORGIA

CLOSING PROGRAM OF CONVENTION OF TALKING MACHINE JOBBERS—(Continued from page 37).

### JOBBER AS THE GUESTS OF SHERMAN, CLAY & CO.

Royally Entertained by the Prominent San Francisco House on an Automobile Tour to the Cliff House and to Other Interesting Points in and About San Francisco.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 24.—The trip through the "Zone" of the Panama-Pacific Exposition



F. K. Dolbeer and L. S. Sherman.

Thursday evening was a go-as-you-please affair, those who made the trip breaking up into small parties, according to congeniality of tastes. Panoramic reproductions of the Panama Canal, the Yellowstone Park, the Grand Canyon, and some other features were greatly admired, and some members of the expedition found edification in the "Streets of Cairo" and similar amusements.

#### The Automobile Ride.

Great credit is due Sherman, Clay & Co., of San Francisco, for the most enjoyable automobile ride and luncheon at the Cliff House, at which the conventionists were their guests. The crowd, numbering something over a hundred, got away soon after 10.30 Friday morning. The route lay beside the exposition to the Presidio, and out on the bluffs overlooking Golden Gate, which was partially obscured in the morning mist; then back past the golf links and out again on a hill some hundreds of feet above the exposition, whence a striking view over the grounds was obtained. Crossing south through Golden Gate Park, the party traversed a pictur-

esque wooded and hilly country, all within the limits of San Francisco, which is now being opened up by the tunnel under Twin Peaks. The return to the park was made on the city side of Twin Peaks, near the highest point in the city, giving a comprehensive view of wholesale, manufacturing, retail and residence districts, with Market street straight ahead and the bay in the distance. Then a quick drive of four miles through beautiful Golden Gate Park, past buffalo pens, bear cages and picturesque lakes took the happy party to shore of the ocean.

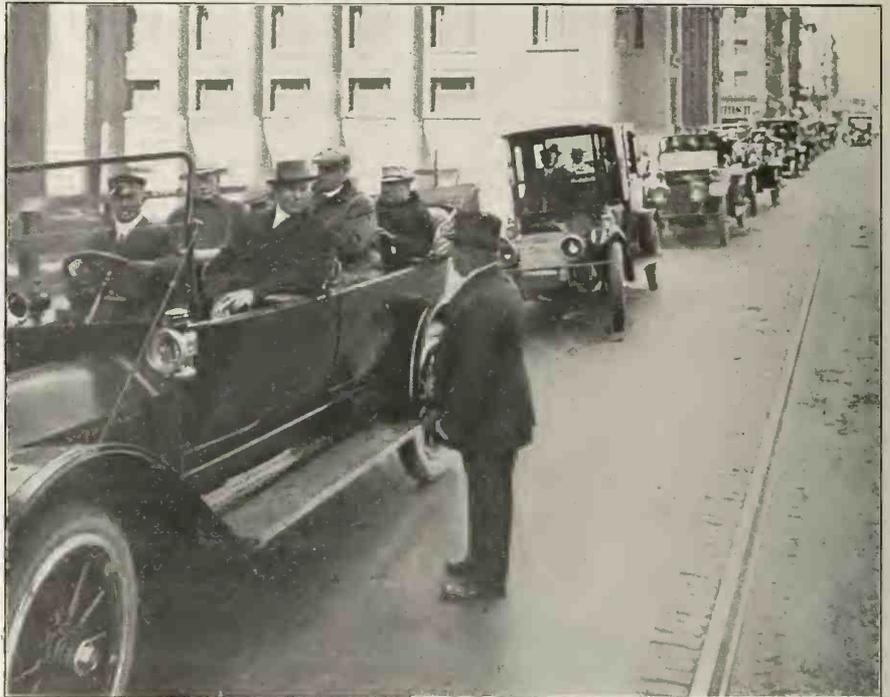
A short run was then made down the beach to Cristofferson's hangars, and inland through woods and sand hills to the beautiful Ingleside district, returning by the same route to the Cliff House.

By this time the drive through the sea breezes



Left to Right—C. S. Ruggles, L. S. Sherman, J. F. Bowers and A. G. McCarthy.

sion, and someone who, by a happy thought, had brought a lot of toy balloons, started them going around the room, causing great mirth, until the last one collapsed on the point of Phil Clay's cigarette. Then, giving three rousing cheers for Sherman,



View of the Automobilists Starting from the St. Francis as Guests of Sherman, Clay & Co. for Trip Through Parks, and Lunch at Cliff House.

had whetted appetites to a keen edge and ample justice was done to the substantial repast which was served in characteristic Cliff House style. As hunger was appeased, a spirit of play took posses-

Clay & Co., the crowd dispersed, returning in the autos by whatever route each party desired, many taking the opportunity to make a fuller acquaintance with the exposition.

## Will Your Business Show An Increase This Fall?

- ☞ Victor dealers generally realize that the coming fall will be the most prosperous season in the history of the industry.
- ☞ Your share of this vast trade will depend to a great degree on the condition of your stock. Victrolas and records must be in stock at the right time in order to secure the trade of your patrons.
- ☞ This organization merchandises Victor products at *wholesale exclusively*. It is in a position to fill your orders promptly and efficiently, and a trial order will convince you of its ability to serve you adequately and thoroughly.

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

**A REVOLUTION IN ALBUM BUILDING!**

**SOLID METAL BACKS**

Are now used in the new



Patents Pending

**NYACCO ALBUM WITH SOLID METAL BACK**

Note How Pages Lie Perfectly Flat

Send for Sample



**RECORD ALBUMS**

The only indestructible album on the market.

Pages Cannot Unglue

**New York Album & Card Co., 23 Lispenard St., New York**

**EMIL PATHE IN NEW YORK.**

Head of Pathé Frères Co., Paris, France, Accompanied by His Son and Russell Hunting, Arrives from Europe—Actively Interested in the Pathé Frères Phonograph Co.

Emil Pathé, head of the Pathé Frères Co., Paris, France, and one of the foremost members of the



Emil Pathé.

the progress and advancement of the Pathé Frères Phonograph Co. and his stay in America is indefinite. Mr. Hunting is now supervising the recording laboratory of the Pathé Frères Phonograph Co. and Mr. Pathé is actively concerned in the various phases of the company's business, spending his entire time at the company's offices, 29 West Thirty-eighth street, New York.

Mr. Pathé was greatly pleased with the signal success which the Pathé Frères Phonograph Co. has achieved in the past year, complimenting it particularly upon its new plant at Belleville, N. J., which is arranged to give maximum efficiency in manufacture and production. Mr. Pathé and Mr. Hunting have suggested several improvements in certain directions, one of which will enable the Pathé Frères Co. to increase its record capacity 50 per cent. and enable it to market its new records far more quickly than was possible before.

**TO FEATURE THE EDISON IN ITHACA.**

The Maxudian Phonograph Co. Incorporated for That Purpose—Plan Store with Recital Hall.

(Special to The Talking Machine World)  
ITHACA, N. Y., August 9.—The Maxudian Phonograph Co., of this city, has been incorporated with capital stock of \$20,000 for the purpose of dealing in phonographs and other musical instruments. The company plans to secure a store and equip a concert hall in the rear, where demonstrations of the Edison diamond disc phonograph will be given in the same manner that they are given at the Edison Shop in New York. A representative of Thomas A. Edison, Inc., will come to Ithaca to aid the Maxudian Co. in getting the business under

way. The incorporators of the company are F. M. Willis, W. H. Fletcher and Yervant H. Maxudian.

**CO-OPERATING WITH THE DEALER.**

How the Columbia Co. Keeps in Touch with Trade in the Matter of Records.

A significant indication of the co-operation which the Columbia Co. is rendering its dealers is evidenced in the advance lists of new records which were sent out to the trade last week. Accompanying these lists was a printed sheet listing the popular records included in the new supplement, with blank spaces for the dealers to answer the following inquiries: "How do you like the selection?" "How do you like artist or organization?" "How is surface?" "How do you like quality of recordings?" "How do you like accompaniment?" "Any other criticisms?" It is suggested that the dealer place on back of the sheet any suggestions he may have for future recordings, also his criticisms of the way the list is balanced, etc. This is co-operation of the right sort, which enables the dealer to have an active voice in the record production.

**RECORDS FOR WINDOW DISPLAY.**

The Victor Talking Machine Co. informed its trade this week that it is prepared to furnish 12-inch imitation records, both red and black label, at a nominal cost of twenty cents each, in order that the dealer may use them for window display purposes and save his Victor records from possible injury. Ten-inch records for similar purposes will be ready September 15.

**Mr. Victor Dealer  
Are You  
Getting The Goods?**

To Victor Dealers who are not satisfied with the service their jobbers are now giving them LANDAY Bros. offer their unusual facilities for filling orders. Try us with a sample order. Out of town orders a specialty. Goods shipped same day as order is received.

**Landay  
BROS**

563 Fifth Avenue, New York

We Want a  
Few More  
Jobbers  
and  
Dealers to  
Take Care  
of  
Increasing  
Business

A  
Pathephone  
Agency  
is a  
Valuable  
Franchise



Some of the Current Advertisements in Big and Popular Magazines bringing to the attention of over 17,500,000 readers

# The PATHEPHONE'S SUPERIORITY

- Plays *All Makes of Disc Records Perfectly.*
- No Needles to Change.
- A Smooth, Round, Highly Polished, Unwearable, Genuine Sapphire Reproduces the Music With No "Talking Machine" Twang.
- An All-Wood Sound-Chamber that Amplifies Every Modulation of Musical Tone in All Its Purity, Strength and Detail.
- Better and Fuller Tones.
- Better and Clearer Expression.
- Better and More Artistic Effect, Absolutely Duplicating the Artists' Own Renditions.

The Pathé Disc Repertory Contains More Records Than All the Other Manufacturers' Combined—  
Over 96,000 Selections.

**PATHE FRÈRES PHONOGRAPH CO.**  
29-33 West 38th Street NEW YORK CITY

**DEFINITION OF PERSONALITY.**

It is the Soft Pedal on the "I" and the Full Tone on the "You," Says R. W. Morey, General Manager of New York Talking Machine Co., in "Ginger" Letter.

R. W. Morey, general manager of the New York Talking Machine Co., is one of those men who has long considered business as being built up on a logical and scientific basis with definite rules and regulations, and other tangible factors that may be studied by manager and salesman alike with profit to both. Mr. Morey is also a believer in the policy of conveying his ideas on business to the members of the New York Talking Machine Co.'s staff through the medium of pungent letters sent out at intervals and which are full of good, meaty logic. The caliber of the letters is indicated by the following excerpt from a recent house message dealing with that important asset of both manager and salesman, i. e., personality. Of personality Mr. Morey says:

"Have you ever heard it denied? It is the soft pedal on the 'I' and the full tone on the 'you.' This is only a formula, but it carries a punch when applied generously. It means increased output that pays back into the salesman's hands a real value to all and to himself in particular. Personality, when summarized, tells of the things that matter on the important points of life and taps a dealer's confidence in the way he wants it tapped. It is the personality of this old planet, earth, that makes us want to live upon it and it is the circulation of us humans that breeds personality. If one oscillates easily there is nothing wrought into our make-up that meets the dealers' needs, but if we are noiseless about ourselves, efficient and honorable in our business dealings, the result is a personality that acts like a magnet."

In the same message Mr. Morey refers to the salesmen as the rocks of business. "Our salesmen are the corner-stones of our business—they are immovable in their loyalty to our business principles, they are reassuring factors to our dealers, and they are able to withstand the meeting of obstacles that would tend to prevent the close formation of an enterprise that carries a flood of happiness to our homes and, again, our salesmen are the industrial bonds of our business, and as such a decent respect for their opinion is always ready. This is true because their exertion in the

**FOR SALE**

In city of 11,000, store carrying Victrolas, Edison Disc and Cylinder Phonographs, Eastman Kodaks and supplies, sheet music, etc., etc. Excellent opportunity for right party. About \$4,000 required. Other business reason for selling. Address "Box 200," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**

Catalogs and prices on the mechanical parts for a high-grade talking machine such as long and short wind silent motors, turntables, sound arms, sound boxes, etc. Send complete catalogs and quotations by first mail as parts will be wanted for full trade if at all. Address "A. U. 4," care The Talking Machine World, 373 Fourth Ave., New York City.

**SUPERINTENDENT**

with 25 years' experience in Musical Instruments and Talking Machines wishes to correspond with good going concern who are considering the manufacture of Talking Machines. Address Box 301, care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**

Immediately twenty-four minute attachments for the Edison Slot Cylinder Phonograph. Address "Box 302," care The Talking Machine World, 373 Fourth Ave., New York City.

**MANAGER WANTED**

for large retail Victrola store in leading Eastern City. Must be thoroughly experienced in the line, able to organize sales force, and capable of properly developing city and suburban business. Write confidentially, stating full particulars, age, experience and salary wanted to start. No light-weights need apply. Address Box 303, care The Talking Machine World, 373 Fourth Ave., New York.



**Pack All Talking Machine Cabinets in Atlas Packing Cases**

(3 ply veneer)

The Atlas is distinctly better than any other case. Over 50 per cent of the cabinet style machines are packed in Atlas Cases. The demand is so great that we have been forced to build a new factory in Camden, N. J. Investigate. Learn

about the money saving possibilities of these northern hardwood veneer cases, with clear spruce cleats. Write for the proofs that the Atlas is the most economical case for packing machines.

*Carries the weight. Saves freight.*

**NELSON & HALL COMPANY**

INCORPORATED

CAMDEN

NEW JERSEY

Factory also at Montgomery Centre, Vermont

furtherance of our ideals is constructive and they are laying foundations that insure prosperity and progress. Every opportunity is a new birth for the unmasking of an ideal long sought for that gives us precedents for our work." Surely these are business principles that are worthy of more than passing consideration, because they are the result of study.

**TRUSTEE FOR BREMNER CO.**

The first meeting of the creditors of the Bremner Talking Machine Co., bankrupt, 187 Broadway, New York, was held at the office of Referee W. H. Willis, 82 Beaver street, on Wednesday, and after the various creditors present had proven their claims Ralph Barnett was appointed trustee, taking immediate possession of the business from the assignee. This is the latest development in the Bremner matter. The petition in bankruptcy was filed by the New York Talking Machine Co., the American Talking Machine Co. and the S. B. Davega Co., following an assignment made by the Bremner Co. to Marie A. O'Connell. The assignee advertised a sale of the property of the company for July 27, but the court granted an injunction against the sale upon application of the New York Talking Machine Co.

**Tone**

It is the tone that makes the music but

It is the Diaphragm that makes the tone, and

It is we that make the Diaphragm

*Mica Diaphragms Only*

*The Best Only*

**Meirowsky Brothers**

106-108 Broadway Jersey City

**FIFTH AVENUE SALON FOR SONORA**

Handsome Retail Quarters to Be Opened by Sonora Phonograph Corporation in Building Recently Leased at 668 Fifth Avenue, in an Exclusive District of New York City.

Unusual interest is centered upon the new move of the Sonora Phonograph Corporation, 57 Reade street, New York, in its new move uptown, where at 668 Fifth avenue it is creating a magnificent salon

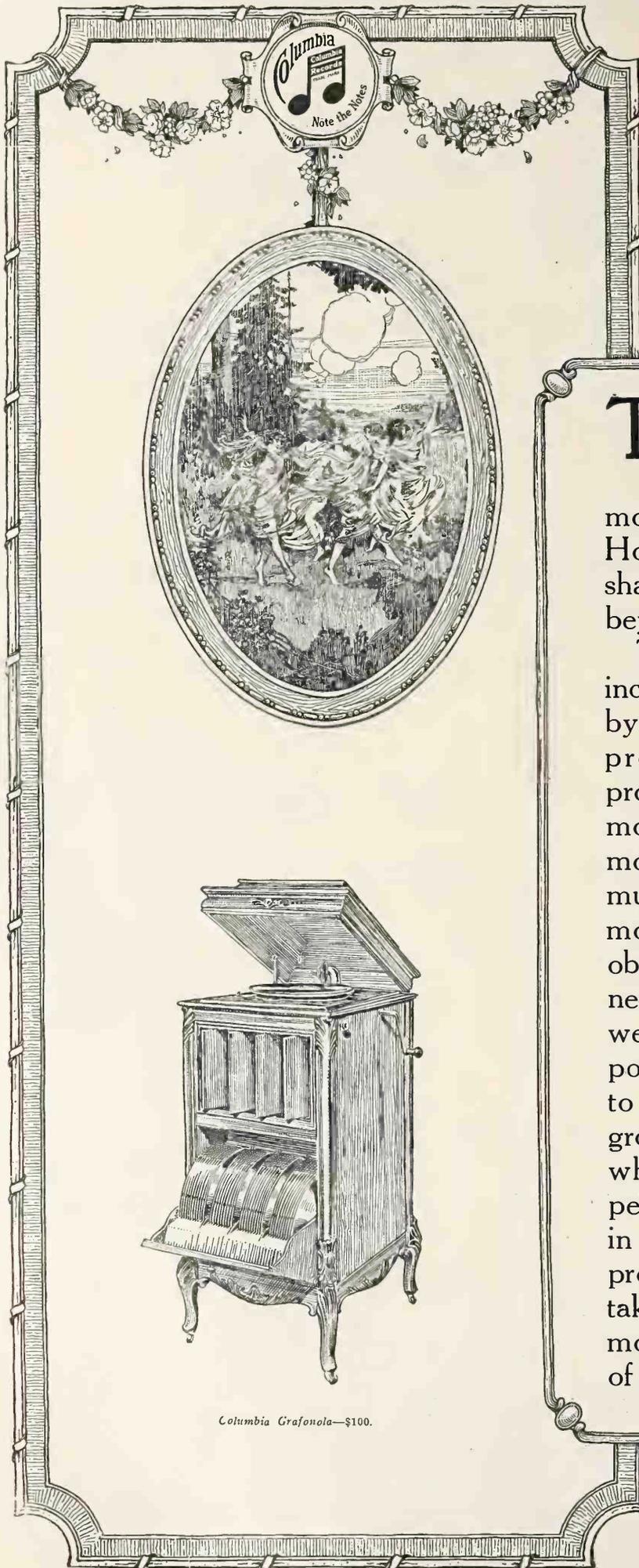


Site of New Sonora Salon at the Left.

for the retail exploitation of the Sonora. The accompanying illustration shows this new location, as well as the adjoining building, which is one of the Vanderbilt residences.

The plans of Geo. E. Brighton, president, who is known as a merchandising director of unusual ability, are not yet ready for announcement, but it is learned that this new move means further emphasis upon the high quality of the Sonora phonograph and that every effort will be utilized to place the prestige of the Sonora prominently before this Fifth avenue selected market.

The Musical Instrument Sales Co., New York, has opened a Victrola department in the department store of Riggs & Hughes, Waterbury, Conn., the manager for which will be announced in the near future.



Columbia Grafonola—\$100.

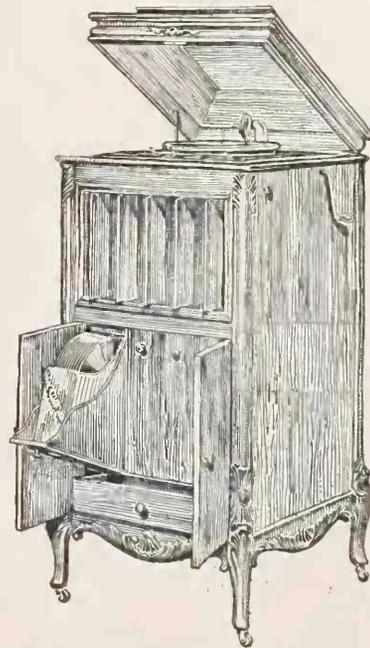
**T**HE staggering increase of **Columbia** business during the last eight months is going *somewhere!* How much of your legitimate share of it may have slipped beyond you?

The **Columbia** demand-increase has matched, month by month, the quality-improvement of **Columbia** products. It has attained a momentum that makes it the most significant factor in the musical instrument trade this moment. This fact is so very obvious that the only thing necessary is to ask you to weigh carefully just this one point: Can it be wise for you to hamper and limit the growth of your business when by a scratch of your pen you can begin to share in this splendid **Columbia** prosperity—already unmistakably present and gathering momentum with every round of the clock?

It is like trying to climb a hill with your brake set—this one-line-only business—for no one line can possibly be complete, and must be every week less capable of meeting the purchasing-potentiality of your *present* customers—not to mention the other customers who should and can be yours.

Here is a highly profitable branch of the musical instrument business that every talking machine dealer has the best possible right to. The **Columbia Grafonola**, in combination with **Columbia Double-Disc Records**, has become truly “the one incomparable instrument of music”—and your sales floor is the logical, appropriate (and inevitable) place for it.

**Columbia Graphophone Company**  
Woolworth Building  
New York, N. Y.



Columbia Grafonola—\$200.

**H. N. McMENIMEN WITH PATHE CO.**

Becomes Managing Director of Pathé Frères Phonograph Co. and Will Act as Member of Executive Committee—Has Had Over Twenty Years Active Experience in the Talking Machine Trade and Is Very Popular.

H. N. McMEnimen, one of the veterans of the talking machine industry and popular with the members of the trade from coast to coast, has



H. N. McMEnimen.

been appointed managing director of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York. Mr. McMEnimen will be one of the four members of the executive committee directing the interests of this concern and will be a member of the board of directors.

# KENT

Attachments for Edison  
Attachments for Victor  
Universal Ball Bearing  
Tone Arm.

**F. C. KENT COMPANY**  
NEWARK, N. J.

For more than a score of years Mr. McMEnimen has been associated with the talking machine industry, his first connection being with the Berliner Gramophone Co., twenty-two years ago, which sold the output of the National Gramophone Corp. A few years later he joined the forces of the Victor Talking Machine Co., being numbered among the seven first employes of this company. After remaining with the Victor Co. for the first six years of its existence, Mr. McMEnimen started the manufacture of the "Music Master" horns, which achieved country-wide success. He was more recently associated with Thomas A. Edison, Inc., leaving to join the executive staff of the Pathé Frères Phonograph Co.

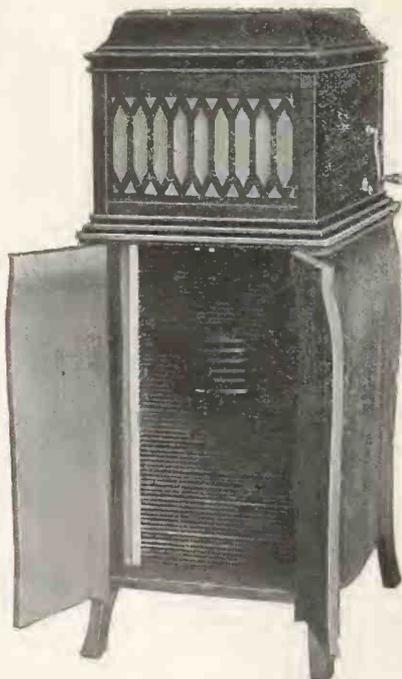
Mr. McMEnimen has had a thorough training in every phase of the talking machine business, including the recording, manufacturing, sales and advertising divisions, paying particular attention to the latter two phases of the industry. A keen student of human nature, and possessing an unusual fund of good cheer and magnetic personality, Mr. McMEnimen numbers among his personal friends talking machine jobbers and dealers in all parts of the United States, Canada and

Mexico. For sixteen years he averaged 50,000 miles of traveling per year, having visited every town in this country, Europe, Canada and Mexico with a population of more than 10,000.

The Pathé Frères Phonograph Co. is to be congratulated upon the acquisition of Mr. McMEnimen to its executive committee and board of directors, as his broad and thorough understanding of the talking machine industry is certain to be reflected in the steady growth of the Pathé business. Mr. McMEnimen is an optimist and predicts for the talking machine trade and the United States the most prosperous period, beginning this week, that any country has ever enjoyed.

The advertising department of the Columbia Graphophone Co. has just completed a list of the literature covering the repertoire of foreign records issued by that company. The literature includes:

Arabian-Syrian, Armenian, Bohemian, Croatian, French, German-Austrian, Greek, Hawaiian, Hebrew-Jewish, Holland-Dutch, Hungarian, Italian-Neapolitan, Lithuanian, Polish, Roumanian, Russian-Ruthanian, Scandinavian, Servian-Croatian, Slovenian-Krainer, Slovak, Syrian, Turkish.



No. 38 Edison B80 Cabinet.



No. 58 Victrola Cabinet.



No. 61 Columbia Cabinet.

**HERZOG CABINETS** are made for all types of talking machines. Several of the new models are shown above, and you can see that the designs represent the latest word in cabinet architecture. All of these three are excellent sellers and many dealers are making money by showing customers how it is to their advantage to own a Herzog cabinet.

Write for **NEW Catalog** — 40 pages — and look at our wonderful styles.

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

## EDISON JOBBERS AND DEALERS HOLD CONVENTION.

Spend Two Days at Factory in Orange—Hear Lectures on Mechanical Features of the Phonograph and Discuss Sales Problems and Plans—Banquet at Rector's on Monday Evening.

Prominent in the meetings of the Edison dealers and jobbers, which were held on Monday and Tuesday, August 9 and 10, at the factory of Thos. A. Edison, Inc., Orange, N. J., was the fact that the market for high grade machines was never better

than it appears to be for the coming season. The underlying purpose of these annual meetings is to foster the get-together spirit; to discuss various problems that confront both the factory and the

visiting dealers and jobbers photographed at Edison plant. (T. A. Edison in center).



Visiting Dealers and Jobbers Photographed at Edison Plant. (T. A. Edison in Center).

than it appears to be for the coming season. The underlying purpose of these annual meetings is to foster the get-together spirit; to discuss various problems that confront both the factory and the

officiated as toastmaster, this being his first appearance, having been obliged to devote all his time during the day to several matters that came up. The speeches were brief and embraced topics bear-



Another Group of Edison Men Visiting the Factory.

dealer, and to create suggested policies for the ensuing year, and ever since the introduction of the new Edison diamond disc phonographs and records these meetings have been held. Being informal, they enable a discussion of mutual affairs that is prolific of unusual results in this exchange of ideas.

Heads of the various departments gave lectures on such parts of the Edison disc machine as the reproducer, the cabinet, records, etc.; in fact, the entire number of constructional features. The first day was termed "Mechanical Day" and the second—Tuesday—was called "Sales Day," each being utilized for problems of the classifications indicated by the name of the day.

Dealers and jobbers from all parts of the country were present, there being over 200 in attendance. As the guests arrived they were greeted by Sales Manager Ireton and H. R. Skelton, and after registering were escorted to the fourth floor, where the meetings were held. Wm. Maxwell, second vice-president, presided, and saw to it that the business of the meetings was run off promptly.

Considerable interest was manifested in the talks by the various heads of departments, and many of the delegates entered into impromptu chats relative to the efficacy of doing things in different ways.

Perhaps the most interesting announcement made was concerning the six types of new Edison phonographs; three being of the Amberola type, and the remaining three of the Edison diamond disc models. In the first group are the \$30, \$50 and \$75 models, while in the disc group are the Model A-100 Moderne, Model C-150 Sheraton and Model C-200 Adam. These new machines are even a further advance in the wonderful efforts already achieved in the manufacture of artistic phonographs by Thos. A. Edison, Inc.

Mr. Edison was so interested in the gathering that he insisted on lunching with the trade mem-

bered with the speakers for attention. After the dinner a Coney Island party was made up, going down in sight-seeing "hacks" and taxicabs. It was a very enjoyable evening and the guests had the time of their lives.

## ANNOUNCE THE STARR PHONOGRAPH.

The Starr Piano Co., Richmond, Ind., has sent out a formal announcement of its entry into the manufacture of talking machines. The brochure is very artistically gotten up in blue and gold and sets forth the policy of the Starr Co. in its new domain of manufacturing. There is also an illustration of the Starr phonograph, Style 2, which retails at \$125 and is designed to play all disc records.

## CELEBRATES SILVER WEDDING.

A. Abelowitz, head of the Abelowitz Phonograph Co., New York, prominent Victor dealer, celebrated the twenty-fifth anniversary of his wedding Sunday evening, receiving the hearty congratulations and good wishes from his many friends in the trade. Among the many handsome gifts received were silver trays from A. D. Geissler, managing director of the New York Talking Machine Co., and Emanuel Blout, Victor distributors.

Chester I. Abelowitz, who is manager of the Victrola section of A. Herz, Terre Haute, Ind., arrived in New York to attend his father's silver anniversary, and will probably remain in the East several weeks.

## A. E. DONOVAN APPOINTED.

Henry D. King, manager of the personal record department of the Columbia Graphophone Co., announced this week the appointment of A. E. Donovan as special representative of the department to assist Mr. King in the various branches of this division. Mr. Donovan was connected with the Lawyers' Title Insurance & Trust Co., New York, for ten years, and enters upon his new duties with a full realization of the unlimited possibilities of this department. Mr. King's sphere of endeavors has also been broadened, as in addition to being in charge of the personal record division of the business he will also render material assistance in the general record department.

The Myers Phonograph Co., Toledo, O., has been incorporated with a capital stock of \$5,000 by E. H. Forster and others.

## Service That's Profitable

The Victrolas and Records That You WANT WHEN You Want Them.

Stocks That Meet the Demands of the Dealers Without Disappointment.

Every Order Is Filled the Day It Is Received.

Shipping Facilities That Insure Promptness.

ACTIONS—NOT PROMISES

## That's BLOUT SERVICE

EMANUEL BLOUT

Victor Distributor



2795-2799 BROADWAY (At 108th Street) NEW YORK



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



## VICTOR DISTRIBUTORS

---

TO VICTOR DEALERS:

### ARE YOU PREPARED

WE were never BETTER PREPARED to supply the needs of our dealers than we are NOW and we feel there is a REAL NECESSITY as everything indicates BETTER BUSINESS THAN EVER the coming season.

### WE CAN HELP YOU

YES—and WE WILL if you will only give us a chance to do so NOW. Don't wait until the last minute. Call—Write—or we will have our representative call. Let us explain how WE TAKE CARE OF OUR VICTOR DEALERS.

“Satisfaction at BLACKMAN'S costs NO MORE than Dissatisfaction Elsewhere.”

The “Latch String” hangs outside. Come in and JOIN US and BE PREPARED.

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, President



# Phonograph Cabinets for the Trade



Design No. 150  
Made in Mahogany and  
Circassian Walnut

¶ We manufacture a complete line of cabinets in designs suitable for instruments retailing from \$15.00 to \$250.00.

¶ We have had a large experience in building phonograph cabinets and we are equipped to install motor sets furnished to us and test and ship the Phonographs ready for use.

¶ We can also furnish complete phonographs with our customer's trade name, attaching labels furnished to us.

**Century Cabinet Company**  
25 West 45th Street New York City

Among the visitors last week at the executive offices of the Columbia Co. in the Woolworth building were: W. C. Fuhri, district manager, with headquarters in Chicago; S. H. Nichols, district manager of the Pittsburgh territory, and Arthur C. Erisman, manager of the Boston headquarters. All of these visitors spoke enthusiastically of business in their respective sections, with sales for July showing 80 to 100 per cent. increase.

## THE HAVERTY FURNITURE CO.'S ATTRACTIVE WINDOW.

(Special to The Talking Machine World.)

MEMPHIS, TENN., August 6.—The Haverty Furniture Co. of this city, which has handled the line of the Columbia Graphophone Co. for the past year, has devoted special attention in recent months to the preparation of original window displays which set off to advantage the selling arguments on behalf of Columbia Grafonolas and records. These displays have attracted favorable attention from many sources, and the company states that its daily totals show noticeable effects of the value of these carefully prepared window displays.



Recent Window Display of the Haverty Furniture Co.

The photograph shown herewith, presenting a recent display at the Haverty store, is a fair example of the attractiveness which characterizes

these distinctive window "salesmen." This particular display featured the various models of the Columbia machines strikingly and artistically, many of the most popular types being shown.



This Star on a  
**Phonograph  
MOTOR**

means

"Made in the  
U. S. A."

by an organisation peculiarly  
fitted to make good motors

**TONE ARMS  
HORNS  
TURNTABLES**

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

**STANDARD METAL MFG. CO.**

227 CHESTNUT STREET

NEWARK, N. J.



Looking back one year at the unprecedented progress of the Columbia, 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

**IMPORTANT CENTURY MOVE.**

The Century Cabinet Co. Now Prepared to Manufacture Its Cabinets for the General Trade — Extensive Line of Models Ready.

The Century Cabinet Co., 25 West Forty-fifth street, New York, which for a number of years has manufactured a line of phonograph cabinets for the trade by contract, is now ready to manufacture its cabinets for the general trade, and has completed an extensive line of models suitable for machines of all types. This company is one of the most prominent manufacturers of filing cases, sectional book cases, etc., having for many years manufac-

tured these goods by contract for the United States Government. It has large factories at Utica, N. Y., devoted to cabinet production, which are well equipped to handle the demands of the trade. The Century Cabinet Co. will manufacture its line of phonograph cabinets either to the special design of their customers or to their own specifications. The company has for some time turned out cabinets for its customers equipped with tone arms and motors complete, testing this equipment at its factory before shipping. Large orders have been received recently from members of the trade, both for the Century cabinets without motor sets installed and for the cabinets equipped with tone arms and motors.

**INTRODUCE THE WONDERTONE.**

Important Announcement of the Wonder Talking Machine Co. of New York Which Has Placed on the Market Five New Models of Wondertones Ranging from \$5 to \$20.

The Wonder Talking Machine Co., 102 West Thirty-eighth street, New York, has just placed on the market a new talking machine which is named the "Wondertone," five models of which are now being merchandized in all parts of the country.

The most striking feature of the Wondertone line is the introduction of a five dollar machine, known as "Wondertone No. 1," this machine being the first talking machine embodying accepted mechanical ideas placed on the market at this price. The company will merchandise its product through the usual talking machine channels.

The other machines in the Wondertone line are known as Wondertone Nos. 2, 3, 4 and 5, retailing at \$7.50, \$10, \$15 and \$20, respectively. They are all finished attractively, embodying the most up-to-date constructional improvements. The Wondertone machines will play Victor, Columbia and Little Wonder records.

The officers of the Wonder Talking Machine Co. are: President, H. B. McNulty; vice-president, Max Radt; secretary and treasurer, Hugo S. Radt. Mr. McNulty is a well-known member of the talking machine industry, having been connected with the trade for more than twelve years, and being thoroughly acquainted with the business from every angle. Mr. McNulty has had both executive and technical training, which will stand him in good stead in his present post. Max Radt is vice-president of the Sherman National Bank, New York, and prominent in financial and industrial circles. Hugo S. Radt, his son, has had wide experience in numerous business enterprises, occupying important executive capacities, concentrating on advertising and sales promotion.

**KNOWN IN FARAWAY JAPAN.**

The far-reaching prestige of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, is convincingly evidenced by a recent issue of the Phonograph World, published in Osaka, Japan, which contains a reproduction of the Lewisohn building, the company's new home, together with a detailed account of the space it is occupying and its remarkable success in the Victor field. The illustration is very clear and distinct, while a literal translation of the text employed embraces a quantity of euphonious adjectives which, summed up, signify that the New York Talking Machine Co. is occupying one of the finest and most up-to-date talking machine establishments in the trade.

Awake, young man, get a fresh grip on yourself, and remember it's the man who makes the place and the place doesn't seek the man. Whatever you do, shed no tears over the lack of opportunity, for it's knocking, yes hammering, daily at your door.

**GRANDOLA PHONOGRAPHS**

\$10.00 \$15.00 \$25.00

Grandola Phonograph Co.

Superior in Design and Tone

Write for particulars

1265 BROADWAY  
NEW YORK

**"MAGNET" DECALCOMANIE NAMEPLATES**

**FOR TALKING MACHINE CABINETS ETC.**

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

500 MINIMUM QUANTITY MANUFACTURED.  
SEND FOR SAMPLES AND PRICES.

**GEO. A. SMITH & CO. INC.**  
136 LIBERTY ST., NEW YORK

From the **DORAN CO.** 45 MICHIGAN AVE. DETROIT

FROM **THE PHONOGRAPH CO.** 1240 HURON ROAD (First 1000 ft. East) CLEVELAND

SOLD BY **WALTER D. MOSES & CO.** 1015 1/2 MUSIC HOUSE BLDG. RICHMOND, VA.

SOLD BY **J. E. STRATFORD** AUGUSTA, GA.

SOLD BY **HURTEAU, WILLIAMS & CO.** MONTREAL — OTTAWA

**Kunkel Piano Co.** BALTIMORE

**NEWARK**

**DON'T LOSE BUSINESS**  
WE CAN SUPPLY YOUR WANTS

**PRICE TALKING MACHINE CO.**

Victor Distributors (Exclusively)

375 WASHINGTON STREET

**NEW JERSEY**

**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. It 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.

**PRICE INFORMATION DESIRED.**

The Committee on the Maintenance of Resale Prices for the Chamber of Commerce of the United States to Make an Interesting Report to the Board of Directors.

The committee on the maintenance of resale prices for the Chamber of Commerce of the United States of America has in course of preparation its report to the board of directors of the Chamber on the subject of resale price maintenance. An important part of this work is a statement of the arguments in favor of and against the maintenance of resale prices. Separate sub-committees have been appointed to prepare these two groups of arguments and these committees are now collecting material for reports. The committee says: "The arguments in favor of and against price maintenance are comparatively simple in principle, however complex they may be in form, but the facts out of business records to confirm or refute these are difficult to collect. For example, it is declared that price cutting destroys the general distribution of an identified article. In opposition it is declared that such cases are rare, if there are

any at all. If it could be shown from reliable records of a large number of cases that this destruction of general distribution actually has occurred in a large number of instances, the first declaration could be established. If such evidence were not forthcoming, however, or if numerous cases of ability to resist price cutting were offered the second declaration would be given added weight."

Among the types of evidence sought by the committee are the following:

1. Cases showing whether there is an essential distinction between goods identified by brand or otherwise and unidentified goods, to the advantage of the former from the consumer's point of view.
2. Cases showing whether advertised or unadvertised goods are more economical for the consumer to purchase at the same price.
3. Cases showing whether or not legislation is desirable to require merchandise to be truthfully advertised and described.
4. Cases showing whether or not such legislation is necessary.
5. Cases showing whether or not competitive conditions prevent the making of exorbitant profits, on identified merchandise.

6. Cases showing whether or not competitive conditions prevent the making of exorbitant profits, on unidentified merchandise.

7. Cases showing whether or not price cutting actually reduces the value of, and hinders the distribution of identified goods.

8. Cases showing whether or not price cutting helps or hinders the reduction of distributing costs.

9. Cases showing whether or not price cutting reduces the quality standards of identified articles.

Tangible evidence on these and kindred questions must be secured before the work of the committee can be done satisfactorily. Any individual, corporation, or association having material of this character is urged to send it at once to Paul T. Cherington, Harvard University, Cambridge, Mass., chairman of the special committee of the Chamber of Commerce of the United States on the maintenance of resale prices.

**NEW PHONOGRAPH COMPANY.**

The Arcade Phonograph Corp., Mount Vernon, N. Y., has been incorporated, with capital stock of \$10,000. The incorporators are: E. R. and C. A. Stephenson and E. A. Ericson.

# THE OGDEN SECTIONAL RECORD CABINET IS GUARANTEED

and has proven to be the only satisfactory System on the market. Saves time and space, increases sales, cuts out dead stock. Code Color Signal locates records without title or number. Every number visible, gets any record in 4 seconds.

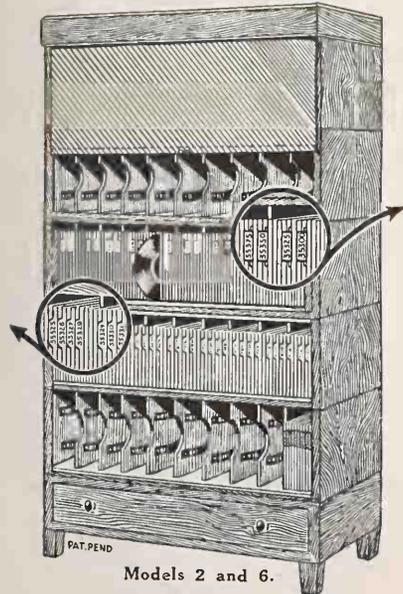
## This Sectional System Fits Any Business

- 1 Record Section for 300 Records.
- 1 Unit (as illustrated) for 1500 Records.
- 4 Units (as illustrated) for 6000 Records.

**NEW CATALOGUE**  
Of all Models and Complete Filing System.  
**NOW READY**  
Sent on Request. (Name Your Jobbers.)

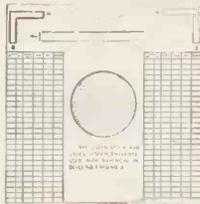
WRITE TODAY

**J. B. OGDEN, Lynchburg, Va.**

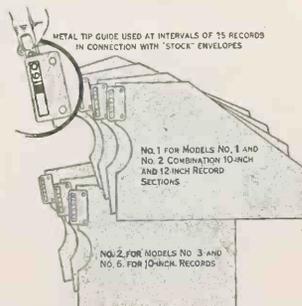


Models 2 and 6.

As illustrated, a five-section unit; capacity 1,500 Victor or Columbia Records, 600 Edison Records. Roll curtain securely covers complete unit. Drawer section has compartment for reserve stock, envelopes and supplies. Springs compel upright filing and prevent warping.



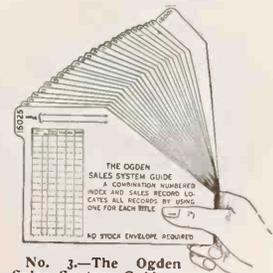
The Ogdens Stock and Sales System Envelope used with numerical indexes No. 1 and No. 2, illustrated below.



Metal tip guides used at intervals of 25 records in connection with "stock" envelopes illustrated above.



Model No. 1 for 10" and 12" Records, as illustrated; a five-section unit; capacity, 1,500 Victor or Columbia Records, 600 Edison Records.



No. 3.—The Ogdens Sales System Guide.—A combination numbered index and sales record, locating all records by using one for each title. No stock envelope required.

TELEPHONE  
GREELEY 6770

CABLE ADDRESS  
"WONTALK," NEW YORK

# Wonder Talking Machine Company, Inc.

MANUFACTURERS OF



THE "WONDERTONE"

102-104 WEST 38TH STREET, NEW YORK

## "Wondertone" Talking Machines

\$5.00 to \$20.00

WONDERFUL TONE

WONDERFUL VALUE

Write For Samples, Descriptive Matter and Special Dealers' Proposition

"WONDERTONE"  
No. 1



\$5.00

Colonial or Tuna Mahogany finish Cabinet 4 3/4 inches high, 12 inches wide, 12 inches deep, 8 inch turn table.

### The "Wondertone"

is the result of years of trials and experiments to produce a Perfect Phonograph, not one jot less satisfactory than the best machine, but *at a popular price* within the means of all.

It is substantial in every way and will last forever under ordinarily careful treatment.

"WONDERTONE"  
No. 2



\$7.50

Colonial Mahogany finish Cabinet with horizontal Grill. Size 5 1/8 inches high, 12 inches wide, 12 inches deep, 8 inch turn table.

"WONDERTONE"  
No. 3



\$10.00

Colonial or Tuna Mahogany finish Cabinet with Horizontal Grill. Size 5 3/4 inches high, 14 inches wide, and 14 inches deep, 10 inch turn table.

"WONDERTONE"  
No. 4



\$15.00

Colonial Mahogany or Oak finish Cabinet with vertical Grill. Size 7 1/8 inches high, 16 inches wide, 16 inches deep, 10 inch turn table.

"WONDERTONE"  
No. 5



\$20.00

Colonial Mahogany or Oak finish Cabinet with vertical Grill. Size 13 inches high, 17 1/4 inches wide, 19 inches deep, 10 inch turn table.

## PITTSBURGH TRADE HOLDS ENJOYABLE OUTING.

First Annual Outing of the Western Pennsylvania Talking Machine Dealers' Association at Wexford Grove on July 17 a Big Success—Over 200 Members of the Trade Attended—Get Together Spirit Produces Fine Exhibition of Goodfellowship Among Members.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 6.—The Western Pennsylvania Talking Machine Dealers' Association held its first annual outing on Saturday, July 17, at Wexford Grove. Over 200 members from the Pittsburgh territory, together with their employes and friends, joined in making the affair a rousing success from every standpoint. Special cars conveyed the party to the picnic grounds, which are ideally situated among the hills about ten miles from the city. Festivities began early in the day with a varied program of athletic sports. The races, which developed some unexpected speed and no little excitement, resulted as follows: Managers' race, won by Albert Buehn, manager of the Buehn Phonograph Co.; 100-yard dash, won by William Harris, George Davis second; fat men's

race, won by Mr. Burt, of the Standard Talking Machine Co.; three-legged race, won by William Harris and George Davis; 50-yard girls' race, won by Lillian Veder, of the Columbia Graphophone Co.; married ladies' race, won by Mrs. George Hards; errand boys' race, won by Master Freidel, son of Manager Freidel, of the Columbia Graphophone Co.; relay race, won by team captained by Mr. Buehn, team captained by Harry Hornberger, manager of the S. Hamilton Co. talking machine department, second.

At noon a luncheon was served in the grove, after which the crowd repaired to the baseball grounds to witness the main event of the day, a game between teams captained by George Hards and Harry Hornberger. The batteries were Willis (of the C. C. Mellor talking machine department) and Fettig (of the W. F. Frederick Piano Co. department) for the former team, and Griser (of the Boggs & Buehl department) and Chase (of the Columbia Graphophone Co.) for the latter. A rooters' battle developed at an early stage, and the cheering of both sides for their favorites became more enthusiastic as the game progressed. After a close struggle during the first six innings, which were marked by numerous brilliant plays, Hards' team came to the front and succeeded in carrying off the honors by a score of 6 to 1.

During the balance of the afternoon and evening there was dancing in the pavilion, the music being furnished in a pleasing manner by a Columbia Model B. I. W. with a Music Master horn. At 6 o'clock the hungry picnickers did justice to an elaborate supper, furnished by Luther the caterer. The merry-making continued until a late hour, when the special cars were boarded for the return trip, and the first annual outing of the Talking Machine Dealers became a pleasant memory.

The sentiment that made the outing possible and expresses the attitude of the trade toward the newly formed association is embodied in the following comment made by one of the members in behalf of the organization: "The get-together spirit has produced a fine feeling or good fellowship among the various talking machine dealers of this section and their employes. Earlier in the year a movement was launched for the purpose of bringing together the dealers of the city so that unfair or conflicting conditions in the development of the trade would be prevented. The response from every local house has been so hearty, and the good already accomplished so great, that the question of 'Why didn't we do this before?' was both natural and timely. The day when a competitor is considered other than an honorable gentleman has passed into the discard. In its place 'co-operation for the general good' has become the slogan of the hour."

The active work of the organization until the fall season opens up culminated in the picnic July 17. A gathering of over 200 people, all engaged in one trade, and assembling for the express purpose of getting acquainted and becoming more friendly and helpful to each other, augurs well for the Pittsburgh public. Features of the picnic were the splendid precision with which all the details were handled by the committee, the provender, the field sports, the ball game, and last but not least, the splendid fellowship and whole-hearted good feeling that was in evidence everywhere. It is safe to say that the outing of the talking machine men will become an annual institution.

The committee in charge of arrangements was composed of the following: Mr. Meyer, of the Henry Co., chairman; George Hards, of the W. F. Frederick Piano Co. Victrola department; Norman Cook, of the Boggs & Buehl Victrola department; Harry Hornberger, of the S. Hamilton Co. talking machine department; Mr. Montgomery, of the Rosenbaum Co. talking machine department; Joseph O'Melia and Mr. McCormack, of the Standard talking machine department.

**"F"** stands for Felt.

And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Furnished with horizontal shelving or vertical interior. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F.

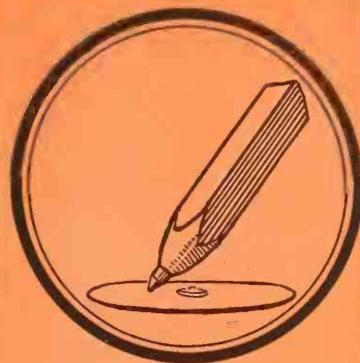
Make your order read "six of each" upon our satisfaction guaranteed basis.

Full of designs for all types of machines in Catalog 47. Send for a copy.

## The Udell Works

Indianapolis, Ind.

(1205 West 28th Street)



## Retails for \$1.00

**I**F 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

A few users of the UNICO SYSTEM.

- Gimbel Brothers,  
New York City.
- Krell Piano Co.,  
Cincinnati, O.
- Donovan Company,  
Lancaster, Pa.
- Linn & Scruggs Dry  
Goods Co.,  
Decatur, Ill.
- Steger & Sons Piano  
Mfg. Co.,  
Newark, N. J.
- J. E. Anderson Co.,  
Saginaw, Mich.
- Quackenbush Dry  
Goods Store,  
Paterson, N. J.
- Story & Clark,  
Philadelphia, Pa.
- Pincus & Murphy,  
Alexandria, La.
- Smith, Carroll Co.,  
Lexington, Ky.
- Theo. J. Miller & Son,  
Dixon, Ill.
- William Taylor Son &  
Co.,  
Cleveland, O.
- J. R. DeNyse,  
Brooklyn, N. Y.
- Colonial Talking Ma-  
chine Co.,  
Rochester, N. Y.
- Burke, Hume Piano  
Co.,  
Norfolk, Va.
- D. S. Marsh,  
New London, Conn.
- L. K. Beach Company,  
Columbus, O.
- C. Kurtzmann & Co.,  
Buffalo, N. Y.
- Werner Company,  
Easton, Pa.
- H. V. Beasley,  
Texarkana, Ark.
- Gomprecht & Benesch,  
Baltimore, Md.
- The Rosenbaum Co.,  
Pittsburgh, Pa.
- The Tusting Piano Co.,  
Asbury Park, N. J.
- Schiller Piano Co.,  
Davenport, Ia.
- D. S. Andrus & Co.,  
Sunbury, Pa.
- Smith, Philips Co.,  
East Liverpool, O.
- Frank A. Empsall Co.,  
Watertown, N. Y.
- Pease Piano Co.,  
New York City.
- Brown Talking  
Machine Co.,  
Philadelphia, Pa.
- Edmund Gram,  
Milwaukee, Wis.
- L. Bamberger & Co.,  
Newark, N. J.
- James Mather Music  
Company,  
New York City.
- G. A. Barlow Sons Co.,  
Trenton, N. J.
- W. A. Meyers Sporting  
Goods House,  
Williamsport, Pa.
- Albert Lindo,  
Panama City,  
Canal Zone.
- A. Hospe & Co.,  
Omaha, Neb.

# UNICO DEMONSTRATIONS



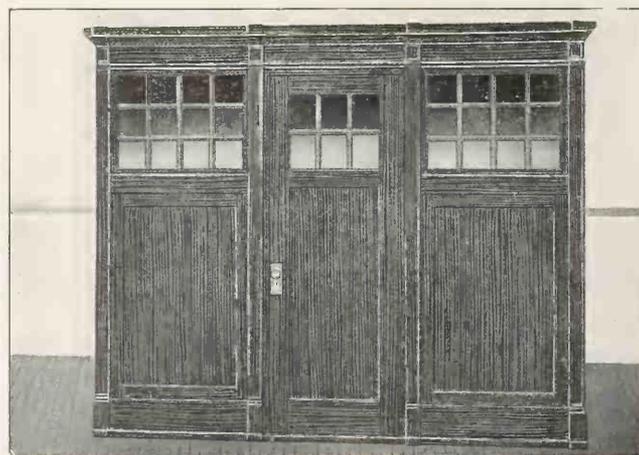
Design No. 1 \$124.50 Upwards



Design No. 2 \$166.50 Upwards



Design No. 5 \$142.50 Upwards



Design No. 6 \$154.50 Upwards

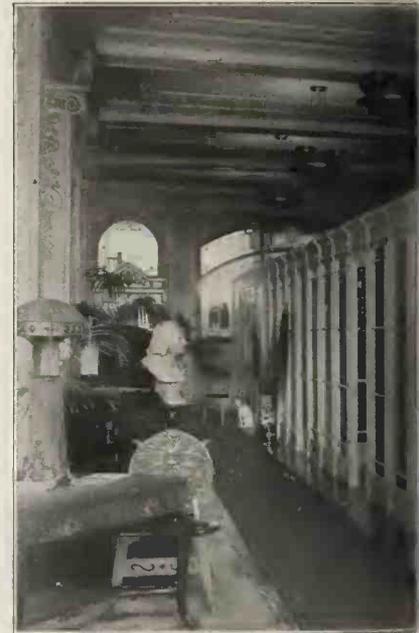
SOUND  
PROOF

DUST  
PROOF

PORTABLE

ADJUSTABLE

INSTALLED  
WITHOUT  
SCREWS  
OR  
NAILS



Unico Installation of En

## HUNDREDS

Have increased their SALE

## THE UNICO

An Installation Ordered Now Will Do

## FALL and HOLIDAY

CATALOG

One prominent dealer writes:

*"Sales Doubled First Month  
Some Months Tripled, Every Month  
Shows An Increase"*



# THE UNIT CONSTRUCTION CO.

# RATING ROOMS



Design No. 3 \$184.50 Upwards



Design No. 4 \$75.80 Upwards



PROMPT  
SHIPMENT

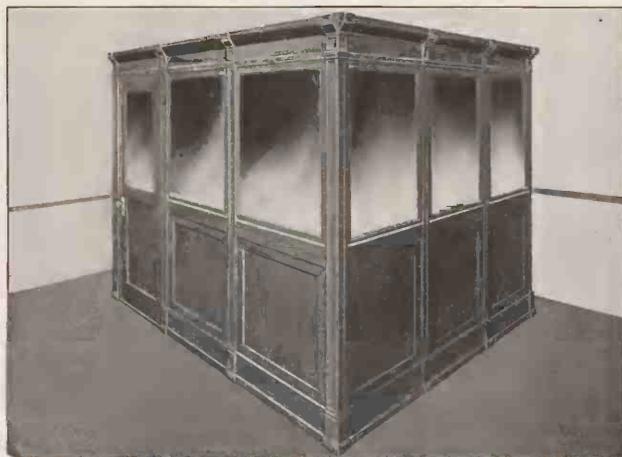
ANY  
DESIGN  
OR  
WOOD

GLAZED  
AND  
FINISHED  
COMPLETE

QUICKLY  
INSTALLED



Design No. 7 \$136.50 Upwards



Design No. 8 \$148.50 Upwards

*Send Us Rough Sketch of Your Space  
With Dimensions, Number of Rooms, Design  
Wood and Finish Desired  
Estimate and Plan Will Reach You by Return Mail*

A few users  
of the UNICO  
SYSTEM.

- Lyon & Healy,  
Chicago, Ill.
- Rudolph Wurlitzer Co.,  
Cincinnati, O.
- E. F. Droop & Sons Co.,  
Washington, D. C.
- Koerber-Brenner Co.,  
St. Louis, Mo.
- New York Talking  
Machine Co.,  
New York City.
- Andrews Music House,  
Bangor, Me.
- Frederick Piano Co.,  
Altoona, Pa.
- Neal, Clark & Neal,  
Buffalo, N. Y.
- Blackman Talking  
Machine Co.,  
New York City.
- John Wanamaker,  
Philadelphia, Pa.
- Clayton Piano Co.,  
Salt Lake City.
- Wm. Knabe & Co.,  
Baltimore, Md.
- Collins-Pilcher Co.,  
New Orleans, La.
- Williams Piano Co.,  
Sioux Falls, S. D.
- Fulton Music Company,  
Waterbury, Conn.
- Humes Music Co.,  
Columbus, Ga.
- American Piano Co.,  
New York City.
- Starr Piano Company,  
Richmond, Ind.
- Story & Clark,  
Chicago, Ill.
- Sanders & Stayman,  
Baltimore, Md.
- Hamman, Levin Co.,  
Baltimore, Md.
- B. S. Porter & Son,  
Lima, Ohio.
- The Aeolian Company,  
New York City.
- J. J. Carroll,  
Newark, O.
- P. W. Simon,  
Uniontown, Pa.
- T. E. Weir,  
Muncie, Ind.
- Lyric Piano Company,  
Cincinnati, O.
- Allen-Johnson Co.,  
Eau Claire, Wis.
- E. S. Applegate & Co.,  
Trenton, N. J.
- Andrus & Company,  
Elmira, N. Y.
- Cohen & Hughes, Inc.,  
Baltimore, Md.
- R. H. Macy Co.,  
New York City.
- Stewart Bros. Co.,  
Columbus, O.
- C. G. Schulze,  
Kenosha, Wis.
- Bloomington Bros.,  
New York City.
- Block & Kuhl Co.,  
Peoria, Ill.
- Egerman & Randolph,  
Aurora, Wis.
- C. M. Sigler,  
Harrisburg, Pa.
- Joseph Fink,  
Baltimore, Md.
- Paul, Gale, Greenwood,  
Inc.,  
Norfolk, Va.

m, Milwaukee, Wis.

## DEALERS

PROFITS by installing

## SYSTEM

Your Department in September

## LES INSURED

QUEST

**ANY, 131 SOUTH THIRTY-FIRST STREET  
PHILADELPHIA, U. S. A.**



**AN ENTIRE FAMILY OF MUSICIANS.**

Frank Steadman, of Yonkers, N. Y., and One of Latest Additions to List of Pathé Frères Phonograph Dealers, a Thorough Musician.

(Special to The Talking Machine World.)

YONKERS, N. Y., August 5.—The accompanying illustration is particularly interesting in that it



Frank Steadman and His Family of Musicians.

serves to portray the musical talent that exists in one single family, that of Frank Steadman, prominent piano, talking machine and music dealer of Warburton avenue, this city.

The musical training of the members of the Steadman family began when they were young, as is evident by the appearance of the youngest daughter in the center of the picture, who has developed into a talented cornetist. The members of the family have inherited natural musical ability from their father, who has long been prominent in the musical world at Yonkers, and careful training has developed that ability to a point where each member of the family has become an accomplished musician. In ensemble numbers the Steadman family constitute the most capable and satisfied orchestra, with the father as director.

Mr. Steadman has recently secured the agency for the Pathé Frères phonographs and records, making arrangement after a thorough study of that product and its musical possibilities. The final selection of the Pathé line by a musician of Mr. Steadman's standing affords the most satisfying illustration of the artistic quality of both Pathé machines and records. Mr. Steadman's standing also insures a capable representation of the line in Yonkers and vicinity.

**RICHARD T. TINDALE DROWNED.**

President of the Tindale Cabinet Co. Seized with Cramps While Swimming in Jamaica Bay and Sinks Before Rescuers Can Reach Him—Was Only Thirty-three Years Old.

Richard Talbot Tindale, president of the Tindale Cabinet Co., 1 West Thirty-fourth street, New York, met death by drowning off Valentine Point, in Jamaica Bay, Long Island, on July 15, while bathing in company with his father-in-law, H. M. Nesmith.

Mr. Tindale was an excellent swimmer, but was seized with cramps while considerable distance from shore. His father-in-law made a desperate effort to save him, but became exhausted before rescuers in motor boats reached the scene, and nearly lost his own life before being dragged from the water. Efforts were made to bring Mr. Tin-



Richard T. Tindale.

dale's body to the surface, but it was not recovered until two days later.

The deceased, who was thirty-three years old, began his career with the house of G. Schirmer, the prominent music publishers, and with which his father, J. L. Tindale, holds an important executive position. About five years ago Mr. Tindale organized the Tindale Cabinet Co., of which he became president, and entered into the manufacture of sheet music, talking machine record and other types of cabinets, for which a substantial demand was created.

The funeral was held on July 18 from the late home of the deceased, Bayside, Long Island. Mr. Tindale is survived by a widow and three young children, two boys and one girl.

George S. Morrissey, secretary of the Tindale Cabinet Co., is at present looking after the affairs of that company pending a meeting of the directors of the corporation, at which the future operations of the company will be decided.

**NEW TYPE OF NYACCO DISC ALBUM**

Being Placed on the Market by the New York Album & Card Co. in Which is Embodied Many Important Improvements.

Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturer of Nyacco disc record albums, stated this week that the company is now placing on the market a new type, which embodies a number of important improvements. This new album has been in course of experimentation for nearly a year past, the company determining to perfect the improvements in every detail before announcing the new album.

The most important feature of the new Nyacco album is the use of a solid metal back. "The use

of this metal back," says Mr. Ravis, "makes the album practically indestructible, as it will never fall apart. The solid metal back is the only adequate solution of the problems which have confronted the trade for many years past, and in addition to adding materially to the life and durability of the album, the solid metal back permits of laying the album down perfectly flat without the slightest inconvenience." By means of other improvements in the Nyacco albums, the pages cannot be unglued, this feature also being an important selling point. Mr. Ravis states that dealers are now placing their fall orders for albums well in advance in order to secure prompt shipments of the new Nyacco albums.

The trouble with many a self-made man is that he is not quite finished.

**Mermod Motors**  
(BUILT RIGHT)  
Now being made in the U. S. A.  
The result of a century's experience.

---

**MERMOD TONE ARMS**

Diamond and Sapphire  
Multi-Playing  
**JEWEL NEEDLES**  
for  
EDISON, PATHÉ, VICTOR, COLUMBIA  
and all other makes of RECORDS

**MARC K. MERMOD** 810 BROAD STREET  
NEWARK N. J.

**SOSS**

**INVISIBLE HINGES**

"OUT OF SIGHT  
EVER IN MIND"

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

NO. 103

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



## The Record Cabinet That Sells More Records

Many talking machine owners stop purchasing new records because of the difficulty of finding them—because ordinary record cabinets are inconvenient and the records cannot be readily located. The Tindale Record Cabinet is planned on the same efficiency lines as office vertical filing systems. They protect records and make them instantly available just as office filing systems do.

### TINDALE Record Cabinets

For Victor, Columbia, Pathé and Edison Records will satisfy your customers; make quick, easy sales for you, and result in larger record sales besides. They are distinctive in many ways and are made in many graceful designs and beautiful finishes. Exclusive Tindale features and the Tindale National Advertising Campaign make this the most profitable line of record cabinets you can handle.

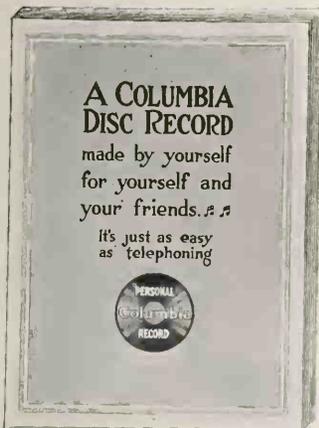
A New Record Cabinet at a popular price—write for particulars and Catalog No. 98, including terms to Dealers

**TINDALE CABINET COMPANY, 1 West 34th Street, New York City**

#### PERSONAL RECORD DEPARTMENT

Of the Columbia Graphophone Co. the Subject of Consideration in Interesting Little Volume Recently Issued to the Public.

The personal record department of the Columbia Graphophone Co. has just issued a very attractive book which sets forth in detail the aims and accomplishments of this latest addition to the Co-



The Book on the "Personal Record."

lumbia organization. The possibilities of the Columbia record department are practically unlimited, judging from the records which have been produced in the past two months, and this new book endeavors to point out briefly though adequately a few of the many classes of selections which the Columbia personal record department is in a position to handle.

Full-page photographs are used to present the thoughts outlined in the book, and the phrase, "It's just as easy as telephoning," is employed to denote the ease with which records may be produced under the direction of the personal record division. This set of photographs was prepared with careful thought and consideration, including an illustration of a college student recording one of his cherished college addresses, the members of the family making a joint record of their musical accomplishments, the recording of a sermon by a preacher and similar pertinent photographs.

Henry D. King, manager of the Columbia personal record department, is working indefatigably to make the new department a signal success, and his efforts to date have been well rewarded. Mr. King has a personal friendship that includes many prominent members of various commercial industries, and a number of selections have been recorded recently by civic organizations who have learned of the broad and educational scope of the Columbia personal record division.

Harry Jones and A. J. Cosello, formerly with the E. F. Droop & Sons Co., Washington, D. C., are now connected with O. J. DeMoll & Co., 1200 G street, N. W., that city.

#### THE WISDOM OF BEING PREPARED.

Talking Machine Dealers Depend Too Much Upon Chance to Meet Demands for Stock in Many Instances, Says J. N. Blackman.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, and one of the best-known members of the talking machine industry, in a recent discussion of the industrial situation, gave the following interesting review:

"It has become almost a daily topic of discussion that 'we should be prepared.' This, while referring generally to the defenses of the United States, has a far-reaching effect and should strike home to every merchant. The American public is known for its extremes. A year ago we showed the extreme result of anticipating the worst as the effect of the world war, but with another well-known American characteristic we have quickly reflected, analyzed and again recovered our equilibrium. Conditions are accepted as they are, and while free speech would indicate that we were the most unprepared nation in the world, history proves that we have always met the test when the occasion demanded.

"Perhaps Victor dealers have too often relied on this wonderful power of recuperation, and overlooked the strain and the fact that, while collectively we accomplish great things, individually we may not measure up. Therefore let your business motto be: 'Be Prepared.' Assume an atti-

tude that will be based on reasonable conservatism but stimulated by an ever-present optimism which will give you the necessary confidence to have your stock and equipment in fit condition and orders placed well in advance with a distributor, or if necessary distributors, who have shown the qualifications necessary to help you be prepared for whatever happened.

"The outlook for the coming fall and winter for the Victor trade, I say, is certainly much better than it has been for some time. If we can enjoy the good business we did for six months following the start of the war, what can we expect now with the above condition of affairs which I have outlined and which I firmly believe represent the present situation?"

#### OUTLOOK GOOD IN THE SOUTH.

George P. Howard, president of the Atlanta Talking Machine Co., 132 Peachtree street, Atlanta, Ga., was a visitor recently at the executive offices of the Columbia Co. Mr. Howard, who is a successful Columbia representative, stated that his business to date was well in advance of last year, and the higher-priced machines and better class of records were the most popular sellers with his company's clientele. Discussing general conditions in Atlanta, Mr. Howard was optimistic in his predictions for fall and winter business, stating that the industrial situation in the South had shown material improvement in the past month or two, and was growing better.

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

**HEAVY SALES IN THE TWIN CITIES.**

W. J. Dyer & Bro. Dispose of \$200,000 Worth of Victor Talking Machines in Six Months and Place Big Order—New Edison Phonographs Prove Popular—Foster & Waldo Use Billboards for Advertising—Other Activities.

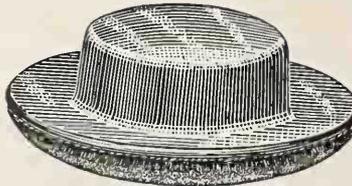
(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., August 7.—When one concern disposes of \$200,000 worth of talking machines in six months and places a single order for 1,400 machines, the trade might be regarded as quite encouraging. W. J. Dyer & Co. report that their total talking machine sales from January 1 to July 1 aggregated \$195,000, inclusive of wholesale and retail. This is an increase of 10 per cent. The house is a jobber of the Victor goods for the Northwest. Last week it forwarded to the Victor headquarters an order for 1,400 machines.

"If we get them we will be happy," said Mr. Dyer, "for then we will not be in the disagreeable situation we were in the falls of 1913 and 1914, when we lost sales because we could not supply the demand."

Over in Minneapolis the Beckwith-O'Neill Co., in its commodious new quarters, is doing a thriving business at home and abroad. The dealers find the house a truly "long-felt want" that has been filled, for now they don't need to worry over the arrival of supplies and records. They just go to Beckwith & O'Neill and let them worry. They have added F. M. Hoyt, formerly of Buffalo, to their road force.

President Laurence H. Lucker, of the Minnesota Phonograph Co., distributor of the Edison phonographs, reports excellent trade. July, relatively, was much more satisfactory than June, and August has opened beautifully. The reduction in the price of the \$150 and \$200 machines to \$115 and \$165 made a rush of business, bringing in a large number who had planned to defer their purchases until fall. The new styles are proving very tempting to the trade. Three additional salesmen were placed on the road this week, and two were

**"Standard" Record Cleaner**

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

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

**STANDARD GRAMAPHONE APPLIANCE CO.**  
173 LAFAYETTE STREET NEW YORK

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

**ARTISTIC AND ATTRACTIVE**

**Grips the record surface and clings as if on rails.**

**Extended brush area cleans record with one sweeping circuit.**

added to the Minneapolis retail force. It's going to be a fine year for Edisons in the opinion of Mr. Lucker.

Large billboards advertising Victrolas and Foster & Waldo appeared recently in various parts of Minneapolis. The signs are attractive, and whatever advantage that there may be in this style of publicity Foster & Waldo will reap, without doubt.

The last word in talking machine quarters is promised by the Golden Rule department store in St. Paul. It is understood that the architects covered the United States for ideas and virtually have been given carte blanche. The department will be opened about September 1 with a complete line of Victor machines.

The wanderers are back ready for the fall excitement. Mr. and Mrs. Archie Matheis, who drove their car to Colorado and there mingled with the Victor people, are home. Manager Preston, of Donaldson's talking machine department, who toured to Des Moines and back, is at the old shop. Joseph E. Frank, who associated with the

Shriners on their big Western caravan, also is home again.

Frank Gunyo, manager of the New England's department, is down East visiting the factories.

Manager Arthur Magoon, of Foster & Waldo, is a proud father, not of a talking machine, but an infant who will be some day.

Archie Matheis, proprietor of the Talking Machine Co., Minneapolis, Minn., has just returned from an interesting automobile trip to Colorado, during which he was accompanied by Mrs. Matheis and his niece, Miss Horn, and is full of interesting stories regarding his experiences. The party spent a week touring around Colorado Springs, and took a wild ride down Four-Mile Creek, where the road drops 4,000 feet in less than thirty miles and runs along the edge of the canyon, which is from 200 to 800 feet deep. Mr. Matheis met the members of the National Association of Talking Machine Jobbers in Colorado Springs, where their special train stopped on its way to the San Francisco convention.

**LONG CABINETS**

Note  
Special  
Moulding



Shows D79 cabinet with moulding. The back of moulding is removable, being secured with a screw on each side after machine is placed in position, producing the continuous effect so much desired. Our patented moulding may be attached to the tops of D77, D78, D79 and D82.



Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 10 1/2 x 22 3/4 in. Holds 192-12 in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs. Price \$24.50. Price quoted is for flat top, without moulding or shelves.

*New Illustrated Folder Now Ready*

Kindly anticipate your requirements and send orders for Fall Deliveries. The most complete and satisfactory line.

**THE GEO. A. LONG CABINET CO., Hanover, Pa.**

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

**INDUSTRY STEADILY BROADENING.**

**Era of Great Expansion in Sight for Talking Machine Trade with New Concerns Entering the Field, Says Otto Heineman.**

"There is a marked activity in talking machine circles at the present time which indicates a general confidence in the future prosperity of this in-

dustry," said Otto Heineman, managing director of the internationally prominent house of Carl Lindström, with headquarters at 45 Broadway, New York. "Many new concerns are entering the field at the present time, and the majority of these concerns are directed by successful business men of experience, who are appreciative of the possibilities of the talking machine field. These manufacturers are proceeding slowly but surely and are devoting indefinite periods to the selection of proper parts for use in the talking machine which they are planning to build.

"There is no doubt but that the motor is the heart of the talking machine, and the selection of a motor should be the prime consideration of every



Otto Heineman at His Desk at His Office in New York City.

dustry," said Otto Heineman, managing director of the internationally prominent house of Carl Lindström, with headquarters at 45 Broadway, New York. "Many new concerns are entering the field at the present time, and the majority of these concerns are directed by successful business men of experience, who are appreciative of the possibilities of the talking machine field. These manufacturers are proceeding slowly but surely and are devoting indefinite periods to the selection of proper parts for use in the talking machine which they are planning to build.

"I am pleased to say that we have been in a position to render material assistance to these manufacturers, and in numerous instances have been able to furnish them with every part they needed for their product, leaving them free to investigate and inspect the different styles of cabinets offered for their approval. Our many years of experience

manufacturer. The Lindström motor is the product of years of experience and is marketed by our organization with a full guarantee for one year. For many years we have made a study of motor construction from every standpoint, and the Lindström motor, which is now being used in all parts of the world, is giving perfect satisfaction in every respect. All the other talking machine parts which we manufacture and market are based on the same extended experience, and as we have specialized in this particular field these products are offered to the trade with full assurance of their qualities."

Mr. Heineman, who founded the famous house of Carl Lindström thirteen years ago, is prominent in the talking machine industry both here and abroad. A keen student of talking machine requirements, his success in this field is reflected in the prestige and growth of the Carl Lindström organization.

**SOUTHERN CALIFORNIA NEWS ITEMS.**

**July Proves a Banner Business Month for Most Dealers—Many Prominent Trade Visitors—More Room for Talking Machine Department of Broadway Department Store.**

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 7.—The month of July has been a banner summer month in Los Angeles. All local dealers report an increase in business over last month and the corresponding months of preceding years. The shortage on machines and records is nearly over, and all the jobbing houses have a good supply of stock on hand.

The great activity in musical circles here this summer has been a great boost to the talking machine business here, on account of the publicity given to the large number of record celebrities visiting and sightseeing in Los Angeles and southern California.

Chas. S. Ruggles, local manager for Sherman, Clay & Co., Victor wholesale, has just returned from San Francisco, where he attended the Victor Talking Machine Jobbers' convention. Mr. Ruggles is loud in his praise of the manner in which the Victor Co. entertained its guests.

One of the most interesting visitors in the trade to visit our city lately was T. E. Williams, of 104 Hindly street, Adelaide, Australia, who is the sole wholesale distributor of Edison phonographs and records for South Australia. Mr. Williams has been making an extensive tour of the United States.

Guy Stewart Pooler, of the Birkel Music Co., is enjoying a week at Catalina Island. Mr. Pooler also expects to spend several days in San Francisco, taking in the exposition before returning.

The great increase in business during the last three months has necessitated the removal of the talking machine department of the Broadway Department Store from the eighth to the fourth floor. That department will have twelve double-glass, soundproof mahogany demonstrating rooms with a frontage on Broadway. Mr. Guyette, the manager, is very optimistic concerning the future of his department.

Louis J. Gerson, manager of the talking machine department for John Wanamaker, of New York, has been visiting his father, who is in the candy manufacturing business here.

Harry Ream, one of the most popular talking machine men of Los Angeles, who is with Sherman, Clay & Co., was married last month to one of Fresno's society belles.

Harry Raphael, treasurer of the Central Leather Co., has been elected a director of the Emerson Phonograph Co., to succeed Miles R. Bracewell.

"Knocking" at another man's door may help to break it down, but it won't open yours.

**ASTONISHMENT!**

**To Those Who Love Music For Its Art**

A revelation such as the world has never witnessed in any one of its great pillars of commerce comes to us in the shape of a reproducer, copying the various densities of the human body. Until such time as great quantities, now being manufactured are ready for distribution, this marvelous instrument will be exhibited at my studio, 601-2-3, Witherspoon Building, Philadelphia, Pa. "Speaks more distinctly than human; actually improves the violin itself." Some of the world's greatest music masters have been astounded at the work of this instrument. All sorts of interested people are coming from hundreds of miles to hear the work of a SOUND BOX that no human tongue can justify.

ALVA DILLON JONES, M.D., E.E., M.E.  
601-2-3 Witherspoon Bldg., Philadelphia, Pa.

**HAWAIIAN UKULELES**

Next to Victor Goods, now the biggest sellers. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a very low price and still make big profit. We purchase entire output of the largest maker in the Hawaiian Islands. Write for illustrated price list.

**SHERMAN, CLAY & CO.**  
163 Kearny Street, San Francisco

Largest Jobbers of Hawaiian Music and Ukuleles in the United States.



# THE TRADE IN NEW YORK CITY AND VICINITY

Optimism and confidence in the business outlook are reflected in the reports of the talking machine distributors and dealers in connection with July business. This attitude is distinctly encouraging, as it is unusual for the trade to take any interest in future business during the mid-summer season. Advance fall orders are being placed with regularity and there seems to be a general feeling of good cheer and prosperity, which augurs well indeed for the rest of the year.

July business was satisfactory, the month comparing very favorably with its predecessors and registering sales totals well in advance of last July. As a matter of fact, it was the best summer month in the history of the industry, and when it is considered that New York is far from being a summer resort, the activities of the local dealers convincingly evidence the progressiveness of the individual members of the trade and the true prestige

of the talking machine industry as an all-the-year-round commercial proposition.

Local talking machine advertising showed a natural falling off during the month of July, the dealers wisely determining that a greater amount of personal effort was required during the hot weather months than in the other seasons of the year. At the same time, however, talking machines and records were well presented in the newspapers, the manufacturers using their regular year-round space, regardless of the season of the year. According to present arrangement, the coming fall will witness the most impressive publicity campaign by the talking machine industry that has ever been launched. The individual members of the trade are planning to use a greater amount of printers' ink than ever before, and this advertising, coupled with the national publicity of the manufacturers, cannot fail to produce good results.

## Stock Situation Has Improved.

It is gratifying to note that the stock situation has improved materially in the past few weeks, there being practically no shortage at the present time in records, while aside from a few of the most popular models of machines, the machine stock is in better shape just now than it has been for a year past. The factories are straining every possible effort to ship goods to their distributors promptly and fill orders in their entirety, and this co-operation is reflected in the cheery reports of the distributors. There is no doubt that there will be some shortage of stock this coming fall and winter, but it is evident that the manufacturers are endeavoring to minimize this shortage to the smallest possible degree.

The campaign inaugurated the first of last month by the factories and distributors to secure as great an amount of advance fall orders as possible is now bearing fruit, and the dealers who have made no effort to anticipate their fall requirements and place their orders accordingly are in the small minority. Preparedness is the keynote of this campaign, and judging from the volume of advance orders already on hand the dealers are in a frame of mind to heed the suggestions presented for their approval in that particular.

## Co-operating with the Dealer.

With its customary progressiveness and timely co-operation, the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, has prepared several lists which should be of practical assistance to the dealers in placing their orders. For some time past the company has recognized the fact that quite a percentage of its dealers were overordering on both standard and popular numbers in the Victor library. This inflated ordering was due in a measure to the phenomenal demand for Victor goods this season and the remarkable and instantaneous success of several of the popular records. These records naturally enjoy a tremendous popularity, but the demand often falls off before the dealer realizes it. The result is that many of the selections are left on the dealer's hands. To co-operate with its trade in this direction, the New York Talking Machine Co. has issued a list of standard selections that all Victor dealers, no matter where located, are justified in ordering to the limit of their requirements. This list will be followed shortly by a list of selections which are a composite of the reports of the dealers showing which selections are comparatively inactive in their respective territories. Of course some dealers will find in this list certain selections which sell very well locally. The idea of the company in publishing this list is to enable the dealers by means of its system of colored label indicators to force the sale of these numbers; at least such numbers as are inactive in that territory. Manufacturers and distributors have frequently published lists of the most active sellers, but this list of inactive numbers is a decided innovation.

## Collections Remarkably Good.

"Collections have been remarkably good the past few weeks and have kept pace with the rapid progress of our sales totals," said R. F. Bolton, local district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "July business was excellent, showing a large gain over the corresponding period of last year and being easily the best July in the history of this organization. Dealers are anticipating their fall requirements to a greater degree than ever before, and the activity in this direction, which started early last month, has continued for the first two weeks of August. These advance orders certainly indicate a confidence in the business outlook that is most reassuring, especially as the higher priced machines are more than holding their own in the advance orders now in hand."

Mr. Bolton left Wednesday for a two weeks' (Continued on page 60.)

## Foresight

Foresight is the quality that has made possible many of our biggest industrial successes. Foresight will make possible *your* greater success if you will but use it.

Look back to last Fall and the great shortage which existed in Victor Goods, then look forward to the coming Fall and the prospects of a greatly increased demand.

Use foresight, and begin to stock up *now*, on machines and Standard Records. This foresight will inevitably result in bringing you profits later.



C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines  
Musical Instruments

351-353 FOURTH AVE., NEW YORK

# NEW YORK TALKING MACHINE COMPANY

## A MESSAGE:

We contend, that month in and month out—year in and year out—OUR SERVICE AS A VICTOR DISTRIBUTOR SHOWS THE HIGHEST STANDARD.

We are calling on and serving the same Dealers right along and MUST MAKE GOOD.

If the point should be reached where our service is not really superior, old friends will leave us, and new ones will die abornin'.

Every department of the NEW YORK TALKING MACHINE COMPANY backs up every other department. A COMPLETE STOCK—IMMEDIATE DELIVERIES—COURTEOUS TREATMENT—CO-OPERATION FROM EACH SECTION—makes every effort as helpful as if it came right from the EFFICIENCY DEPARTMENT.

Do you know about our Efficiency Department? We have handled four big jobs this month and made good on each of them.

Right in the heart of New York City, convenient to all stations, we have 38,000 square feet of floor space filled with stock and service-rendering equipment—and a most substantial business. But we want more. That's what we are all working for.

If the Dealers in the Country knew that they could get from us immediately any foreign record, they would certainly order them from us rather than wait for weeks while they were being ordered from the Factory. Remember, we have Chinese records—Japanese—Mexican—and all the "unusual things" that any Dealer might want.

Our service means generous dealings and beneficial associations with every Victor Dealer.

**THE NEW YORK TALKING MACHINE COMPANY**

Victor Distributors

119 WEST 40th STREET

NEW YORK CITY

trip through the northern section of New York State, which is included in his territory as district manager. He will visit Plattsburg, Saranac Lake, Watertown, Ogdensburg and other near-by cities. A. H. Dankman has been appointed wholesale traveling representative from the Buffalo headquarters, which are under the direction of the New York division. Mr. Dankman has been connected with the Columbia Co. for the past ten years in various capacities.

#### National Advertising Campaign Inaugurated.

The national advertising campaign launched by the Pathé Frères Phonograph Co., 29 West Thirtieth street, New York, the first of this month is already producing noticeable results for the company's local representatives, inquiries for demonstrations having been received by practically all of the Pathé dealers in this territory. This campaign promises to be a most successful one, as the copy is well conceived in every detail and essentially high grade from all standpoints. It is planned to feature the \$200 model of the Pathéphone extensively in this publicity, as this machine is calculated to win the approval of the most discriminating music lovers.

#### James Landay's Pacific Coast Trip.

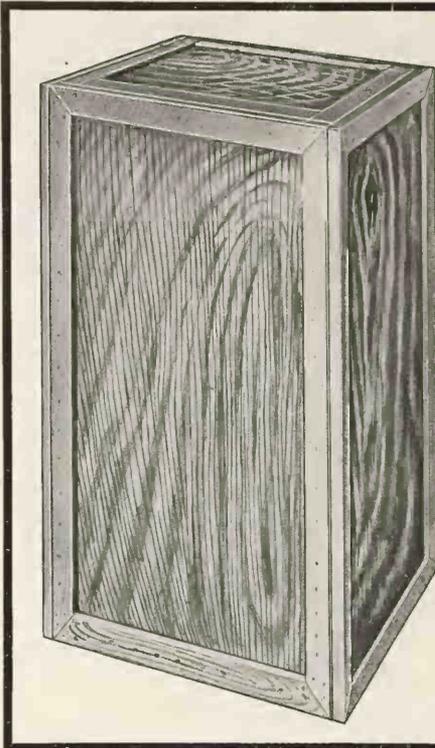
James Landay, of Landay Bros., 563 Fifth avenue, New York, Victor distributors, returned to New York the first of the month after a six weeks' trip to the Coast. Mr. Landay spent quite some time at the Panama-Pacific Exposition and is enthusiastic regarding the Victor Talking Machine Co.'s exhibit in the Palace of Liberal Arts, which he states is one of the finest single exhibits at the entire exposition. Mr. Landay also visited several of the Victor distributors en route to the Coast and found conditions most satisfactory. Max Landay, head of Landay Bros., reports the closing of an excellent business during July, the month showing a good-sized gain over last year. Mr. Landay has made no plans for a summer vacation, confining his recreation to an occasional week end at his summer home.

#### Closing an Excellent Business.

Among the local Columbia representatives who are closing a steady and active summer trade is the Goldburg Furniture & Carpet Co., one of the leading furniture houses in the city, with stores at 163d street and Third avenue and 148th street and Amsterdam avenue, New York, and Yonkers, N. Y. This company is a firm believer in the value of newspaper publicity, and evidences the prosperity in its Columbia department by the use of good-sized space in all its copy devoted exclusively to Columbia machines and records.

#### The Phonograph Corporation of Manhattan.

L. S. McCormick, of the Phonograph Corporation of Manhattan, 473 Fifth avenue, New York, Edison disc distributor, which also controls the Edison Shop at that address, states that July sales as a whole were quite satisfactory, the wholesale division closing a business much better than had been anticipated. The Edison Shop will inaugurate next month a local advertising campaign which will be even more extensive than the far-reaching



## The Practical Packing Case for Talking Machines and Cabinets is the Re-enforced Three-Ply Veneer Case

#### Strength:

Fully equal to  $\frac{7}{8}$  lumber.

#### Weight:

About sixty per cent of lumber case.

#### Tightness:

Sides, Tops and Ends are each one piece, making a practically dust proof and water tight case.

#### Appearance:

Much neater than any other type case.

#### Proof:

The largest manufacturers of talking machines use this case exclusively.

If you will advise sizes of your packing cases, inside dimensions, we will send without charge a case to test out. We will consider it a favor to be allowed to send sample.

**EMPIRE MANUFACTURING CO.**  
Goldsboro, N. C.

publicity used last winter. Artist recitals in conjunction with Edison disc records will be a part of this campaign. Among the visitors at the Edison Shop this week was R. S. Williams, head of R. S. Williams & Co., Toronto, Can., the prominent Edison disc distributors, accompanied by five of his branch managers. Mr. Williams spoke enthusiastically of the popularity being achieved by the Edison disc products in Canadian territory.

#### Speaking Across the Continent.

R. W. Morey, general manager of the New York Talking Machine Co., New York, Victor distributor, had the unique distinction of speaking across the continent last month, when he extended the greetings of the Eastern Victor trade to the delegates to the National Association of Talking Machine Jobbers in convention at San Francisco, Cal. Mr. Morey's good wishes were heard distinctly by all the visitors to the convention, who thoroughly enjoyed the demonstration.

#### PHONOGRAPH RECORDS OF SEANCE.

Edison Machine Used in Belfast, Ireland, to Make Records of Spirit Rappings and Other Mysterious Sounds.

(Special to The Talking Machine World.)

BELFAST, IRELAND, July 24.—The war time slogan of "business as usual" which prevails at present throughout the British Isles has been made the subject of practical application by T.

Edens Osborne, the energetic talking machine factor of this city, whose originality in business has been commented on more than once in the columns of The World.

Mr. Osborne's latest venture has included a journey into the spiritual world, as it were. Recently he was requested by Dr. W. J. Crawford, lecturer on mechanical engineering at the Belfast Municipal Technical Institute and also at Queen's University of Belfast, to loan an Edison phonograph and a supply of records for recording of the various sound developments during a spiritualistic seance. The machine was placed in position and at a signal the standard noises of a seance such as rattles, bell ringing, the sound made by the dancing table, etc., became audible. The result was three excellent records of the sounds of the spirit world. Mr. Osborne was among those present at the seance in the role of guest, and had some interesting comments to make on the affair.

The features of the seance were treated of in an interesting article in Light written by Dr. Crawford, and in which both Mr. Osborne and the Edison phonograph were duly mentioned.

The Maxudian Phonograph Co., Ithaca, N. Y., has been incorporated, with capital stock of \$20,000, to engage in the manufacture of talking machines and musical instruments. The incorporators are: F. M. Willis, W. F. Fletcher and Yervant H. Maxudian, all of Ithaca.



## The Perfection Record Holder

Better than Albums

Need not be taken from Talking Machine  
or Cabinet when being used

50 Cents Retail

**CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia**

## LONG CABINETS

RECORD ENVELOPES FOR ALL  
PURPOSES

NEEDLES

PEERLESS LOCKING PLATES



We are perpetually advertising *comparison*—and we have no apology for it. On the contrary, it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record list. Try it—month by month, record by record.



(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

**NEW COMPETITION IN CINCINNATI.**

Starr Piano Co. to Make Talking Machines—  
Big Columbia Sales Reported.

(Special to The Talking Machine World.)

CINCINNATI, O., August 9.—Within the next week the talking machine trade will have a new competitor in the phonograph about to be placed on the market by the Starr Piano Co., of Richmond, Ind. This is in line with what has been already intimated in The Talking Machine World.

A meeting of some of the branch managers of the company was held in Richmond within the past week, when the new instrument was exhibited and discussed. The machine will be distributed and placed on sale at all branches at the same time. The first shipments, it is understood, are to be made next week, but none of the officials will discuss the new instrument until it is absolutely within the reach of the market.

July was in many respects the dullest month experienced by the local trade in years. Ordinarily there is a fair amount of record business, but in

the case of last week there was a decline all around. The small houses, which have been enjoying unusually good business in one way or the other, felt the slump of July rather keenly.

R. J. Whelen, manager Columbia Graphophone Co., stated that their sales had increased 75 per cent. over July of last year and there seems to be a steady increase of business, and they had a heavy run on machines of different type, but the \$75 and \$85 types seem to be the headliners. They are looking forward to a record-breaking August, for many dealers are placing their orders now for fall stock, which would also indicate that the dealers expect an unusual year. The demand for the smaller machines continues to increase for use in summer camps, cottages, etc., and this necessarily increases the sale of records.

The Columbia Graphophone Co. traveling representatives continue to keep the local office busy with the orders they are sending through, and they report an optimistic attitude throughout the entire territory.

S. H. Nichols, district manager of the Columbia

Co., spent a few hours in the city en route to his home in Pittsburgh. He reports a phenomenal business in his district through the entire past six months.

**PATHE LINE IN PORTO RICO.**

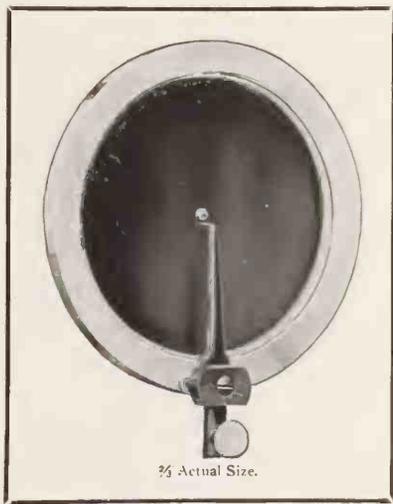
During his recent visit to New York, R. A. Macfie, of San Juan, Porto Rico, informed The World that he had closed arrangements with the Pathé Frères Phonograph Co. for the sale of the Pathéphone in Porto Rico. He added that he was taking to the island a fine assortment of Pathé machines and records and will carry on an energetic and widespread campaign in the interests of that line.

**OPEN FACTORY IN STURGIS, MICH.**

The Howard Phonograph Co., of which E. C. Howard is president, has made arrangements to open a factory in Sturgis, Mich. The new concern is capitalized at \$35,000, and is said to be backed by Pacific Coast capital.



**No. 1**  
**RETAIL PRICES**  
N. P. .... \$3.00  
Ox. .... 3.00  
24K. Gold Plate... 3.50



**No. 3—RETAIL PRICES**  
N.P. ... \$4 Ox. ... \$4 24K. Gold Plate. \$4.50



**No. 2**  
**RETAIL PRICES**  
N. P. .... \$3.50  
Ox. .... 3.50  
24K. Gold Plate... 4.00

# BALANCE Sound Boxes

with the "metalloy" diaphragm for reproducing tenor voices in the **TRUE TENOR** quality of tone.

Sold by Jobbers of  
Edison Disc Machines

# What the Dealers Say

First, we want to thank you for your telegrams regarding records for which there is such a demand, and which it seems impossible for us to get from any Distributor, excepting The Talking Machine Company.

St. Louis, Mo.

We more than appreciate the prompt and attentive service which we have received from The Talking Machine Company, and wish to take this opportunity of again thanking you most heartily for your co-operation. Will state that it has been a pleasure to deal with The Talking Machine Company, and that we are yet to have a complaint against their service.

Scruggs, Vandervoort & Barney.

Now that the holiday rush on Victrola machines and records has abated somewhat, we wish to take this opportunity of remarking upon and thanking you for the very fine service you have given us during that time.

Chicago, Ill.

The service you have extended us has always been prompt and complete, and we cannot help but remark upon its being especially so, in what would ordinarily be a very trying season for most Victrola dealers.

Geo. P. Bent Company.

Appleton, Wis.

Have had very good December trade and lost no sales on Victrolas - thanks to your splendid service

Wm. J. Voss

Toledo, Ohio

I cannot overlook the very prompt way you shipped our telegraphic order for 50 of 17710, as you couldn't have had this wire much before 5:00 in the afternoon. We had the records the next morning. This is SERVICE with a capital S

The Lion Store.

We take this opportunity of thanking you for the prompt manner in which you have taken care of our orders for Victor Talking Machines and Records. We wish to assure you that the service given us is all that can be expected.

Adam Schaaf.

Ann Arbor, Mich.

Your excellent and prompt service during the past four years in furnishing us with bright satisfaction to us. You certainly do deliver the goods when they are wanted.

Schaaberle & Son.

We are especially pleased at the way we have been getting the records as we find that we do not get any scratched or damaged goods, but get all fresh stock. It is a great satisfaction to us to have our business taken care of in this manner and we can assure you that we appreciate it.

La Crosse, Wis.

The Bergh Piano Co.

Milwaukee, Wis.

You certainly are to be complimented for promptness. Writer sent order Saturday, June 20th, same reaching you Monday, June 22nd, order filled, shipped by express and received in our Victrola department by 2:00 P. M., June 22nd. A number of these records sold by 3:30 P. M. same day. Going some - Talking Machine Company service has no equal, and one more must compliment you.

Hoeffler Mfg. Co.

We wish to take this opportunity of thanking one and all connected with your valuable concern, for the way that you have been taking care of our orders that we have sent you for Victor goods the past year. It is certainly a great pleasure for us to do business with a concern who is so prompt in filling orders, and careful in seeing that the goods go out in A 1 condition.

Freeport, Ill.

S. N. Swan & Sons.

Detroit, Mich.

We wish to take this opportunity of expressing our appreciation of the quick service getting from you on our orders for Victor Talking Machines.

The Gable Piano Company.

It was certainly very thoughtful of you to forward us the No. 10 by express Wednesday. It came in Thursday morning and we sold it within half an hour after it was unpacked. We surely appreciate your service.

Fremont, Mich.

Scott & Grandall.

San Francisco, Cal.

Your favor of the 19th inst. at hand, and we can say without hesitation that your service has been perfect.

Benj. Cuttaz & Son.

I wish to thank you for the prompt attention given by machine and record orders. When I am unable to obtain goods from other jobbers, all orders placed with you have been shipped immediately.

Byran Mauzy.

Bay City, Mich.

We wish to thank you for your very prompt and efficient service, and you can see that we appreciate it by the size of our orders. At present we are buying practically everything from you. Business is keeping up very well, in spite of the hard times. Our stock is in the best condition it has been in, in a long time. We have everything in the way of machines excepting Golden Oak elevens and are trusting to you to send us at least three, as soon as you have any.

Milliken White Music Studios.

We feel in every respect justified in commending The Talking Machine Company upon the courtesy and service we have received from them. Operating as we do, a chain of stores from Portland to San Diego, the volume of our retail trade enables us to fully appreciate the promptness and efficiency of their systematic organization.

Wiley B. Allen Co.

## THE TALKING MACHINE COMPANY

Victor Distributors

12 North Michigan Avenue

Chicago

# FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., August 10.—While on his vacation, spent on the shores of one of the beautiful Michigan lakes, a World representative had occasion to realize the force of the campaigns of the talking machine companies for summer sales of portable talking machines. Scattered around the shores of this lake were probably 150 cottages, and not more than four of them had talking machines. The World man and his family were out boating one evening in the twilight. Every member of the party averred that he had seldom heard anything so beautiful as the voice of the "big people" blending in the strains of the "Lucia Sextette" as they floated over the water. The few cottagers who had machines were always besieged in the evening by their neighbors. It is not without reason to say that one out of every three of the families around that lake was a lively "prospect" and that a number of them could have been sold on the spot if an enterprising dealer had made his appearance; but he did not appear, and that's where the moral comes in.

### Another Big Month.

To many even in the talking machine trade the manner in which business keeps up seems almost miraculous. Many of the jobbers here and in the middle Western States say that July trade was practically double that of the corresponding month of last year. Not only this, but they aver that it was almost as good as June, in spite of the fact that there is usually a heavy drop in the seventh month of the year. The reasons, however, are not far to seek. Owing to the relative dullness in the piano trade there has been a tendency for piano dealers to work a'long the line of least resistance and push talking machines with might and main. Not only this, but the tremendous advertising campaigns by the large companies have been very successful in creating a lively desire on the part of those not owning machines to make their entrance into the musical field via the talking machine route. More than this, there is little doubt that many people have been brought to realize that they can save a great deal of money in the course of a year that would otherwise be spent in theaters, amusement resorts and moving picture shows by having an instrument at home conveying music and entertainment to all members of the family, whether their taste be classical, ragtime, or just plain popular.

An encouraging feature of the local retail trade is that business has improved notably in the outlying districts. This is due in large measure, no doubt, to the settlement of the great building strike last month. The effect on the talking machine business of these labor troubles is always more keenly felt in the outlying districts than in the Loop, for reasons that are too obvious to need presentation here.

Jobbers continue to report a disposition on the part of dealers to anticipate their needs for fall and winter to a greater extent than in past years. This is due, of course, to the great shortage of machines, and also of records, experienced in the fall and winter heretofore. Notwithstanding the increased outputs of all the factories, the demand has increased in far greater ratio. This anticipation is showing itself not merely in the way of advance orders, but in the determination on the part of many dealers to make the assurance doubly sure by not only getting the goods now, by having them delivered immediately and build their stocks up to a point during the summer where they will be fully equal to the heavy drains certain to be experienced in the fall and pre-holiday season.

### Chicago Has Distinguished Visitors.

L. F. Geissler, general manager of the Victor Talking Machine Co., and E. R. Johnson, president of the Victor Talking Machine Co., stopped for one day on their way out to the San Francisco exposition. Of course, the Chicago men greatly appreciated even a brief visit from Mr. Geissler and Mr. Johnson and endeavored, by motor drives and other means, to show the Chicago of August, 1915.

### Lyon & Healy Window Display.

Lyon & Healy are great believers in utilizing their window space to good advantage, and one of their recent achievements in this direction was the summer Victor window shown on this page. As will be noted, it is a very effective scheme of publicity and never failed to interest the passers-by. In fact, many entering the Lyon & Healy store extended congratulations to the salesman on the attractiveness of this exhibit. Needless to say that the salesman also saw to it that these visitors were suitably entertained in the Victor sound-proof rooms, and many of them gave practical evidence of their interest in the Victors by buying them.

### Novel Advertising for Victor Dealers.

Suppose you could station a salesman—a dignified, trustworthy representative of your business—in an advantageous position on every highway leading into your city?

Roy J. Keith, of the Talking Machine Co., evidently put himself in the role of a retail dealer



An Artistic Lyon & Healy Summer Window.

and supposed just such a thing, only he went further and sought to solve the matter in a practical and inexpensive manner for his dealers.

As a result Mr. Keith has recently conceived and executed a clever advertising idea. The idea consists in a series of dashing road signs rendered in black and bright yellow. These signs measure twenty-eight inches by ten inches. They are made of tough metal and are lettered and illustrated by baked lithograph work, and have nail holes which make them easy to attach to the fences along any highway.

The inspiration for this idea came out of studying statistics of highway travel. Highway traffic for the last ten years shows an increase of 100 per cent, and it is on this account that Mr. Keith attaches great importance to highway signs as retail salesmen. "Advertising that is permanent,

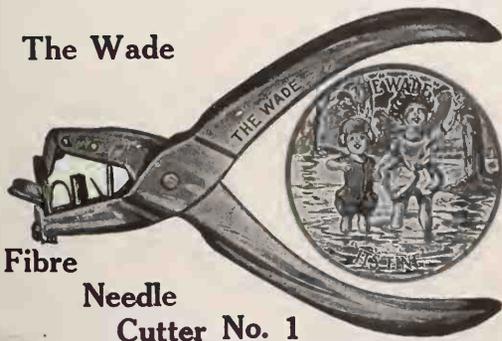
(Continued on page 65.)

# 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

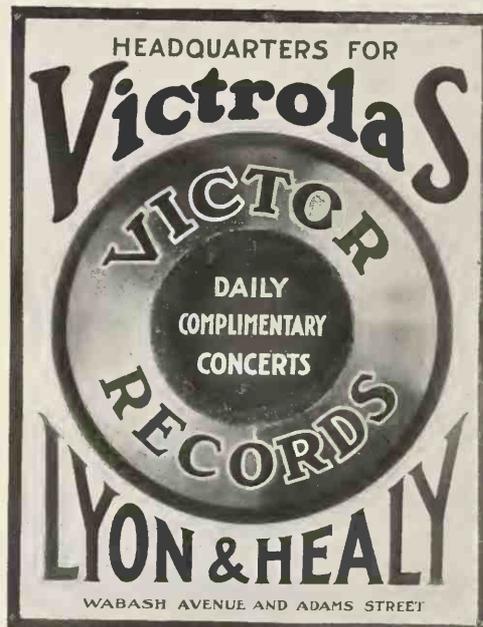
ORDER FROM YOUR REGULAR DISTRIBUTORS—  
WE SELL TO JOBBERS ONLY.

## WADE & WADE

3807 Lake Park Ave.

CHICAGO

# Business-Bringing Posters For Live Dealers



Delivered complete with your  
name and address in place of  
the words "Lyon & Healy, etc."

*It would cost you only a small sum to dominate your territory.  
Write for quotations. Ask your local bill poster how many  
8 sheets he can display for you.*

*Lyon & Healy*

VICTOR DISTRIBUTORS  
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 63).

# Increase Your Victor Record Sales!

Write for samples of our attractive mailing cover for Victor Monthly Supplements, containing special advertising for your store, and for proofs of our free dealer newspaper advertisements, of which a matrix, different each month, size 2 columns by 6 inches, is sent free with each month's supply of Supplement Covers. We show a sample advertisement on the right.

Dealers using this service for the last two years claim it is the "best ever." See cut below for details.

*We Sell But One Dealer in Each City*



The cover is sent to you in this manner  
Crease cover in center of gum strip  
Draw edge of Supplement over sponge  
Insert in gum strip  
Fold in return post-card first  
Fasten with clip  
Ready for mailing, goes out for 1 cent

**Hatcher & Young, Inc.**

Successors to  
**ABBOTT-YOUNG-ADAIR CO.**

**508 South Dearborn Street  
Chicago, Illinois**

durable, inexpensive and effective," says Mr. Keith, "is what the retailers are demanding, and we believe we have successfully answered them."  
**Enjoy Extended Western Trip.**

Mr. and Mrs. S. O. Wade, of Wade & Wade, are enjoying an extensive trip throughout the Pacific Coast and Rocky Mountain States.

"We are enjoying a most delightful trip," writes Mr. Wade, "and have seen many points of interest. We are also doing a big Coast business and have demonstrated our cutter to all of the larger dealers in this section. They are more than pleased with our goods and seem to appreciate very much the opportunity to get a good fiber needle cutter that leaves a good solid point—one that holds up throughout the entire playing of the record."

**Good Sound Business.**

The Sonora Phonograph Co. reports that it is receiving a remarkable amount of attention from the dealers and also from customers. Although the company has not yet begun its popular advertising campaign, it has already received inquiries from Illinois, Iowa, Ohio and Indiana. Wm. F. Martin is at present traveling these States with the purpose of putting the wholesale business on an organized basis. The retail end will be started on a large scale on September 1, which will include enlarging the quarters and opening the three new well-appointed demonstration rooms that will be completed by the middle of this month.

**Open Branch Store.**

The Grafonola Co., of Lincoln, Neb., which is a jobber for the States of Iowa and Nebraska, is evidently doing an excellent business, judging from the large orders that are being received by the Chicago office of the Columbia Graphophone Co. The Grafonola Co. is preparing to open a new branch retail store at Cedar Rapids, Ia., and F. F. Dawson, the company's manager, promises some most interesting "doings." W. C. Fuhri, district manager for the Columbia Co., will leave Chicago next week to attend the opening.

**L. & H. Victor Posters.**

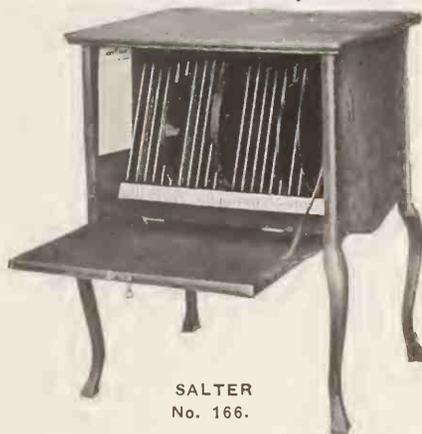
The latest help which Lyon & Healy are offering to their Victor dealers is in the form of two posters called the "Record" poster and the "McCormack" poster. The former has a large record for the principal illustration and the latter a picture of McCormack in opera costume, standing beside a Victrola. These posters are brilliantly lithographed in colors on non-fading paper, with sun-proof ink. The size of each poster is nine feet in height by 6¾ feet in width. B. H. Jefferson, advertising manager for Lyon & Healy, has designed several posters in the past, which have been used extensively by the firm's dealers, but these two new posters are being welcomed with even greater enthusiasm.

**Large Orders for Salter Manufacturing Co.**

Indications are that dealers have learned the lesson of last year and are paying some real attention to their needs for fall and holiday seasons. Among those who have remarked on this manifestation of

the dealers' thoughtfulness is John F. Mortensen, president of the Salter Manufacturing Co.

"We are receiving a surprisingly large number of orders for fall delivery," said Mr. Mortensen, "and I believe that it is safe to say that the aver-



**SALTER  
No. 166.**

age dealer is placing his orders at least six weeks earlier than he ever has before. The fact that there has been no let-down in the talking machine business and that every prospect for the coming year is a bright one is perhaps the cause of their

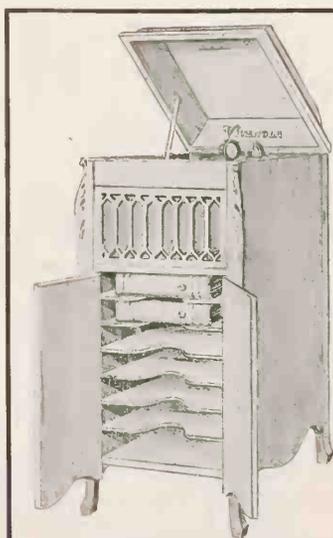
unwonted activity. Of course this is the sensible thing. It helps us in making our own plans, it helps the manufacturer, the jobber, the dealer and in the end it saves the retail buyer much worry and annoyance caused by delay in delivery."

"We are doing a very good business in all our styles, but perhaps one of the most popular in the last thirty days has been our No. 166 disc cabinet. This cabinet is large enough for any sized machine and the door in the front drops down like a desk leaf and is supported with a heavy brass slide, so that it can be used to lay records on if desired. The front, back, sides and top are veneered in select mahogany or quarter-sawed oak. We make these on both the felt-lined plan and with the plain wooden rack interior. The felt-lined cabinet holds fifty-two records, the wooden rack ninety-six."

**Visitors and Personals.**

After a banner month's work various salesmen of the Talking Machine Co. are now enjoying their summer vacation. A. M. Lockridge, who travels Wisconsin, is spending his time with his father and mother at a farm in New Castle, Ind.; H. E. Flentye, city salesman, has sojourned to Battle Creek, Mich.; George P. Cheate, who covers Michigan, preferred the pleasures of his home in Evanston to those of any resort, and E.

(Continued on page 66.)



**No. 150. Price, \$150.**

Dimensions: 21½ inches wide, 23½ inches deep, 48½ inches high.

12-inch Turntable, Double Spring Worm Gear Motor, Speed Indicator and Regulator, Tone Modifier. All Parts highly nickel plated. Mahogany or oak. Regular equipment includes Jewel Point to play Edison Records and 200 needles for playing Victor and Columbia Records.

# VITROLA

**Big Profits to Dealers**

*The only machine that plays Edison, Victor or Columbia records without any change of equipment.*

Place your orders now, as there will be a big demand for our machine this fall. Biggest value on the market for the money. To introduce our product to dealers we will accept orders for single samples.

**VITROLA  
Talking Machine Company  
17 N. Wabash Avenue, Chicago**

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 65).

L. Barker, Indiana salesman, is enjoying his time at his home in Evanston. W. G. Griffith has left for Detroit for a fortnight's recreation.

E. G. Ellis, of the Talking Machine Co., has just returned from Mackinac Island, where he and his wife have been indulging in a life of fishing, golf and other outdoor sports.

B. B. Webster, of the Talking Machine Co., is now spending his vacation at Frankfort, Mich.

C. L. Parker, manager of the talking machine and piano department of Gimbel Bros., Milwaukee, has just been in town, and has delighted his friends by showing them a picture of his handsome new residence.

B. M. Buck, dealer in Lansing, Mich., was a recent visitor.

C. F. Bruno, of C. Bruno & Son, Inc., stopped for a day in the Windy City on his way back to New York from the Coast.

The various members of the Victor force passed through Chicago homeward bound last week.

T. H. Towell, of the Eclipse Music Co., Cleveland, O., arrived in Chicago Saturday evening with his wife. They also were returning from the exposition.

L. C. Wiswell, manager of the talking machine department for Lyon & Healy, when last heard of was at Banff, Canada. He expects to be back in Chicago about the 12th.

H. Royer Smith, who travels Illinois for Lyon & Healy, and E. P. Bliss, who covers Michigan and Indiana for them, have just returned from a trip to the exposition.

J. N. Vasey, manager of the retail talking machine department of Lyon & Healy, is now taking his summer vacation.

J. B. Ryde, manager of the record department for Lyon & Healy, and acting manager of "Department H." in Mr. Wiswell's absence, will leave on the 30th with his wife and son, Vincent, for an extensive tour of the East. The trip will include a stop at the Thousand Islands, the St. Lawrence River trip from there to Montreal, the boat trip down Lake Champlain and Lake George, an inspection visit to the Victor factory at Camden, N. J., and a stay in New York City.

F. A. Siemon, assistant manager of the Rudolph Wurlitzer Co. branch in Chicago, who has charge of the talking machine department, has just got back from the Pacific Coast.

Henry Saak, the successful talking machine dealer of Milwaukee, was a recent Chicago visitor.

Edward Blimke, city salesman for the Chicago office of the Columbia Graphophone Co., reports

## Our New Pur-A-Ton Semi-Permanent Needle

in attractive fibre setting attains approximate perfection in tonal quality.

Dealers' price \$1.00 per dozen delivered. Sample to dealers on receipt of ten cents in stamps.

Every one of your customers is waiting for a needle like the Pur-A-Ton.

Write Us Today.

**EMERALD TALKING MACHINE NEEDLE CO.**

428 Grand Ave.

Milwaukee

that July was the biggest month that he has had since he went with them twelve years ago. Various causes are contributory to this happy result in Mr. Blimke's opinion. In the first place, the settlement last month of the great building strike caused an immediate quickening of trade in the outlying districts of the city. Again the foreign lists of the company, which have been greatly augmented of late and have been dignified by separate catalogs, according to nationality, have been a great help. The fact that dealers are realizing the necessity of stocking up now, in order to measurably prevent a shortage in the fall, has something to do with it. In Mr. Blimke's case a very important factor has been the purchase of an automobile, with which he can cover a greater extent of territory and approach the dealers with greater eclat than during his combination street car and pedal extremity locomotion stage of his career as a salesman.

C. W. Abbot, who has been manager of the talking machine department in Hillman's for the last two months, says business is so good that he can't afford to leave for a vacation. He also tells us that saxophone records are the most popular at the present time.

E. E. Barrett, manager of the talking machine department in The Fair, has just sent in extra large orders for the fall season, and is now about to leave for a ten-day sojourn at Detroit.

Bernard Cook informs us that his talking machine department in the Boston Store is kept busy

selling the records of "My Little Dream Girl."

B. F. DeVorak, who manages the talking machine department for Rothschild & Co., has just ended his two weeks' vacation, which he spent in the home city.

C. L. Davidson, of C. L. & G. W. Davidson, tells us that he has recently sold a talking machine which is now furnishing dance music in the dance salon of the United Shore's lake boat.

O. C. Searles, manager of the talking machine department for the Bissell-Weisert Piano Co., has been taking a series of motoring trips during the last two weeks, which constitute his vacation.

Arthur Bissel, of the Bissel-Weisert Piano Co., is devoting his vacation time doing the proverbial act in Fish Creek.

The talking machine department of the W. W. Kimball Co. imparts the news that it will be in the new building by May 1. Miss Katherine Jones, of the department, has gone to Paw Paw, Mich., for a couple of weeks.

C. E. Goodwin, of the Phonograph Co., is now enjoying a two weeks' vacation in the Adirondacks. J. R. Kittleman will soon leave for Mackinac Park, Mich. Albert D. Wayne has just ended his vacation, spent in wielding the fishing pole in the northern Wisconsin woods. Miss Florence Dungan, also of the department, soon leaves for a house party at Rochester, Ind. She mentioned not that the party would include men.

The Phonograph Co. is carrying on a series of successful demonstrations on the great lake boats. Martin Harvey, tenor, and Uncle Josh, alias Cal Stewart, are the men of recording talent who have recently visited at the Edison Shop.

C. A. Sandberg, who manages the talking machine department for Siegel, Cooper & Co., is having a run on Hawaiian records.

### Lyon & Healy Employees' Outing.

The employees of the downtown building of Lyon & Healy were the guests of the management last Saturday at an informal picnic and inspection trip to the Lyon & Healy factory.

The employees, numbering nearly 340, left the Lyon & Healy building about 1 o'clock, proceeding to the factory on the West Side, where an appetizing buffet lunch was served on the fourth floor of the building. During the meal a program of popular music was rendered, subsequent to which Marquette A. Healy briefly explained that the purpose of the trip was to promote social harmony and give the employees an opportunity to see the factory in actual working operation. He then introduced James F. Bowers, who told briefly of the remarkable growth and progress of the Lyon & Healy house.

The trip through the factory was decidedly enlightening and interesting, the various departments being inspected in every detail by the enthusiastic members of the party.

Subsequent to the inspection a ball game was played between the store and factory forces, the former winning by a score of 7 to 4 through timely hitting and air-tight fielding. The party then left for the city with hearty expressions of delight at the day's fun.

## 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**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 64).

**COLUMBIA RECORDING LABORATORY OPENED IN CHICAGO**

Marks First Time in History of Industry That Disc Records Have Been Recorded in That City—New Laboratory Devoted to the Making of Foreign Records—A Result of the War.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 10.—The present week marks an epoch in the history of the West. For the first time disc records are being recorded in Chicago.



Anton Heindl.

The Columbia Graphophone Co. has established a temporary but perfectly equipped laboratory in the Atheneum building, at 59 East Van Buren street, and under the direction of Anton Heindl, manager of the Columbia European department, is making records of local German, Austrian, Bohemian, Polish, Spanish and Italian talent. Of late years the Columbia's foreign records have become vastly popular in all large centers of population in the United States. Although the company, of course, have an excellent list of operatic and classical records in other languages than English the word "foreign," as used here, has a more specific meaning. It means largely the folk songs, the dances and the religious hymns of the people.

The various foreign catalogs of the Columbia Co. have hitherto depended to a very large extent, at least, upon the company's laboratory in London, which has sent its recording experts into the countries of the Continent from time to time and has furnished American-Europeans, if the term may be permitted, with remarkable records not only in their own languages, but in several dialects of the same language. Of course, this work has necessarily come to a stop because of the great war and new measures are required in order that American citizens of European birth or descent may continue to receive the customary new records breathing the spirit of the "Fatherlands." The irritating part of it all was that Mr. Heindl spent some time in Europe early last year and had not only made an immense number of particularly fine records himself, but had also made arrangements by which the Columbia Co. were to receive the matrices of the best native product, from several of the large European record manufacturers. On account of the war, however, they received practically none of the 2,000 records in a dozen different languages and dialects which would otherwise have been offered to the American trade. The situation was one which presented apparently insuperable difficulties, but they have been solved at the expense of infinite labor and an immense outlay of money. Although failing to bring Europe to America in a musical sense at this time, nevertheless, as a result of Mr. Heindl's exhaustive study and marked initiative the Columbia Co. is, so to speak, developing the Europe that is within us. A large number of musical organizations and individuals among the people of foreign extraction in this country preserve absolutely the musical traditions of their native lands. Of course, the company has taken advantage of this fact in the past, but in no such measure as at present.

In the past four years Mr. Heindl has directed the making of records in a large proportion of the twenty-eight different languages which comprise the Columbia's "foreign" offerings in the laboratory in New York, but this work owing to the cutting off of the direct European supply is now being systematized and intensified. A few Chicago singers and instrumental performers have gone from time to time to New York and have there made records which have proven highly successful and have had a large sale, not only in this, but in other cities. Last March Mr. Heindl, with these suggestions looming up before him in a very direct and foreboding manner came to Chicago to see for himself what the Metropolis of the West



Making Records in the Columbia Laboratory in Chicago.

could contribute to the solution of his problems. He visited all the dealers in the foreign colonies of the city. He visited cafes, dance halls and attended concerts, and went every place where anything musical could be heard. He returned to New York convinced that the field of typical foreign music was far greater than in New York, and that on a whole the standard of musical organizations, choirs and singing societies as well as of individual musicians was higher than in New York and other Eastern centers. As a consequence Mr. Heindl, accompanied by W. F. Freiberg, one of the company's best recording experts, arrived in Chicago last week with a full equipment of apparatus and blanks and are now engaged in immortalizing the work of Chicago's foreign musical talent.

"As you know we really commenced recording last Friday, but it was not until Sunday that we really began to get down to business," said Mr. Heindl. "We got some good individual records last week, but now our people are getting used to the 'horn', have found out what we want both as to selections and the technic of recording, and

we are getting results both as to quantity and quality which surpassed my fondest expectations."

One of the first artists to record at the Chicago temporary laboratory of the Columbia Co. was Miss Elvira Lenora Galentine. She is a charming little Spanish girl from the North of Mexico, and while this was the first "professional" work that she has ever done her voice and her interpretive ability gives great promise for the future. She sang several Spanish dance, folk and love songs. The World man happened to hear her when she was singing a "Jota" (dance) from the opera "Historias y Cuentous" (Stories and Gossip). It's a charming characteristic Spanish thing and represents Spanish youths and maidens singing as they dance. The motif of the song is this: "It is our country's dance. Our dances surpass those of all other nations. Hurry, hurry, hurry. Come and join us in our country's dance." A

very notable recording was that of various songs by the Apollo trio, consisting of Messrs. Fischer, Bruecken and Brust. These gentlemen have already appeared in the Columbia German catalog, due to the efforts of the main laboratory in New York. They are here filling an engagement at the Edelweiss on the North Side, and the former records have proved so successful that Mr. Heindl immediately got in touch with them. Each of the three men is capable of dominating the average German opera company, because of his tonal effectiveness and dramatic ability, but they choose to do the work they are doing—entertaining their countrymen in the high-grade cafes. They sing individually and as trio, folk songs, patriotic songs and the latest German and Austrian popular songs.

Chicago has a notable Polish singing organization, "The Filiarchi." It is making records of Polish folk and patriotic songs and is particularly strong on the Polish "Koledy," or Christmas carols. These are wonderful productions of Polish origin both as to music and lyric and tell the story of the nativity as it has rarely been told in song. They are sung with a tender, but sonorous intonation, which makes them positively inspiring. Mrs. John Nering, the wife of the manager of the Chicago branch of the Postal Telegraph-Cable Co., is probably the best known Polish soprano in the United States. She is contributing notable numbers to the Columbia's Polish catalog and will probably also render several selections in English. Probably the "piece de resistance" of the Columbia's laboratory's Chicago engagement will be the singing of Francesco Daddi, formerly a member of the Metropolitan and Chicago Opera Co.'s forces, but who is now teaching music in this city. Signor Daddi will not sing operatic selections this time—that lies not in Mr. Heindl's scheme of things. Daddi is a Neopolitan, and he will sing some of the exquisite Neopolitan folk songs for the Columbia's Italian catalog. Of course, there

(Continued on page 68.)

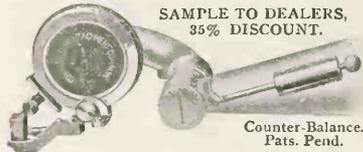
**CASH** for your **INSTALLMENT PAPER**

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

**HAMILTON INVESTMENT COMPANY,** 76 West Monroe Street  
CHICAGO

## COMBINATION ATTACHMENTS



SAMPLE TO DEALERS,  
35% DISCOUNT.

Counter-Balance.  
Pats. Pend.

RETAIL PRICES. RITE-TONE ATTACHMENT.  
Diamond, Gold... \$10.00  
Diamond, Nickel... 8.00  
Sapphire, Gold... 7.00  
Sapphire, Nickel... 5.00  
Counter, Gold... 2.75  
Balance, Nickel... 1.75

Rite-Tone Attachment.  
U. S. Pat. No. 1,146,744.  
July 13, 1915.

Foreign Pats. Pend.

Pats. on Other Devices  
Pend. Will be ready  
soon.

Cut shows Rite-Tone Attachment and Counter Balance on Victor Machine playing Edison Diamond-Disc Records, Now Ready

Attachments for Columbia and other machines will be ready soon

Money Refunded if Not Entirely Satisfied.  
Cash with Order.

**COMBINATION ATTACHMENT CO.**

Incorporated

624-626 S. Michigan Ave. Chicago, Ill., U. S. A.

### FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67).

has been given here only a few instances of what is being done in Chicago this week. Mr. Heindl and Mr. Freiberg will depart next week for New York with what they declare will be as fine a collection of masters of typical foreign records that has ever been taken by the Columbia Co. These

records will appear probably not before the first of December, but in plenty of time for the holiday trade, and the holiday season of 1915 will certainly be a happy season for the foreign-born people in the United States so far as the contributions of the Columbia Co. is concerned.

### NEW AEOLIAN-VOCALION CATALOG A WORK OF ART.

Admirably Designed, Cleverly Written, Skillfully Illustrated and Well Printed, This Volume Presents the Merits of the Aeolian-Vocalion in an Interesting Way.

The Aeolian Co., of New York, has won national celebrity for the individual and high-class character of the literature issued in connection with the various musical instruments which it manufactures, for there is always an individual touch to its publicity, whether in newspaper or book form.

It may be safely said, however, that in the elaborate volume completed and sent out to the trade recently by the Aeolian Co. for the purpose of properly presenting the Aeolian-Vocalion, together with its many original and interesting features, we have a volume devoted to the exploitation of talking machines that is absolutely unique, as it is highly artistic—a publication which from literary and typographical standpoints will appeal to recipients in a manner that must command sincere appreciation for its dignified treatment of a most interesting subject.

The main volume is devoted exclusively to a discussion of the scientific factors entering into the Aeolian-Vocalion; the manner in which the improved tone is obtained; the Graduola, which places at the command of the performer power to control tone volume and quality, the work of F. J. Empson, the inventor of the Graduola, and a most elaborate treatise on tone as related to the phonograph, accompanied by really wonderful photographic illustrations of sound waves as emanating from the flute, the French horn, the tuning fork, the clarinet and other orchestral and band instruments, and also an analysis of the human voice and the tone waves it creates. The improved sound box, the tone arm, the symphonetic horn and the other important and individual features of the Aeolian-Vocalion are also subjects for consideration and elucidation.

The Graduola, the most important factor in the operation and exploitation of the Aeolian-Vocalion, is given an entire section of the catalog for the illustration and description of its purpose and use, the power for personal interpretation that it affords being strongly emphasized.

The last section of the catalog proper is devoted to the question of case design in the Aeolian-Vocalion—for exclusive case designs is one of the strong points of the new line. The elaborate period designs are illustrated with reproductions of pen

and ink sketches and include a magnificent Art Vocalion of the Jacobean style, shown in a room of that period, and a special design of the Louis XVI. type, but free enough in its design and style to be in harmony with interior treatments of the Adam or early Colonial periods.

The volume is prefaced with an unusual sketch of Aeolian Hall as viewed from Fifth avenue across the broad expanse of the avenue and the lawns and terraces of the Public Library. Another work of art in the volume is the full-page sketch showing the Graduola in actual use, the performer being a young lady of the ideal type. The softness and grace of the drawing puts it out of the commercial art class and into the class of art for art's sake. A third full-page sketch shows the Aeolian Vocalion in use for dancing at a society function in the home. All three sketches are reproduced in black ink over a tint block in tan, and the effect is most elegant.

Both in the preparation of the text matter and its presentation consummate care is evidenced. The volume is not to be considered in the light of "just a catalog," but rather as a thoroughly artistic exploitation of a thoroughly artistic instrument. From the heavy gray cover embossed in gold lettering at the front to the last inside page there is evidence of exceeding care and thought in preparation and printing.

Attached to the back cover of the catalog proper is a pocket in which reposes a somewhat smaller portfolio, but similar in design and character, devoted to illustrations and detailed descriptions of the various models of Aeolian-Vocalions, five in all. The main volume tells of the history and the purpose of the Aeolian-Vocalion, and the smaller volume gives details of the actual product. Combined they afford a thoroughly comprehensive idea of the Aeolian-Vocalion that should prove most welcome to those members of the trade who have been following the development of that instrument for the market from the time of the first announcement of its coming.

This new Aeolian-Vocalion volume marks a new high-water mark in trade literature.

### START EXTENSIVE OPERATIONS.

W. T. Crane Co., of Syracuse, N. Y., to Devote First and Second Floors to Talkers.

(Special to The Talking Machine World.)

SYRACUSE, N. Y., August 6.—The W. T. Crane Co. has started extensive alterations on both the interior and exterior of its five-story building at 349 South Warren street.

The ground floor, as well as the second floor, will be devoted to the talking machine business. On



Clarence K. Brown.

the former will be erected three new booths for the demonstration of records; the latter will be fitted up for monthly concerts and storage for extra stock. The remaining three floors will be devoted exclusively to the piano trade.

Clarence K. Brown, whose picture appears herewith, is an expert talking machine man and has charge of that department. The Victor is handled.

## 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.

## Maine Victor Dealers

are served most efficiently by

## Andrews Victor Service

LOCAL  
QUICK  
COMPLETE

Andrews Music House Co.  
BANGOR, ME.

**CLAPPING ON EXTRA DUTY.**

Nothing Makes the Treasury Department So Happy, Says the Philadelphia Ledger, as Some Means That Will Increase the Duty on Articles of Commerce—A Recent Example.

Referring editorially to the decision handed down by the United States Board of General Appraisers taxing the "artistic cost" of talking machine records, the Philadelphia Ledger said recently:

"Nothing makes the Treasury Department so happy as the discovery of some method of clapping an extra duty upon some article of commerce. It makes no difference what the tariff policy of the Administration may be, the importer is regarded as fair game. The Victor Co., of Camden, is now a sufferer from this official pursuit of customs game. Some time ago it sent some discs to South America in order to get records from singers in that part of the world. They came back invoiced at \$3 apiece.

"But this was too easy for the custom house. The appraiser decided that the sums paid to the singers must be added to the value of the discs, and the collector demanded the higher duty. The company then appealed to the Board of General Appraisers and obtained a ruling in its favor. But you cannot easily beat your Uncle Sam at his favorite game of 'Heads I win, tails you lose.' The Board of Classification was called in. After due deliberation it gave its verdict for the Government.

"This may be law, but is it justice? Canned music is a great popular diversion, a mighty instrument in the musical uplift. To be sure, it does not discriminate between ragtime and opera; but art decision overturned?"

**ANNOUNCES NEW VICTOR SIGN.**

The Victor Talking Machine Co. announced to its dealers recently a new permanent outdoor enameled record sign, which is an imitation of a Victor Red Seal record 28 inches in diameter. This sign is very attractive in appearance and is offered to Victor dealers at a moderate price. The

# MOTORS

Soon ready for the general trade

**S. G. A. MOTORS**

Wide experience in this line is your guarantee.  
Send your inquiry

**STANDARD GRAMAPHONE APPLIANCE CO.**  
173 Lafayette Street **NEW YORK**

Victor Co. points out that outdoor signs must convey an impression, and suggests that the new sign serves as a striking reminder to everyone passing the dealer's store that he handles Victor products.

**RECORDS HELP SONG SALES.**

Alma Gluck's Singing of "Carry Me Back to Old Virginny" for Victor Red Seal Record Revives Popular Demand for Music Itself.

Despite the claims of some of the publishers of music that the talking machine records serve to cut down the sales of their music, there is at least one instance where a Victor record has served to bring about a revival in the demand for an old song. The song referred to is the delightful old Southern melody, "Carry Me Back to Old Virginny," published by the Oliver Ditson Co., Boston. Some time ago Alma Gluck made a Victor Red Seal record of the number, which has proven most

successful, with the result that there has been a substantial demand for the music itself. The Ditson Co. recognized that demand by making special window displays both in Boston and New York, featuring the music in connection with the records.

**GROWTH OF RECORD BUSINESS.**

H. L. Willson, assistant general manager of the Columbia Co., commented this week upon the phenomenal increase in record business being reported by the company's dealers throughout the country. Notwithstanding the remarkable gains being registered in the Columbia machine production, the record output is keeping step with it, and Mr. Willson states that the factories at Bridgeport, Conn., are working to capacity to keep pace with the record demand.

Many an ad-writer spends one-third of his time writing ads, and the other two-thirds defending them.



15¼" high x 13½" wide x 8" deep. As easy to carry as a suit case—and as light.

*The Melophone*  
TALKING MACHINE  
C O M P A N Y  
40 Cooper Square New York

*The Melophone*  
TALKING MACHINE  
TRADE MARK

Portable—Compact—of  
Finest Construction—  
Low Priced—\$15.00!

Equipped with a sound box built on an entirely new principle. Its reproduction of recorded sound is superior in quality and quantity to that of the most high priced and extravagantly advertised talking machine.

*Responsible and wide  
awake dealers wanted*

Manufacturers of phonograph equipment of all kinds, Motors, Tone Arms, Sound Boxes, etc. Special:—A motor to play three twelve-inch records at one winding at a very special price.

Contractors for the manufacture of complete machines of any type.

# FROM OUR EUROPEAN HEADQUARTERS

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

Trade in Gramophones and Records Substantially Good All Along the Line Owing to the General Prosperity of the Working Classes Throughout the Principal Industrial Centers—Trade Outlook Prospectively Is Good—Some Reasons Why Over-Sea Demands Are Not Filled More Rapidly—Patriotic Records Have Large Sale—Billy Whitlock Figures in the Courts—The Sound Recording Co., Ltd., Augments Its Large Repertoire—Important Announcement by His Master's Voice Co.—Some Recent "H. M. V." Records—Bad Fire in Dublin—Important W. H. Reynolds Change—New Ad Manager for British Zonophone Co.—Some Important New Records of General Trade Interest—"Push and Go" Music Recorded—News of Month in Detail.

(Special to The Talking Machine World.)

LONDON, E. C., July 30.—Owing to the general prosperity of the working class throughout practically all industrial centers, and perhaps a little to the continued sales propaganda of musical instrument firms, it is to be noted with satisfaction that trade in gramophones and records is substantially good all along the line. Far-seeing wholesalers have, in some instances, already placed big orders for delivery of records and machines in instalments over a certain period, and it is becoming increasingly more apparent that circumstances in relation to supply this season ahead will militate against complete fulfilment of orders unless retail requirements are made known earlier than usual. It must be recalled that the usual fountain of supply is entirely cut off, and that notwithstanding strong efforts by the trade the new British sources which have so far been tapped are

pitifully inadequate to satisfy all demands. If early orders are placed British manufacturers of talking machine mechanism may thereby be encouraged to put forth greater effort to meet the situation more fully. As it is, I fear that the gramophonic demand this season will suffer by reason of curtailed sources of supply.

Reviewing the trade field as a whole, one is inclined to the pleasant conclusion that prospective trade is of bright omen. Present business conditions imply it. Period considered, July and August represent usually the low-water mark of retail record sales, and this, in conjunction with the greatest conflict extant, might very naturally lend itself to a general feeling of the deepest pessimism commercially. Neither commercially nor politically is it so. On the contrary, gramophone traders are experiencing a by no means bad time even now, and they, in common with all British peoples, look forward with the utmost confidence to the time when peace, good will and normality shall once more hold sway.

#### Heavy Demands for Overseas.

Although seriously hampered by high freight and insurance rates and restricted shipping facilities, not to mention many other uncontrollable difficulties, strong efforts are being made to maintain and perhaps increase our trade abroad in all commodities. In the musical instrument field home manufacturers are at their wits' end to meet the splendid trade call from overseas. It is a fact, unfortunately, that in this department of commerce many foreign and Colonial contracts have been turned down, partly because of transport difficulties, but mainly because of labor shortage, requisition of factories by the government, general inability to fully meet the enormous demand

for machinery, etc. So be it. Munitions of war, the maintenance of our large armies overseas find first place in our hearts, and ordinary commerce, if needs be, must take a back seat. That is the prevalent national desire—nay, demand! The restricted scope of commerce is, however, being utilized to the best possible advantage, and in the face of all we are, wonderful to relate, still able to keep up a good trade in gramophones. At which even those who fully understand the present conditions are entitled to a legitimate expression of surprise.

#### Records That Are Most Popular.

On the home sales list patriotic records continue to make a good showing, but the demand for this class is abating somewhat in favor of recorded items from new musical plays and other current music fare. For standard vocal and instrumental works a steady demand continues. In the machine domain I should estimate that comparative sales of hornless and exterior horn instruments are in a ratio of twenty to one of the former type. The metal trumpet instrument has been hard hit with a vengeance!

#### Motorcycle Light Causes Trouble.

Frederick Gabriel Penna—better known to our readers as Billy Whitlock—the well-known laughing comedian and bell soloist, was recently brought before Alderman Sir John Knill, at the London Guildhall, to answer a charge under the Defense of the Realm Act. The offense consisted of carrying a lamp on his motorcycle "capable of movement apart from the vehicle." While Billy Whitlock admitted the facts, he said he did not know there was any harm in carrying such a lamp. Having inspected the cycle in the courtyard, the clerk said the lamp was quite an ordinary attach-



"His Master's Voice"

Copyright

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

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

## 'His Master's Voice'

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

## HALL-MARK OF QUALITY

#### Branches

**AUSTRIA:** Oesterr. Grammophon-Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.  
**BELGIUM:** Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.  
**DENMARK:** Skandinavisk Grammophon-Aktiesselskab, Frihavnen, Copenhagen.  
**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.  
**GERMANY:** Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin.  
**HUNGARY:** The Gramophone Co., Ltd., Kosuth Lajos-Utca 8, Budapest.  
**SPAIN:** Cia. Francesca del Gramophone, 56, Balmes, Barcelona.  
**SWEDEN:** Skandinaviska Grammophon-Aktebolaget, Drottning Gatan No. 47, Stockholm.  
**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.  
**INDIA:** The Gramophone Co., Ltd., 139, Baloghatta 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:** Gramophonium, Ltd., 118-120 Victoria Street, Wellington.  
**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.  
**EAST AFRICA:** Bayley & Co., Lourenço Marques.  
**HOLLAND:** American Import Co., 22a, Amsterdam Veerkade, The Hague.  
**ITALY:** A. Bossi & Co., Via Orfelli 2, Milan.  
**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

ment. Notwithstanding, an adjournment was asked for by the police to inquire into the nationality of the defendant, whose mother said he was born at Cheltenham, but that a copy of his birth certificate was not in her or defendant's possession. A remand was ordered, with a bail in one surety for £50, which was met by J. E. Hough, Ltd.

At the adjourned hearing defendant was able to produce a copy of his birth certificate and prove his innocence of improper motives. His solicitors drew the Alderman's attention to the indignity that defendant had suffered in being confined to a cell for a period of over twenty-four hours, and submitted that this was more than adequate punishment to meet the case. Sir John, however, fined him 20s.

**Grammavox Policy—Full Steam Ahead.**

The Sound Recording Co., Ltd., the well-known London manufacturer of Grammavox records, is now busy adding to its already large repertoire. In its recently published budget of new titles there are more than 400 additions, and we hear that its autumn catalog will contain the choicest selections from the London popular revues, musical comedies and high-class ballads. Its overseas business is developing to such an extent that it has had to again take over additional premises, adjoining its Swallow street offices, for the purpose of accommodating the increased staff in its despatching department. From this it would appear that the company's active policy is successfully attracting market demands in those parts of the world where competitive conditions rule. It will be seen from the company's advertisement, appearing on another page, that it will forward sample parcels, assorted, at bulk quotations on receipt of currency draft, value £1 sterling. It is evidently sure that its products are capable of demonstrating their own merits. We recommend all keen buyers overseas to test the company's services, quotations, with values offered.

**News from the Gramophone Company.**

"His Master's Voice" agents here have received advice of an alteration in the prices allowed for old, worn out or broken records of the company's make. The rates are sufficiently encouraging to expect that dealers will take advantage of the ever-present opportunity to always maintain an up-to-date stock.

The compilation of recent "H. M. V." lists indicates that special regard is paid to the time of year.



**WANTED:**

To get in touch with leading Talking Machine Manufacturers re Machines, Records, Accessories and Novelties of all kinds.

**MARCUS CLARK & CO., Ltd.**  
CENTRAL SQUARE  
SYDNEY, N. S. W.

Light music makes a good showing, and this service, which also embraces special advertising on portable models, is reacting very favorably on the retailers' summer trade. "Melody 'Mid the Roses" is the "H. M. V." slogan just now, which good advice is spread abroad via the medium of press and other advertising on a very liberal scale. In support, too, there has been planned an attractive summer scheme for "His Master's Voice" dealers, embracing suggestions on window display, for which the company provides practically all that is necessary to the presentment of an eye-compelling window exhibition. Beautifully produced publicity literature galore is reaching the lucky Dog agents, a plentiful and constant supply enabling them to make frequent changes of show cards, window streamers, etc.

A particularly fine recent issue is the series of "H. M. V." records carrying the best of the music in the Gaiety success, "To-night's the Night," an attractive work in which London's best artistic talent is engaged. More pleasing numbers from "The Passing Show of 1915" are announced, and of course all the best of other recent "Revue" successes are impressed for "His Master's Voice." These are in the nature of supplemental issues, for, as usual, a capital bill of choice musical fare is made public regularly each month.

**Good Results from Salvage Sale.**

Good prices were realized at an auction sale of salvage musical instrument goods held recently on behalf of Barnett Samuel & Sons, Ltd., London. A report of the fire appeared in these columns at the time.

**Suffers Fire Loss in Dublin.**

Apropos the above, advice reaches us that another talking machine firm recently suffered a similar unfortunate experience. It occurred in Dublin, on the premises of the Anglo-American Phonograph Co., but arriving promptly on the scene, the brigade promptly subdued the conflagration before much damage was done.

**W. H. Reynolds Sells Out Business.**

In order to devote himself entirely to the manufacture of war munitions, W. H. Reynolds has sold his business at 45 City road, London, to the Utility Trading Co., of Paper street, E. C., which proposes directing its future activities from the former location only, under the name and style of W. H. Reynolds (1915), Ltd. The latter is now under the sole control of T. Gilbey, who intends carrying on and maintaining the traditions of the old business as supplier of any part of any talking machine ever made. That is a big statement, but one to which I am convinced the company lays great stress in the knowledge that its fulfilment is unquestionably assured. The popular "Favorite" records will be retained as a leading feature of the business, and in addition motors, tone-arms and accessories of all kinds may be obtained from the company as formerly. As a talking machine and record emporium W. H. Reynolds (1915), Ltd., occupies as strong a position as any one firm in the trade, and may be relied upon to execute export orders with extreme care and promptness. A new catalog is, I understand, in course of preparation. It is to be something exceptionally good, representing a sort of encyclopedic guide to the enormous number of gramophone lines stocked by this enterprising house. Up-to-date dealers should not fail to register their names for an early copy.

**Assets of National Gramophone Co., Ltd.**

The assets of the National Gramophone Co., Ltd. (in liquidation), consisting of letters patent in various countries, over a thousand master records, about 30,000 Marathon records, recording plant and other apparatus, are now up for tenders in one lot. Such is the end of this company, but not, I venture to think, the end of "Marathon" double-length records, of which we shall certainly hear again.

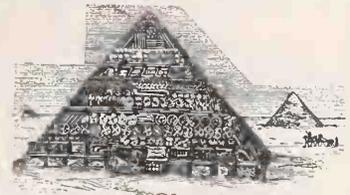
**New Grammavox Records.**

Grammavox issues this month carry some pleasing items, which Colonial and foreign dealers alive to the best interests of their patrons should

(Continued on page 72.)

**Reno**

The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

**Favorite Record**

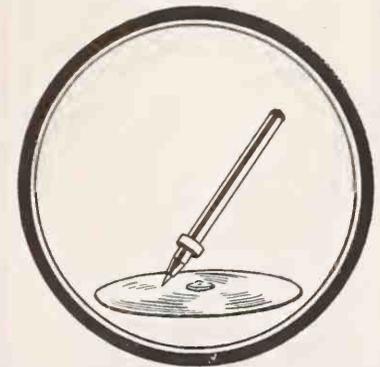
Entirely British Made



Wide Selection of Up-to-date Titles Best and Cheapest Record on the Market

**Safiro Needle**

Reproduces Best and Lasts Forever



The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day and Write for New Illustrated Catalog

**W. H. Reynolds (1915), Ltd.**

Manufacturers of

Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

## GUARDSMAN DOUBLE-SIDED RECORDS. LATERAL CUT.



Send for our Catalogue of all the latest English and American successes. We will quote you lower prices than any manufacturer in the world. This is a bold statement, but we will substantiate it if you will write for our terms.

### TO LARGE BUYERS:

We will make you your own record, any size, from 5 in. to 12 in., with Hill & Dale or any other cut, if you are big enough to take the quantity, and this record will be confined to you in the U. S. or Canada.

Full particulars upon application to

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

### FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

not fail to investigate. These discs embody the dual attributes of variety and charm combined with a quality standard and price temptation which alone carry an irresistible appeal to keen buyers. If you are one, it's a good plan to place yourself in touch with the Sound Recording Co., Ltd., Swallow street, Piccadilly, London, W.

#### Waiver of Consular Fees with Russia.

Apropos the complaint, ventilated in my last report, as to the fees in connection with certificates of origin on goods sent to Russia, it is now announced that an arrangement has been concluded between His Majesty's Government and the Russian Government for the reciprocal waiver of consular fees in connection with the issue and legalization of certificates of origin for goods sent from the United Kingdom to Russia and vice versa. The arrangement takes effect as from August 1.

#### Occupations for Disabled Soldiers.

Herman Darewski, the well-known song writer and composer, gives voice to a suggestion that many of our disabled soldiers who are prevented from following their usual occupations might be instructed in the art of music engraving, heretofore mainly in the hands of Germans.

In last month's issue I suggested that under certain conditions some of our disabled soldiers might be tested for pressing records. There is plenty of scope, and the "boys" would undoubtedly be glad to try it.

#### Coliseum Records for August.

One of the best Coliseum record programs yet issued is that for August. It is a veritable mine of topical musical fare, embracing many items from London's latest revues to laughter-raising selections of the popular order. Space precludes detailed mention of the many attractive items listed. Suffice it to say that all the most popular numbers from the following revues or plays are in evidence: "Betty," "Watch Your Step," "Tonight's the Night," "The Passing Show of 1915," "50/4 Gerrard," "Rosy Rapture." A powerful and pleasing program, to be sure!

A popular comedienne of the highest attainment is Ella Retford, whose record contributions are, as may be imagined, in great demand. Her latest vocal examples are to be found on Coliseum record No. 788, the titles being "I Was a Good Little Girl" (Paul Rubens) and "We're All North Country Lads and Lasses." Both songs have caught the public fancy, and as rendered by Miss Retford are sure of still greater popularity on this Coliseum disc. The list under mention contains many other capital selections which will appeal to discriminating buyers the world over.

#### Maintaining Normal Output of Records.

Under present conditions the maintenance of a normal output in the record world merits admiration, and our minds respond with unqualified interest when it is averred in relation to any one make of record that the term "progressive sales" is justified by fact. Such is the claim in more than one quarter, and I am prepared to admit that it is not without good foundation. As one example I may mention the Guardsman record, the sale of which is going ahead by leaps and bounds. Its production rests upon the triple virtues of British material, labor and capital, but there are also the attributes of quality and price, which account in no small part to the growing demand experienced. Guardsman records are particularly in favor with large buyers abroad. The company is in a position to promptly execute all orders, and in relation to prices special attention is directed to the statement made in its announcement elsewhere in this issue.

From the viewpoint of tonal quality the position of this record is unassailable. Comprehensive lists of new titles are issued each month, a typical example of excellent fare being the August program, which includes no less than fifteen records (thirty titles). It doesn't matter what you want—the new London Revue items, the latest patriotic and other "hits," vocal or instrumental, it's on Guardsman records. Refer to the Invicta Record Co.'s advertisement and act accordingly.

#### New Ad Manager for Zonophone Co.

The British Zonophone Co. is proud in the possession of a new advertising manager—E. Baxter, a gentleman of undoubted talent in the compilation of attractive and forceful publicity. In this direction Mr. Baxter enjoys a good reputation, having for some considerable time previously occupied a prominent place on the advertising staff of another large gramophone firm. His special qualifications will now be solely utilized for Zonophone work, and in this capacity his ability will rebound, I am sure, with credit on both sides.

#### Blum & Co. Creditors Dissatisfied.

At the meeting of creditors of Blum & Co., Ltd. (in liquidation), held on July 5, a number of pungent questions were put by various creditors, who expressed not a little dissatisfaction with the position of affairs disclosed. The result was that a committee of investigation, duly appointed by creditors, was asked to submit a report of their findings at a later date.

#### To Overhaul War Trade Department.

The war trade department, about which many complaints have been made both in and out of parliament, is to undergo something in the nature of reconstruction, according to the promise of Prime Minister Asquith "to make the committee as competent and efficient for the purpose as possible." The news will afford gramophone traders some little satisfaction at any rate.

#### Zonophone Record Artists.

Contributors to the current Zonophone record supplement include Miss Violet Oppenshaw, Harold Wilde, Sydney Collham, Harry Fay, George Formby, Florrie Forde, and, in the instrumental section, Black Diamond Band, Band of H. M. Royal Irish Fusiliers, Peerless Orchestra, etc. To such leading lights of the musical world in combination with first class recording, quality and topicality in the choice of titles, is due Zonophone sales eminence. "Zonophone music is music," and that means business galore for the company's dealers. A very good report, indeed!

#### Judge in Facetious Mood.

Legal confirmation of an alteration in the objects of a gramophone company to include the making of munitions of war was recently applied for in the London law courts. In granting the application the judge gave expression to the face-

### THE HOUSE OF MANY PARTS

## WM. COOPER BROS., Ltd.

17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

Manufacturers of

## Coliseum Records, Gramophones and Accessories

### Specialties

NEEDLES, MOTORS,  
SPRINGS

for all makes of machines

CABINETS, TONE  
ARMS, SOUND BOXES

We are the oldest established firm specializing in all replacement parts for Gramophones and Phonographs, and are in a position to supply any gear of any standard make on the market. We have a special plant, dealing with wheels of odd manufacture, which can be turned out in a few hours' notice.

**NOTE! FOREIGN AND COLONIAL BUYERS are you Stocking COLISEUM RECORDS,—IF NOT, WHY NOT?**

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

## J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

## Talking Machine Springs and Needles

Best Prices—Best Quality  
Inquiries Solicited



# DOMINANT GRAMMOPHON



**BANKERS:**  
London & South-western Bank, Eng.  
Cables: Grammavox, London.

Double Sided  
RECORDS of High Repute

- ☞ We offer one of the finest Needle Cut Records on the market.
- ☞ Guaranteed entirely ENGLISH MANUFACTURE.
- ☞ Exceptional Quotations for all competitive markets.
- ☞ Special Labels, if required, reserved to customers.
- ☞ Guaranteed rapid regular deliveries.

Sample parcels assorted, dispatched at Bulk Rates on receipt of Currency Draft value £1 Sterling. We solicit correspondence from Wholesale Houses, Shippers, and Factors handling **LARGE PARCELS**. We are prepared to deposit from Wax Masters, or Shells sent in and supply pressings from same at special rates.

Address "Export Dept.," **SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London, Eng.**

FROM OUR LONDON HEADQUARTERS—(Continued from page 72).

tious remark "That will not cause any more pain than the instruments they used to manufacture," with which statement we are justly indignant! American, Colonial, foreign papers, please don't copy—we have had enough of it already.

Customs duties in Sierra Leone have gone up since July 21. On ordinary goods a surtax of 25 per cent. over and all the previously existing rates is notified by the acting Governor as now in force.

**Columbia Co. Records "Kol Nidre."**

A record which deserves particular attention on Columbia this month is that of the famous Hebrew melody, "Kol Nidre," played as a cello solo by Bannister Powell. This is as much a part and parcel of the Jewish religion as the "Hallelujah" chorus has become in the Christian religion, though there is no possible comparison between them—the one being as sad and appealing as the other is joyous and rousing. It is a wonderful piece of music, this Jewish classic, and as there have been many requests for adequate records of it, this Columbia issue, whereon both sides of the disc are taken up with it, should be in much favor.

**New Record of French War Song.**

Henri Leoni, who will be remembered as the French soldier in "Business as Usual," singing in honor of the Tricolor, is again on Columbia this month in a famous French war song, "Le Regiment de Sambre et Meuse." Mr. Leoni also sings a popular number by Christine, "The Nice Young Nut," on the reverse of the disc.

To the eight magnificent records by the Milan Symphony Orchestra already in the Columbia repertoire is now added a ninth, which embraces

the Dance of the Hours, from "La Gioconda," and the noble and gorgeous Hymn to the Sun, from "Iris."

**"Push and Go" for Columbia.**

The Columbia production of records of the London Hippodrome revue, "Push and Go," will go down in the history of records as one of the greatest achievements of its kind to date.

It is only right to say that it was by virtue of its success with the previous revue, "Business as Usual," that the Columbia decided there was room for a tremendous "scoop" in "Push and Go." The way was made clear by the courtesy of Albert P. de Courville, who offered every facility for the use of the London Hippodrome artists and songs.

From Miss Shirley Kellogg, Miss Violet Loraine and Harry Tate downward all the artists were secured in their original numbers. Then it was decided that, as the scenic production at the London Hippodrome was such a riot of gorgeous color, the latest art processes should be employed to illustrate the scenes for a special brochure. Mr. Wallcoustins was accordingly commissioned, through the Carlton Studio, to paint the principal scenes for reproduction, as well as a portrait of Miss Shirley Kellogg. And the result in printed form is not merely one of the handsomest brochures it has ever been our pleasure to handle, but one of the most ambitious ever issued—certainly more elaborate than any theater has ever presented for a souvenir. In rich colors, its cover shows Miss Kellogg in flower-girl costume, the inside pages illustrating Harry Tate in "How's Your Father?" Violet Loraine in "Dear Old Sat-

urday Night," Anna Wheaton and Jamieson Dodds in "Snake Charming Girl," Jamieson Dodds in "Hearts of Steel," and Shirley Kellogg in her captivating Balloon Song, and (in a beautiful double page picture) in "Chinatown."

An effective poster study was made of Miss Kellogg in her charming balloon dress and reproduced in six colors, and this was so much admired that the London Hippodrome management promptly arranged for its adaptation to their own needs.

The seven Columbia records comprising the complete "Push and Go" series were put up in a dainty album, bearing the name of the revue stamped in gold, this being supplied without extra charge to purchasers of the set.

Finally, the front page of the London Daily Mail was taken to advertise these "Push and Go" records on July 9, and even though, at the last moment, the front position had to be foregone in response to a request from the Treasury for the space to advertise the British War Loan, the Daily Mail generously compensated for the difference in position by mentioning the Columbia advertisement in three other parts of the day's paper.

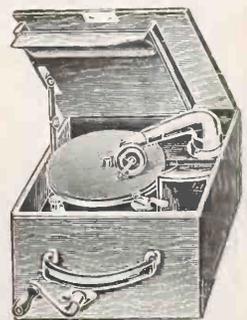
**TALKING MACHINES AT FRONT.**

A dispatch from Paris, France, says that specially constructed talking machines are being manufactured by a Paris business house for use in the trenches. The reproduction is just sufficiently loud for listeners close to the machine. Several thousands of the machines have been sent to the front.

## The Voyageur "RIFANCO"-PHONE, No. 100

Best of all. The latest improved and most compact portable Gramophone. Exclusive design. Own manufacture. Different to all others.

It embodies the maximum of advantages in a minimum of space. The outer size is 8 ins. high, 14 ins. long, and 12 ins. wide. Contains a strong Swiss motor, 10 in. turntable, speed regulator, brake, winding handle, escutcheon, nickel-plated tonearm, fine sound-box, lock and key, leather carrying handle and Record case for 12-18 discs. The Voyageur produces as clear a sound as the largest Gramophone, as 65 per cent. of the interior cubic space is reserved for developing sound. The shaped wooden horn, 11 ins. by 4 ins., which also acts as tonearm rest, is directly connected with the upper hollow half of the cabinet, 14 ins. by 12 ins. by 4 ins. It has also a Sound Reflector under the lid. Trade Price, \$7.00.



### RIFANCO-PHONES BRITISH DISC MACHINES

20 Models from \$4 to \$50 each. 1,000 in stock.



**RECORDS** Double-Sided Discs

10-in. Besttone... Trade  
10-in. Pickoffall... Prices  
10-in. Playwell... from  
12-in. Pickoffall... \$2 doz.  
1,000 Picked Titles, all  
Successes. Best sellers.  
Up-to-Date. 100 Artists.  
The quality of these discs  
is excellent. 100,000 in  
stock.

### RIFANCO - ELEPHANT NEEDLES

(A few millions always in stock.)  
Made of the best English steel in three shapes and packed in colored boxes bearing the trademark.  
No. 1 Soft Tone, tapered; No. 2 Loud, short points; No. 3, spear points.

**RIFANCO SOUND BOXES, from \$4 doz.**  
**RECORD ALBUMS, for 10 & 12 in. from \$2 doz.**  
Metal, Brass and Wood Horns, Cases, Springs, and all parts.

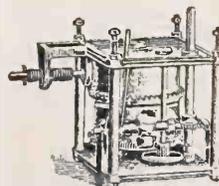
Dealers send trade card at once for 60-page Illustrated Lists Free.

**THE REGENT T. M. CO.** (Manufacturers and Exporters) 120 Old St., London, E. C.  
Established 1903. Telephone: 3203 London Wall.

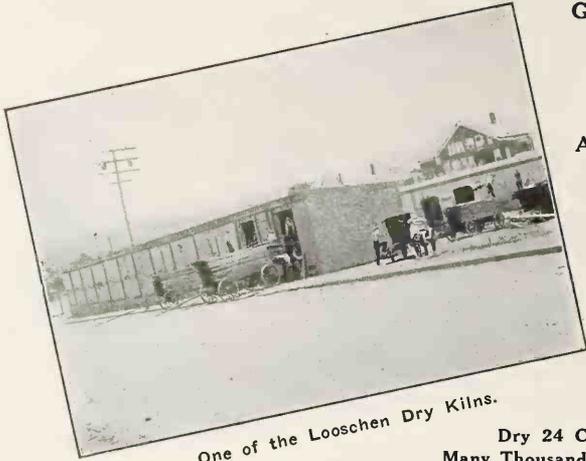
### RIFANCO MOTORS

1,000 in stock,

playing 1 to 14 discs one wind, are unique in construction, driven by single, double and 4-springs, gears, and worms; they run true and silent. Speedometers, Turntables, Brakes, TONE ARMS for Horn or Hornless machines of various shapes and sizes.



## UNEXCELLED MANUFACTURING FACILITIES

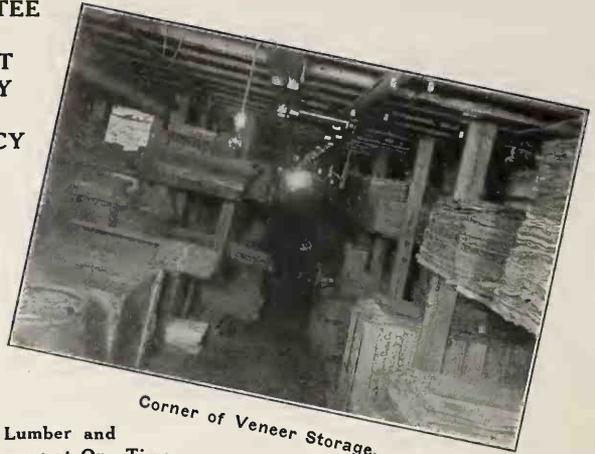


One of the Looschen Dry Kilns.

GUARANTEE

HIGHEST  
QUALITY

ACCURACY  
AND  
SPEED



Corner of Veneer Storage.

We Can  
Dry 24 Carloads of Lumber and  
Many Thousand Feet of Veneer at One Time

A RECENT TEST OF THE LUMBER IN

# LOOSCHEN TALKING MACHINE CABINETS

SHOWED IT CONTAINED LESS MOISTURE THAN ANY OTHER

This is an important factor—You will never know how inexpensive a high grade cabinet is until you have communicated with us—Makers of high grade Piano Cases for over a quarter of a century

LOOSCHEN PIANO CASE CO., 12th Ave., 31st and 32nd Sts., PATERSON, N. J.

### GOOD TIMES IN INDIANAPOLIS.

Sales for Seven Months of 1915 Ahead of Same Period of Last Year.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., August 5.—A. W. Roos, manager of the Columbia Graphophone Co.'s local branch, for the fourth time in the last seven months won the company's June prize for the best cash collections for that month. This is a record of which he can well feel proud.

July business for the talking machine houses was exceptionally good. Mr. Roos said an eighty per cent. increase was made in collections over the same month of 1914, and that the sales were more than double of those made in July of last year.

B. C. Fletcher, floor salesman at the Columbia store, has a summer cottage on White River, north of Indianapolis, the "watering" place of the Hoosier capital. Of course, Mr. Fletcher put in a talking machine. That action was followed by a

number of his neighbors, and he has realized quite a few sales. William S. Byrd, formerly with the Columbia company in St. Louis, is spending his two weeks' vacation there. The Dictaphone business of the local branch was exceptionally good in July, many sales being made by Manager F. J. Clark.

"Our fall business will be bigger than ever before," said Mr. Roos. "The best months are ahead and yet we are making sales far beyond our expectations in the months that may be regarded as the 'dead' months of the year. Our branch at Terre Haute reported more sales in July than in any month since January."

The Stewart Talking Machine Co., 330 North Pennsylvania street, is getting things fixed up at its wholesale headquarters in the seven-story building leased by the company at 20 West Georgia street. The Kipp-Link Phonograph Co., distributor of the Edison line, is anxiously waiting for the opening of its down-town store at 122 North Pennsylvania street. The room is being remodeled.

### DECISION UPHELD ON APPEAL.

United States Circuit Court of Appeals Affirms Finding of District Court in Favor of the Defendants in Suit of Victor Talking Machine Co. Against R. H. Macy & Co.

The United States Circuit Court of Appeals, in New York, on July 17 last handed down a decree affirming the decision of the United States District Court for the defendants in the suit brought against R. H. Macy & Co. et al. by the Victor Talking Machine Co. Judge Hand, sitting in the District Court, gave a lengthy decision in the case and dismissed the bill of complaint filed by the Victor Co. against the department store, in which the latter was charged with violation of the license agreement of the Victor Co.

What further steps, if any, that will be taken in the prosecution of the case have not yet been announced by the Victor Co.'s attorneys.

# 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



## Columbia Double-Disc records by Pablo Casals offers one more Columbia opportunity to give your customers *the best* of "all the music of all the world."



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

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

### A CASE OF SPECIAL DELIVERY.

Sale of Victrola for Crew of a Dredge in Michigan Serves to Put Two Salesmen in the Explorer Class When It Comes to Delivering the Instrument to the Owner.

(Special to The Talking Machine World.)

BATTLE CREEK, MICH., August 5.—The recent sale of a Victrola and a liberal supply of records to



Victor Entertaining Dredge Crew.

the operators of a dredge in the lowlands of southern Michigan by the Roat Music Co., of this city, is believed to have opened up a new field for that most popular instrument. The sale of the Victrola sounds like a simple proposition, especially when the transaction occupied less than ten minutes, but the salesmen who were told to deliver the machine and records threatened to resign their positions the next time a similar task was suggested.

The story of the delivery runs like a comic moving picture, and took the two adventurous salesmen on a trip that made Dr. Cook's polar expedition look like a lamb's gambol. After several unsuccessful attempts to find the exact location of the dredge, the men set out one morning by automobile with determination in their hearts and "blood in their eyes." They traveled for some distance, finally arriving at a place they supposed was in the immediate vicinity of the dredge. Here one of them, with the Victrola strapped to his back, and the other with the familiar Victor dog and a camera started across the fields where the travel was comparatively easy for a few miles. The trip soon brought them to a big swamp where bogs, muck, water and snakes confronted them. They were about to turn back, deciding the trip fruitless, when a cloud of telltale smoke arose in the distance.

Stumbling on, the travel gradually growing worse, they finally came to the big ditch left in the path by the dredge. At this point they succeeded in attracting the attention of one of the crew, who

came for them in a rowboat. Drenched, tired and dirty, they at last arrived at the little city isolated from the rest of civilization. In one of the shacks they cleaned up a bit and the above photograph shows the crew enjoying the first selection on the Victrola. The mammoth dredge operates from early spring until fall, and the members of the crew can seldom leave. The long, monotonous evenings are no more. With the Victrola they dance to the latest society orchestras or listen to the greatest operatic favorites.

### NEW BALANCE SOUND BOX.

A new "balance" sound box has appeared on the market, known as No. 3. This is a large-sized "speaker" and is for use where a powerful volume of music is desired. One of its features is that when used for dance music it is sufficiently loud to be heard above the shuffling of feet, and while playing in this loud way will not blast. It is for sale by Edison disc machine jobbers. Although being attractively advertised in this month's issue, the manufacturers are doing so with the view of helping jobbers sell these products, which is the reason why the maker's name does not appear in the copy.

### INCORPORATED.

The Triumph Record Co., a corporation chartered under the laws of Delaware, has been granted permission to transact business in New York State. E. J. Kaltenbach, 233 Broadway, New York, being named as representative in this State.

### OPENS RECORDING LABORATORIES.

The Rex Talking Machine Co. Also Has General Offices in New York at 35 West Thirty-first Street—E. P. H. Allen Appointed Sales Manager of the Company.

The Rex Talking Machine Co., which was recently reorganized, has opened recording laboratories and general offices at 35 West Thirty-first street, New York. Master records made here will be shipped to its factory at Wilmington, Del., for manufacturing purposes.

The new officers of this company are Philip Wohlstetter, president, and Gus Meyer, secretary and treasurer. In charge of the recording are Fred W. Hager and Chas. E. Hibbard. E. P. Huyler Allen has been appointed sales manager. New England representative is Thomas O'Grady.

In addition to its general wholesale business the company operates retail stores at Wilmington, Pittsburgh, Buffalo, Newark and other cities.

Philip Wohlstetter, president, states that the company is incorporated for \$1,200,000, \$500,000 of which is preferred and \$700,000 common. "A considerable amount of new capital has been put into the corporation," he added, "and we have all the money necessary to go ahead with our plans. We also own the equipment of our plant at Wilmington, Del."

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

## Generally We Make a Pretty Good Friend of Any Victor Dealer Out West!

A good many Victor dealers already know that we are Victor distributors for this entire part of the country. Others don't know it yet—and that's unfortunate for both of us. Because there isn't any other distributor anywhere who will try harder to give a dealer exactly what he wants exactly when he wants it. If you are a Western Victor dealer who has been sending long distances for your Victor goods, why not try this oldest and largest Western music house right here near you? We'll answer your correspondence by return mail, get up in the night to make you a shipment, and come as near having what you want as any distributor anywhere.

## THE KNIGHT-CAMPBELL MUSIC CO.

Oldest and Largest Music House in the West

DENVER, COLORADO

COLORADO SPRINGS, COLO.

BOULDER, COLO.

CHEYENNE, WYO.

# THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 10.—'Tis the same old story. The talking machine business in Philadelphia in July more than doubled the amount of business done the same month last year, and with some firms considerably more. The entire month was most active, and there is every indication that August is going to duplicate the previous months of the year and this fall will be a phenomenon in the talking machine line.

It is remarkable the hold the talking machine has on the public. In these dull times, when business depression has been heard on all sides, people seem to find it possible to buy the talking machine and keep adding to their stock of records.

There is nothing very new in the business here, except that the Louis Buehn Co., as announced in detail last month, has eliminated its retail business and H. A. Weymann & Son have entirely rearranged their store, bringing the talking machine department into much more prominence than it previously occupied.

The Louis Buehn Co. closed out its retail department on July 1 and distributed its trade among its various dealers. Mr. Buehn says that the first month's results are most gratifying. The ware-rooms have been entirely rearranged, bringing the offices further to the fore, occupying the space that had been given over to the retail business, and thereby increasing the space at the rear for the handling of the stock. A few new offices have been added, but there is still retained one hearing room for the wholesale customers.

Mr. Buehn has his family at Ocean City for the summer, and spends Monday, Wednesday and Friday of each week at his office and the other days at the resort. He says his business has been considerably ahead of last year, and that advance orders for machine deliveries are substantially larger than last year and that everything looks as if they were going to have a very big season from this on. The record stock of the Louis Buehn Co. is in particularly good shape, and it is able to fill orders 90 per cent. and even better.

The Penn Phonograph Co. has had a most gratifying July business, which was more than 50 per cent. larger than last year. It looks for an even better increase in August, and believes that the fall is going to show a phenomenal business. Harry Miller has been in San Francisco, where he

attended the talking machine jobbers' convention. T. W. Barnhill has returned from a delightful automobile trip and will go away again for another week in August. Among recent visitors were William H. Keller and George Keller, of Easton, Pa., handlers of the Victor line in that city.

Blake & Burkart, the big Edison dealers here, have added during the month a large booth to the right and another large booth to the left of their store, which will be of material assistance in the handling of their rapidly growing business. Herbert E. Blake is at present in Buffalo on his vacation, and Mr. Burkart will not go until September, when his destination will be the Atlantic coast of Virginia, where he spends the time hunting and fishing. Their business recently has been most satisfactory, and better than they expected it would be. They say that prospects are very bright for the continuation of a good business throughout the remainder of the summer and they are laying extensive plans for a vigorous fall campaign. Mr. Fuller and Mr. Hallowell, of the Edison factory, have both been visitors.

The Edison people are doing good work in their campaign at Atlantic City and have that city well covered. They have been giving exhibitions on all the large piers and at the large hotels and halls.

The Pennsylvania Talking Machine Co., the distributor of the Columbia, is more than elated over its success in July, the business having more than doubled over last year. One great satisfaction to the company is that it has been able to handle its business with so much greater ease. The big improvement made in the business, with the up-to-date system installed for the handling of records, has been of wonderful advantage. Among the new distributors appointed one of the most important is William Grant & Sons, of 1025 Arch street, who have just undertaken the handling of a full line of Columbia goods. Manager Eckhart will spend the month of August at Atlantic City. He was in New York several days the past week. His assistant, C. S. Tay, has just returned from a delightful two weeks spent in Frederick, Md. Frank Dorian was one of the visitors the past month.

The cozy Dictaphone department of the Pennsylvania Co. has also been meeting with gratifying success. Among some of the big firms installing these instruments are the Notaseme Hosiyer Co., the Electric Storage Battery Co., some nice addi-

tions to the H. C. Mulford Co.; Paul Hertel & Co., the well-known insurance concern; the Pillsbury Flour Co., the Crew-Levick Co., dealers in oil; Jones & Baker, stock and bond brokers, and a number of other large concerns have added to their equipment.

Clifford Malliet, of the Pennsylvania Co.'s Dictaphone department, is away on his vacation, spending the time at Hackensack, N. J.

H. A. Weymann & Son have had such a rapid increase in their talking machine business that they are constantly enlarging it. They have now brought it well to the fore and have built several attractive booths in mahogany and white right inside the door. Their store has been very much improved, and Harry Weymann says that so far they have booked advance orders to the extent of double the number at this time last year and they have made every preparation to be able completely to fill whatever orders they have booked. Mr. Weymann believes that the business in talking machines this fall will be phenomenal.

## ISSUE ELABORATE FOLDER.

Unit Construction Co. in Interesting Volume Describes the Unico System of Demonstrating Rooms for Talking Machine and Player-Piano Dealers—Contains Information That Is Well Worth Seeking and Knowing.

The Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, Pa., has issued and mailed an elaborate four-page folder, printed in two colors, illustrating and describing the Unico system of demonstrating rooms for talking machine and player-piano dealers.

Thirty-six plans for one, two and three room installations are shown, together with prices for same in several styles of Unico booths, the range showing that a modest booth can be obtained for \$75.80, while it is possible to invest any sum from that point up. It is pointed out that the booth at this figure cannot be purchased even from a local carpenter for this sum, and even if the same price could be secured the booth itself would not possess the soundproof qualities and general excellence which have made Unico booths famous and in demand by the merchants who desire to offer their patrons the most convenient and refined atmosphere for the purchase of merchandise.

Unico demonstrating rooms, by virtue of the patent sectional unit construction features, are adaptable to any space, can be installed by anyone in a few hours and, if desired, can be rearranged in size, plan, location, without expense and as often as desired. These rooms are soundproof, dust-proof, and are carried in stock in many styles and goods and shipped promptly in any desired finish.

Rayburn Clark Smith, president of the Unit Construction Co., states that several hundred merchants have already availed themselves of the Unico service, among them being such well-known houses as the Aeolian Co., American Piano Co., Lyon & Healy, Rudolph Wurlitzer Co., E. F. Droop & Sons, New York Talking Machine Co., John Wanamaker, Starr Piano Co., R. H. Macy & Co., Bloomingdale Bros., C. Kurtzmann & Co., Brown Talking Machine Co., L. Bamberger & Co., Krell Piano Co., Gimbel Bros., etc.

## NEW COLUMBIA RECORD POSTER.

The Columbia Graphophone Co. has just sent out to dealers a strong poster for store window and sidewalk display and devoted to the four latest popular hits issued by the company in record form, namely, "Those Charlie Chaplin Feet," coupled with "If You Can't Get a Girl in the Summertime," and "Are You the O'Reilly," coupled with "Norway." All the songs featured are popular at this time, particularly the Chaplin song and "Are You the O'Reilly." The poster illustrates Chaplin's feet and O'Reilly's face, and should prove a great aid to the dealer in pushing the records referred to.

*Pen Your Victor Orders  
to Penn*



Have a hand in this "Diplomatic note" affair by writing us that you insist upon getting "the following Victor machines and records" and we will answer it by sending you the goods. There will be no "ifs," "ands," or "buts"; no "whereas," but just the sending of the machines and records.

You are now approaching the busiest season of the year; in four months is crowded over half of a year's business, and you ought to secure every machine and record necessary for you to do the greatest volume of business.

So look over your stock and "pen your Victor orders to Penn" today and become acquainted with our fast service.

**Penn Phonograph Company**

17 South 9th Street

Philadelphia

**“IT TOOK.”** So many Victor dealers have written and talked to us about our radical change to “exclusive wholesale” Victor distributors, that in one month the success of the new policy has been assured.

Many were of the opinion that not only would they co-operate with Buehn Service in a greater way than ever before, but that our efforts would be reinforced by many of the dealers who do not as yet quite realize just what this plan of ours means to them.

We intend to exploit this important feature of Buehn Victor Service in such a way that every dealer who can possibly be better served, will know just what we are doing towards his assistance. What pleases us most, however, are the voluntary complimentary expressions already received, and it has made us all the more determined to prove that by being **WHOLESALE ONLY**, those who use Buehn Service will be rewarded by securing the most efficient co-operation.

Read the little panel on the side. It speaks for progress to Progressives.

On record orders we fill from stock over 90% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

**The Louis Buehn Co.**  
**Philadelphia**

**Exclusively WHOLESALE  
 Victor Distributors**

## ST. LOUIS TRADE IN AN OPTIMISTIC MOOD.

Dealers and Jobbers Talking of Increases Over Last Year and of Normal Gains—Nugent Department Store Will Handle Edison and Columbia Machines—Death of Robt. Voulard—Silverstone Complimented by Mr. Edison on His Publicity—Recent Changes.

(Special to The Talking Machine World.)

St. Louis, Mo., August 7.—“There are just two lines of business in this section that are enjoying real prosperity—automobiles and talking machines,” declared a talking machine jobber here the first of the month. That statement probably is correct, at least that is what one gathers as he passes through the various representative lines. Of course, the zinc mining districts are prosperous, but they are small; but the miners are fine talking machine buyers, as some of the local dealers have cause to know. But, generally speaking, business is again reaching normal. The first of this month brought the fall buyers into town from Texas and other cotton States. This contingent always is the first to arrive, and there was much ill-concealed anxiety around the big jobbing houses to see these buyers in action. The first day's sales were convincing that they had come prepared to buy in accustomed quantities, and the sigh of relief from the wholesale district quickly reached the three talking machine jobbers, for the report meant much to the latter.

But the talking machine trade here, both jobbers and retailers, are beginning to talk of increases over last year and of “normal gains.”

“We are looking forward to an excellent fall,” said Manager Irby W. Reid, of the Columbia warerooms. “Our old dealers are making fair increases in their orders already, and from all reports that reach me I gather that, despite weather and insect damage to crops, there is going to be a profitable harvest. What has been lost on one crop has been gained in another, and lines that have been dull for years are coming to the front. Industries are gaining daily, and the big department stores are setting themselves for a good fall business. Hence, our line must go forward as usual. In both the jobbing and retail departments we are preparing to care for an increased trade. Our J. J. Bennett, who is in Arkansas at present, has been finding conditions good and has been lining up many new dealers. That State is in excellent shape, no matter what happens, as the crop diversification idea has taken hold down there and they are prepared for all kinds of weather and all sorts of ups and downs of prices. Hence, I see nothing but a favorable outlook for us.”

Mark Silverstone, of the Silverstone Music Co., takes a similar view of the situation and points to the stock of goods that he is receiving as visible evidence that he expects to greatly increase his trade this fall. “We have been making a realignment of our forces and agencies with a view of strengthening our line and placing us in a better position to handle the high-class trade,” said Mr. Silverstone. “We feel that the line will be better represented this fall than ever before, and there will be a stronger representation. This work, in

connection with the growth of the Edison fame through general advertising and demonstration, together with the excellent business prospects for talking machines, makes us confident that business totals for the fall will be much greater than was anticipated a few weeks ago. With the elimination of the cheaper Edison disc machines it has been found necessary to cut off some of the smaller agencies which could not finance big deals nor reach the trade that will take high-priced machines, but this has been accomplished and has left us better prepared to cover the entire territory than previously.”

The Koerber-Brenner Music Co., Victor jobber, reports an excellent and rapidly increasing trade since early spring, with the country buyers now coming in strongly on the prospect of harvest money soon being loosened by the sale of grains.

The country dealers were a bit slow in taking hold this year because of the many evidences of damage to grains, etc., but with the harvest safely by, they are placing orders. This trade, however, is being realized unusually slowly this year to the retailer because there is a strong disposition on the part of growers to hold all crops for later prices.

The Nugent department store's talking machine adjunct will be opened late this month, and the promise is for a very handsome and well appointed salesroom. The plan was to have this department ready early in the month, but the usual delays blocked the plans. Edison disc and Columbia are to be handled. This will make the fourth of the department stores selling talking machines. The Vandervoort Music Sa'on confines its sales to Victors, the Stix, Baer & Fuller Dry Goods Co. to Edison discs and Victors, the Famous & Barr Co. to Edison discs and Victors and some \$10 machines.

Robert Boulard, chief mechanic in the talking machine repair department at Aeolian Hall, died last month after a distressing illness. Mr. Boulard was thirty-one years of age and was well known among mechanics, having worked very earnestly on some inventions that he had planned, and after his physical breakdown worry over the frustration of his plans seriously affected his mind and his eyesight also failed. He formerly worked in the repair department of the Silverstone Music Co. Harry Levy, talking machine manager at Aeolian Hall, is away on a vacation. Manager Ching, speaking for the Aeolian-Vocalion business, said: “We are making very satisfactory progress in our sales campaign, and we have not the slightest grounds for complaint, either at the number of sales or the growing popularity of our machine. Daily people are becoming better acquainted with the advantages we present.”

William Maxwell, second vice-president of the Edison Co., was the guest of the Silverstone Music

Co. late last month and discussed publicity with Mr. Silverstone. The latter recently received a commendatory letter from Mr. Edison concerning a booklet of the explanatory talks on the phonograph recently printed in one of the local papers as an advertisement, but so placed and arranged as to appear at a glance as a feature of the paper itself. The interest in the series was so great that many persons who only read later articles asked for the earlier ones, and Mr. Silverstone had them printed as a booklet, and they have met with quite a lively demand.

A. Thallmayer, formerly in charge of the Columbia warerooms at Berlin, but now connected with the European department for that company, visited the local warerooms late in July to gather suggestions from the local trade needs for his department.

C. R. Salmon, country trade expert at the Columbia warerooms, was out of the city on a vacation trip the last week of July and the first week of August.

Additions to the Silverstone Music Co. force are: S. C. Mitteleberg, in the dictating machine department; Gus Schmidt, in the mechanical department, and George Berthold, on the sales staff. New Edison Disc dealers are King Jewelry Co., Stanton, Ill.; Strauss Bros., Pittsfield, Ill.; Frank Homringhous, Assumption, Ill.; Pound, Kincannon, Elkin Co., Tupelo, Miss. A recent visitor at the Silverstone warerooms was Ben Staple, manager of the piano department of the Heineman Co.

## BLUE AMBEROL DURABILITY.

Lighthouse Tender Pulls Up Edison Record in Lobster Trap and After Five Months' Immersion the Reproduction of the Record Was Perfect—Strong Evidence of Durability.

(Special to The Talking Machine World.)

WINNIPEG, MAN., August 4.—An interesting communication received by Thomas A. Edison, Inc., through Babson Bros., of this city, gives some idea of the permanent nature of Blue Amberol records. This letter, which follows, was from a lobster trapper in Nova Scotia: “I wish to tell you about the wonderful toughness of the Edison Blue Amberol record and the experience I have had with one. I am a lighthouse keeper and do some lobster fishing. About the 15th of November last a ship sank three miles from the lighthouse station. This ship had an Edison phonograph aboard, and on the 20th of April, after a heavy storm, while hauling my lobster traps, I was surprised to find a Blue Amberol record in one of my traps. It had been in the water five months, beating and rolling over the rocky bottom of the Atlantic during the winter storms. I brought it home and put it on the Edison cylinder machine, and was surprised to hear it bring out the words of ‘Put on Your Old Gray Bonnet.’ I consider this wonderful. I could not help telling you about it. Of course it is scratched up a lot, but one can understand the words and music perfectly.”



**No. 1.** Size 12 x 12 x 5 with 8" turntable. Plays two 10" records, or one 12".

Finished in Tuna, Oak or Mahogany  
**Retails at \$5.**



**No. 3.** Size 14 x 14 x 5 3/4 with 10" turntable. Plays two 10" records, or one 12".

Finished in Tuna, Oak or Mahogany  
**Retails at \$10.**

# Wonderphone

the NEW popular-priced talking machines which are the sensation of the country. These are not only LOW PRICED but are built well and are considered to be exceptional values. They come in two sizes, as per the following details and specifications.

Write for special wholesale prices in quantities

**PLAZA MUSIC CO.**  
 10 WEST 20th STREET NEW YORK



**The Columbia preparations for this Fall will turn a new page in the history of the talking machine business. Anybody can make predictions, that's a fact. But watch these fulfilled.**



*(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**

## TAX "ARTISTIC COST" OF TALKING MACHINE RECORDS.

**Board of United States General Appraisers Decide Money Paid to Singers Shall Determine Duty on Discs—Makers Contend Government Should Consider Only Manufactured Value.**

An important ruling was made quite recently by the Board of United States General Appraisers, whereby importers of talking machine records will hereafter be obliged to pay duty on the so-called "artistic costs" involved in obtaining the records in foreign countries. While no case of the kind has yet arisen at the Custom House, officials are inclined to the belief that it will be only a question of a short time before the board's ruling in this case will be applied to moving picture films.

The test case before the board was that of the Victor Talking Machine Co., which exported to Colombia, South America, blank wax discs. An agent of this talking machine company visited the cities of the southern republic and engaged prominent South American singers and musical organizations to transfer their art to the records. The records thus obtained were shipped back to this country, being entered at Philadelphia in the care of Austin, Baldwin & Co., custom house brokers.

In this condition the records were entered as having a market value of \$3 apiece, but as there is no market for the articles in a customs sense in Colombia, the appraiser reported he was unable to appraise the goods in the usual way provided for in the tariff law. He accordingly proceeded to make a valuation under the provisions of Paragraph L, Section 3, of the act of 1913. This required the ascertaining of the cost of production of the records as merchandise "which is not actually sold or freely offered for sale in usual wholesale quantities in the open market of the country of exportation to all purchasers." This process of appraisal, a complicated one at best, resulted in the fixing of a value on the records many times in excess of the invoiced rate of \$3 per record.

The case was appealed, and Judge Howell's decision in part was as follows:

"We do not think that the statute justifies the distinction for which counsel contend. We cannot conceive of any good reason why the amount paid to the artist for his or her artistic production, whether such production be by means of the voice or otherwise, which causes the recording machine to make certain impressions on the disc, should not be included as a part of the cost of production of the record, just as much as would be the wages paid to an operator for operating any machine in producing some other article. In the one case the human voice or other talent is used, in conjunction with the recording machine, to give to the wax disc a new and peculiar character and use, while in the other case the hands or the feet of the operator may be used to operate the machine which changes the character of the article on which it is employed.

"We are of the opinion that in ascertaining the cost of production of an imported article under the provisions of Paragraph L, no distinction may be made between compensation paid to an artist and compensation paid to an artisan in producing the imported article. The statute plainly contemplates

that all expenses, of whatsoever nature, incident to the production of the article, should be included in ascertaining the 'cost of production' of such article.

"If it became necessary to find the cost of production of a hand-engraved steel or copper plate, we think it would hardly be seriously contended that the compensation paid to the expert engraver who engraved the plate should not be included as an item in the cost of production of such

### A PROGRESSIVE RICHMOND HOUSE

**Is the Corley Co. Whose Victor and Piano Business Has Assumed Large Proportions—Some Recent Extensive Improvements.**

*(Special to The Talking Machine World.)*

RICHMOND, VA., August 8.—"Something doing all the time" might well be adopted as the slogan of that progressive local music house, the Corley Co., for the air of busy activity is never absent from this up-to-date establishment. From the officers down to the little brass-buttoned, gray uniformed, diminutive darkey who opens the door for you as you enter, there's a spirit of "go-to-it-iveness" that impresses one instantly with the fact that here's a house that's thoroughly wide awake! Recently extensive improvements have been made in the store and fixtures, and the writer dropped in the other day to look 'em over and incidentally to ask about the outlook for fall business in the capital of the South. As for the aforesaid improvements—they're good. Massive banks of drawers extending from the floor nearly to the ceiling now take care of much of the stock of sheet music, folios, strings and small goods and the busy clerk is able to lay his or her hands instantly upon any called-for article. Adjoining this and continuing nearly to the extreme rear of the store are the cases for band and orchestra instruments, showing through polished plate glass and against the background of green felt, like jewels of purest water. For the

article. In that case it would be the trained hand of the expert that would give the value to the plate, and the compensation paid for his expert services would undoubtedly be part of the cost of producing the plate.

"In the case at bar, the trained voice or other talent of the artist has given the value to the record, resulting in changing its character so as to adapt it to a particular use, and we think the compensation paid to the artist for the services rendered is as much a part of the cost of production of the record as would be the compensation paid to the engraver in the case of the engraved plate. It is the 'cost of production,' not intrinsic value, which is to be ascertained."

convenience of the patron, a cashier's desk has been installed midway in the store and lost or waste motion has been eliminated as thoroughly as possible. On the opposite side of the salesroom another Victrola booth has been installed to take care of the rapidly increasing demands of the trade, and the impression one gains of the whole as he enters the store is extremely pleasing. "Business is good," says J. G. Corley, "and this fall promises to be a banner fall in the South, and we expect to get our share of it. Our piano sales are as good or better than could be expected right now and we're too busy to talk about the war in Europe—we're neutral, anyway." Equally encouraging reports from Frank Corley regarding the Victor business convinced me that here was one house that deserved the phenomenal success that it was achieving, because it mixed optimism with hard work—a formula that some of the hard-times howlers would do well to try in their business.

John G. Corley, the head of the Corley Co., was elected president of the National Association of Piano Merchants in San Francisco, July 24 to 28. Virginians are quite proud of this honor paid to Mr. Corley, and we are all sure that he will make a capable and brilliant executive.

Among the recent purchasers of motor trucks from the White Co., in Cleveland, O., was the Gramophone Co., Ltd., of Hayes, England, which purchased three powerful trucks.

## Victor Distributors

Ten years of exclusive Victor Jobbing in  
**Maine and New Hampshire**

*Service Our Success*

## CRESSEY & ALLEN

Portland, Maine

**SHIP IMMEDIATELY—RUSH—TO-DAY SURE**

tors. We receive thousands of them in the course of a year's business. You Victor Dealers who need and appreciate a Victor Service That Serves get in touch with us immediately.

THE OLDEST VICTOR DISTRIBUTORS  
IN THE SOUTHWEST

*Schmelzer Arms Co.*

1214-16-18 GRAND AVENUE  
KANSAS CITY, MO.

**KANSAS TRADE BETTER IN COUNTRY THAN IN CITY.**

Some Reasons Set Forth for This Condition—Good Results from Vacation Trade—The Edison Shop Now Exclusive Agents—How Other Companies Are Represented—Activity Noticeable in All Branches of Talking Machine Business—Month's Budget of News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., August 9.—Several factors have combined to militate against any large gains in the talking machine business in the city during the past month, but most of these factors have aided the trade with the country districts. The abnormally wet weather has prevented city people from shopping and has caused a slight feeling of depression. But the country people have been all the more eager to enjoy the solace of music while unable to work in the fields and have bought liberally. In fact, talking machine men say that farmers have been buying more talking machines than ever before.

The vacation period has been prepared for by talking machine dealers in Kansas City as never before—with consequent large results. Persons going to their summer homes or to camps have been shown the advantages of preparedness with talking machines, and very many have been sold. One feature of this new outlet has not yet been mastered by the dealers—that of credits. One dealer remarked that special care was necessary in selling machines to camping parties—if the machine happened to be stolen from the cabin or tent the security for its payment was gone, and collection became difficult. Most of the machines in this class, however, are the lower priced ones, whereon the loss is comparatively slight, and the dangerous customers in such cases are boys. The camping season was late in opening this year because of the continued rains, and consequently the talking machine sales for this purpose came with a rush.

Burton J. Pierce, manager of the J. W. Jenkins' Sons Victrola department, "couldn't wait;" he went to San Francisco three days ahead of the Victrola special carrying the jobbers.

The Edison Shop last week attained the ambition for which its officers were striving—that of being the only shop where Edisons could be obtained. The last remaining agency was not renewed. This store handles no other musical instruments than Edisons, and no other store in Kansas City handles Edisons. There are thirty-two establishments selling Columbias, thirty-seven selling Victrolas in Kansas City, including the jobbers who also sell at retail. These large numbers combine on advertising and make big show-

ings in display. The Edison Shop, however, is holding its own despite the apparently herculean task of bucking so formidable a competition. It is said that the aim of the Edison Co. is an exclusive Edison shop in every town of 20,000 inhabitants and over.

The Columbia Co. at Kansas City is holding down its agencies in number. It is said that only last week five requests of merchants to handle the Columbia were refused because the stores did not attain the Columbia standard.

M. Blackman, manager of the Edison Shop, sent out recently 150 special invitations, handsomely printed on good paper and containing a program, to a recital by Mrs. Allen Taylor in conjunction with the diamond disc Edison. These invitations were sent to persons who did not own talking machines. On the day the shop was crowded to capacity; 130 of those invited responded, and some brought friends. Mrs. Taylor was formerly Miss Nita Abraham, a popular local soloist, and this fact attracted comment. It is said that fully half of the invitations resulted in immediate sales—and practically all the others are good prospects.

The safe of the Columbia Graphophone Co., 1112 Grand avenue, was "cracked" some time before Monday morning, July 26, and \$250 in cash and postage stamps taken.

Two new faces are appearing in the territory, placing Edison phonographs—W. A. Beal, formerly of Pittsburg, Kan., and M. C. Simms, of Atlanta, Ga. They are traveling out of Kansas City, over Oklahoma, Arkansas, Kansas, Missouri, Iowa and Nebraska.

The Santa Fe Watch Co., at Topeka, Kan., is reported to have made the best sales of Edisons of any agency in the West that is served by Kansas City during the past month. Manager Thomas, of the talking machine department of the Topeka company, rather specializes on reaching the farm trade of his district; and that is the most prosperous class in Kansas this season.

E. A. McMurty, manager of the Columbia Co. at Kansas City, will take his vacation in August at the Great Lakes, with a flying trip to the East.

W. E. Rupe, manager of the Starr Piano Co. at Kansas City, is on his vacation at Grand Rapids, Mich. He will return by way of the headquarters, and hopes to see some of the special models of

**FALL IN  
JOIN THE ARMY OF  
NYOIL DEALERS AND**

YOU  
WILL  
SHARE



PROFITS  
WITH  
US

Let Us Submit Our Latest Proposition  
WM. F. NYE, New Bedford, Mass.

talking machines that the Starr Co. is preparing. George F. Maxey, formerly of the Edison Shop at Kansas City, has been transferred to the branch at Detroit, Mich.

Many dealers who handle both pianos and talking machines are very frank to declare that the talking machines have been the mainstay of their business for the past year. It is reported here that the Kimball Co. is likely to enter in the manufacture of talking machines. The recent announcement by the Starr Co. of such a purpose and the less recent action of the Aeolian Co. lend color to the report.

T. W. Ivey, manager of the talking machine department of the North-Mehornay Furniture Co., has distinguished himself this summer with his success in exploiting talking machines for summer resorts near the city. This is said to be the first time that any consistent effort has been made to sell to this trade, and Mr. Ivey has gone after it right. He has canvassed the resorts themselves—the Blue River, Forest Lake, Fairmont Park, Winnwood Lake and other minor camping and houseboat districts. He has urged the smaller models, convenient for poking into corners; but has not urged the cheaper kinds. This is said to be the first time that many machines exceeding \$10 in price have been sold for the purpose. Mr. Ivey would not report his sales; but it is known

**FAMOUS RECORD ALBUMS**

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

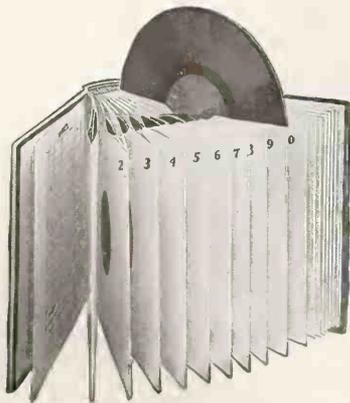
These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

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.



# First of all Reliability

This is our slogan and dealers who now furnish us with their orders know we live up to it.

TRY US.

## THE WHITNEY & CURRIER CO.

Victor Distributors

ADAMS and HURON STREETS

TOLEDO, OHIO

that at least a dozen have been made along the Blue River alone.

The Harris-Goar Jewelry Co., of Kansas City, doing a large mail order business with retailers, is said to be the first mail order house in this district to take hold of talking machines. This company has secured an agency for the Columbia, and will announce the fact to their trade in catalogs now being prepared in Chicago. The talking machines will have six pages of three-color work in this book. The Harris-Goar Co. was practically forced into the talking machine business. So many of their customers had sent requests for instruments that the company got into the habit of mechanically buying Columbias to fill the orders.

C. L. Fox, who places the Gable Entertainers in Kansas City, has been finding the confectionery stores and the summer gardens a useful outlet since their banishment from the saloons and the closing for the summer of restaurants where they were popular.

Arthur Trostler, manager of the Victrola department of the Schmelzer Arms Co., was spirited away by the jobbers when they left Kansas City and will spend a month in California. Walter E. Lyman is managing the department in Mr. Trostler's absence.

A committee had planned a royal entertainment for the Victrola jobbers—motor car rides, lunch at Blue Hills Club, visits to branch offices, etc. But the special was nearly two hours late, there was only half an hour to entertain, and that was taken largely by the use of the automobiles. The local committee consisted chiefly of A. A. Trostler of the Schmelzer Arms Co.; E. A. McMurty, of

the Columbia Graphophone Co.; M. Blackman, of the Edison Shop, and Fred and C. L. Jenkins, of the J. W. Jenkins' Sons Music Co. These are not all Victor jobbers, evidently. As a matter of fact, there were a lot of Columbia and Edison people around the train helping on the "reception committee."

G. Nowlin, of the Nowlin Music Co., reports more talking machines sold in July than in all the previous weeks of summer.

It is said that James LoBello, formerly of Frazier & LoBello, will open a piano store, handling talking machines also.

L. C. Hall is having difficulty keeping up with his orders for electric Victrolas. He sold all he had in stock several weeks ago, disposed of three separate orders, including extras, and now is waiting for machines to fill urgent requests. Mr. Hall reports a good business in small instruments to campers, especially the more wealthy residents of cottages at the summer resorts near Kansas City.

### EDISON PHONOGRAPH PARK MUSIC.

Concert by Charles Edison and Guido Bruno in Washington Square Arouses Enthusiasm.

Persons on the benches in Washington Square were surprised last Friday when they heard the strains of the overture to "Galatea," played apparently by a full orchestra, rolling out from amid the shrubbery of the park.

Upon investigation those of the park denizens who were musically inclined discovered that the sounds came from an Edison disc phonograph in the little pavilion near the northwest corner of the

park, and when a record from "Pagliacci" was put on the Italians of the neighborhood gathered around the pavilion in crowds.

The concert Friday was a sort of reconnaissance in force by Charles Edison, son of Thomas Edison, and Guido Bruno, who are planning a series of park concerts by phonograph to be given twice a week in Washington Square. They experimented with several locations, and finally decided that the best place for the phonograph would be in front of the bust of Alexander Holley, which rests on a pedestal with wings that act as a sort of sounding board.

If the consent of the Park Department is obtained, Mr. Bruno and Mr. Edison expect to furnish the public around the square with not only free concerts, but free dance music.

On Monday, August 2, Mr. Edison's Thimble Theater at 10 Fifth avenue had its formal opening, which was a pleasing success. This theater was planned in order to give hearing to young persons striving for recognition, as well as to furnish entertainment for the residents of the neighborhood. The artists appearing included Miss Helen Dutton, soprano, accompanied by Dwight Lewis Fiske, a young American composer. A selected Edison disc program was also presented.

### INCORPORATED.

The Joseph W. Stern & Co. Sales Corporation has been incorporated with capital stock of \$10,000. The incorporators are H. R. and J. W. Stern and E. B. Marks, 102 West Thirty-eighth street. The object is to handle phonographs and records.

**if** there were assembled a Convention of Eastern dealers, the following resolution could be adopted unreservedly and without hesitation:

**Resolved,** That we endorse the Pearsall Victor Service as being prompt, up-to-date and complete; That inasmuch as the receipt of goods enables us to secure the most profits, we heartily thank the officers of the Silas E. Pearsall Co., 18 West 46th Street (near 5th Avenue), New York, for their efforts in our behalf. We also thank the same officers for their assurance that we will secure the same fast service this Fall, for which the Pearsall Co. is noted, in order that our business may be the greatest in our history.

IF you test PEARSALL VICTOR SERVICE this month, you will prove the foregoing.

## LATEST DEVELOPMENTS IN THE MILWAUKEE TRADE.

Review of Business Conditions—Jobbers Still Short of Goods—Outlook Bright—Columbia Used at Lake Outing—Thirty New Edison Dealers Appointed—M. A. Blumenfeld's Enterprise Among the Colleges—Wisconsinites at Edison Conference—Month's News.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., August 9.—While the talking machine business has fallen off somewhat of late, as is usually the case during the midsummer period, the trade has not experienced the decided slump usually sustained at this time. Retailers say that the temporary lull is giving them an opportunity to get their stocks up in shape for the brisk business which is expected a little later. Stocks in the hands of most dealers, not only in Milwaukee, but at most points about the State, have reached an abnormally low stage during the past few months, a result of the serious shortage of machines of all lines.

Jobbers in all the leading lines are doing their best to meet the insistent demands of their dealers for goods, but they are still finding it difficult to get sufficient stocks from the factories. There are now plenty of records arriving, but there is still a shortage of the most popular sellers in all the leading machines. Dealers all over the territory tributary to Milwaukee jobbing houses are now sending in their orders thick and fast, so that they may be in readiness for the early fall trade. The outlook is bright at this time, both in Milwaukee and about the State. General industrial conditions here in the city are slowly improving, with most of the large machinery manufacturing plants increasing their output and taking on new men. The result is that money is a little easier. Conditions in the smaller cities and towns of Wisconsin are, of course, much more favorable. Crops were good last season and there is every indication of a bumper yield of grain this year.

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber for the Victor goods in this territory, recently returned from a business trip to Detroit, Grand Rapids and other points in Michigan. Mr. Goldsmith says that the shortage of Victor machines is even more severe in Detroit than it is in Milwaukee.

Miss Jule Steiner, in charge of the Victrola department of the J. B. Bradford Piano Co., Milwaukee's oldest piano house, is enjoying a trip through the East, and will visit the factory of the Victor Talking Machine Co. at Camden, N. J., before returning to Milwaukee. The Bradford house has been carrying on some extensive advertising

in the Milwaukee newspapers, featuring the new styles of Victrolas.

The Gensch-Smith Co., exclusive Victrola shop, 730 Grand avenue, has been exceptionally busy during the summer months. W. P. Gensch has been making good use of the firm's automobile in making sales.

The Columbia received some good advertising recently as a result of the enterprise of A. G. Kunde, 516 Grand avenue, Columbia jobber and dealer, in taking along a \$150 Columbia and a large stock of records on the annual lake outing given the members of the Merchants' and Manufacturers' Association of Milwaukee by F. C. Reynolds, of the Pere Marquette line. The Milwaukee business men visited Ludington and other Michigan points. The Columbia furnished most of the entertainment during both trips across the lake.

The Flanner-Hafsoos Music House, carrying the Edison line, seems to be finding business anything but dull. During the first week of August it sold three Edison machines for cash, one a \$200 model and the other two \$150 machines.

The teachers and pupils of the Clark School in South Beloit, Wis., have collected money for the purpose of purchasing a Victrola for the school.

The Phonograph Co. of Milwaukee, jobber for the Edison line in Wisconsin and upper Michigan, appointed thirty new Edison disc dealers in the territory covered by the house during the past two months. The company is now receiving plenty of machines and records and is busy meeting the demands of its dealers.

Wisconsin will be represented at the Edison conference, to be held in New York August 9 and 10, by William A. Schmidt, manager of the Phonograph Co. of Milwaukee, jobber in this territory for the Edison goods; George H. Eichholz, of the George H. Eichholz Co., well-known talking machine house of Milwaukee; E. M. Meckelburg, Edison dealer of Two Rivers, Wis., and Arthur Chapman, of J. R. Chapman & Co., of Oshkosh, Wis.

As a result of the activity of J. H. Becker, Jr., manager of the Victrola department of the Hoeffler Piano Manufacturing Co., in pushing the sale of the Baby Victrola for use at summer resorts and

## A PERFECT Talking Machine at a wonderful low price



17" x 17" x 8"

Dimensions of this machine will show you that its size is big. It is made of highly polished oak, beautifully finished, and for general appearance and excellence, it is a machine that anyone will feel proud of.

Equipped with guaranteed motor; has patented automatic stopper and nickel-plated tone arm. Will play disc records of any make and size.

SPECIAL

Complete sample sent on receipt of \$7.

Quantity prices on request. Machines sold on a guarantee of "entirely satisfactory" or money will be refunded.

**Federal Novelty Importing Co.**  
INC.

108-110 Worth St., New York City

on summer outings in general, the Hoeffler house has disposed of a record number of these machines.

The new Unico demonstrating booths recently installed in the handsome establishment of the Ed-



New Booths at Edmund Gram's.

mund Gram Piano House, of Milwaukee, by the Unit Construction Co., of Philadelphia, have been attracting much favorable attention in the Milwaukee talking machine trade. The booths, four in number, are decorated to conform to the color scheme of the Gram store. Paul A. Seeger, manager of the Victrola department of the Gram house, has been meeting with an excellent business since the installation of the new booths.

It is safe to say that the enterprise of Max A. Blumenfeld, general auditor of Gimbel Bros.' local store, a member of a prominent Wisconsin family and a well-known alumnus of the University of Wisconsin, played an important part in the Victor Talking Machine Co. deciding to make a record of the stirring march song, "On Wisconsin," presented by the Victor Co. in its August list of records. Mr. Blumenfeld mailed a letter to every one of the hundreds of graduates of the University of Wisconsin in this State, asking them if they would agree to purchase one of the new records should the Victor Co. decide to place such a record on the market. The result was that every loyal alumnus of the University of Wisconsin promptly responded, and when the new record arrived Gimbel Bros. were swamped with orders for the college number.

**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.



A line of foreign records, representative of every country in Europe, is to day strengthening every Columbia dealer in handling the present phenomenal demand for European national music. Handsomely illustrated catalogues are furnished dealers.



(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

## NEWS HAPPENINGS IN THE DOMINION OF CANADA.

Edison Disc Phonograph for H. R. H. Duke of Connaught—Expect Big Fall Columbia Business—Death of J. A. Hurteau—New Victrola Model Popular—Why A. B. Pollock Is Enthusiastic—Wm. McPhillips Doing Well in London, Ont.—A Busy Trade Center.

(Special to The Talking Machine World.)

TORONTO, ONT., August 5.—C. Robitaille, the well-known Quebec music house, supplied an Edison Diamond Disc phonograph for the use of H. R. H. the Duke of Connaught during the vice-regal party's stay in Quebec City.

As a result of personal observations while making a tour among a number of his customers, J. A. Sabine, of the Music Supply Co., Toronto, predicts that fall business in Columbia lines will be good. In centers supported by agricultural territory there is no complaint of buying power lacking. In some lines of Grafonolas and graphophones Mr. Sabine's firm has been unable to secure sufficient quantities to fill all orders, but conditions in this respect are improving every day. In the meantime it reports a 50 per cent. increase for the month of July.

A. B. Pollock, head of the Pollock Manufacturing Co., Ltd., of Berlin, Ont., manufacturer of the Phonola, grows more enthusiastic over the prospects for the new type being brought out by him, equipped with amplifying chambers, invented by Mr. Welker, of the Pollock Manufacturing Co. Owing to delay in securing a cabinet of suitable design and finish, the appearance of the new Phonola on the Canadian market has been somewhat prolonged.

William McPhillips, of London, Ont., who has featured the Edison line for many years, is making preparations to make this branch of his business more prominent than ever and has arranged for a larger stock of Edison diamond discs. He also handles Columbia lines, which he finds ready sellers in London, Ont. Mr. McPhillips is a liberal user of printers' ink and has made his place of business one of the best known in Ontario as the London headquarters for Edison phonographs and Columbia graphophones.

Percy Armstrong, formerly manager of the Mason & Risch talking machine department, but

who has been in another line of business for the past year, has joined the selling organization of the Nordheimer Piano & Music Co., Ltd., Toronto, with which firm he will specialize in the talking machine branch.

The Music Supply Co., Toronto, distributor of the Columbia lines, is recommending a Columbia advertising sign to its dealers. This is a day-and-night sign of transparent glass, supported by two nicked pillars and hung by chains. No lights are visible, but a brilliant glow results at a trifling cost for power.

J. D. Ford, the popular manager of the phonograph department of R. S. Williams Sons & Co., Ltd., Toronto, is making his annual vacation this year a honeymoon. Mr. Ford was married in Berlin, Ont., to Miss Jean Pollowsky, formerly a valued member of his firm's selling organization. Mr. Ford and his bride spent their honeymoon at Lake of Bays, Moskoka.

W. T. Ott, formerly connected with the Columbia Graphophone Co., and who disappeared with a charge of embezzlement hanging over him, was brought back last week from Panama to stand trial. Ott was held in jail in the Canal Zone for two months awaiting extradition. It is stated that a large amount of the money he took before running away has been recovered.

The death the past month of J. A. Hurteau, head of the firm of J. A. Hurteau & Co., Ltd., one of the oldest French piano houses of Montreal, removes a notable figure. Mr. Hurteau was a comparatively young man, being only forty-four years of age. His death was the result of an automobile accident, complications setting in, accompanied by a paralytic stroke. The firm of J. A. Hurteau & Co., Ltd., represents the Pathé product for the Province of Quebec.

The new model XVIII Victrola since its introduction in Montreal has met with a good recep-

tion, and great things are expected of it as time goes on.

The Berliner Gram-O-Phone Co., Ltd., baseball team has not met defeat as yet, notwithstanding the fact that it has been playing every week since the opening of the season.

Dohan & Hutchinson are featuring the Edison line in their new and attractive store at 146 St. John street, Quebec.

## OUTLOOK IN CANADIAN NORTHWEST.

Good Volume of Business in Various Lines and Liberal Advance Orders Placed—Lively Demand from Campers at Near-by Resorts.

(Special to The Talking Machine World.)

WINNIPEG, MAN., August 5.—Robert Shaw, the enthusiastic and energetic exponent of Columbia products in Manitoba, Alberta and Saskatchewan, is, if possible, more optimistic as the fall season draws nearer. He reports that travelers' orders are increasing, and no cancellations of orders booked prior to July 1 augurs well for autumn business.

Mr. Fitch, Western manager for Babson Bros., dealers in Edison phonographs and supplies, has just returned from a delightful ten weeks' holiday, in which he has improved in health and, as he says, has gained in weight, muscle and appetite. While away Mr. Fitch divided his time between Chilliwack, B. C.; Bellingham, Wash; Portland and Seattle.

With the Winnipeg Piano Co. Columbia Grafonola business is good. "Campers are responsible for much of the Columbia sales these days," it states, and "the Beach seems to be as popular this year as the Columbia Grafonola, which is saying a great deal." Pavlowa, the "Queen of Dancers" and a prominent Columbia artist, scored a very great hit on the occasion of her recent visit to Winnipeg.

## TO DO BUSINESS IN NEW YORK.

The Domino Phonograph Corporation, of Richmond, Va., has been licensed to transact corporate business under the laws of New York. The capital is given as \$125,000, and T. H. McClure, of 29 East Twenty-second street, is local representative.

# 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.



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

**Mermod & Co.**  
505 Fifth Avenue New York  
Manufacturers of  
Talking Machine Supplies  
Motors—Sapphire Points  
Diamond Points a Specialty

Keep Your Record Stock with



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

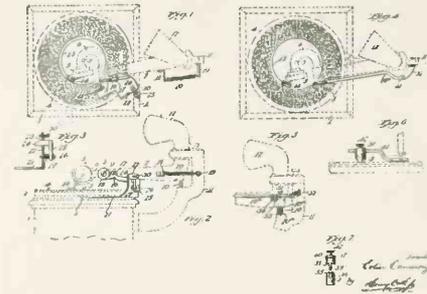
**THE SYRACUSE WIRE WORKS,**  
SYRACUSE NEW YORK

## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 9.—REPEATING GRAPHOPHONE. Colin Cameron, Jr., Tucson, Ariz. Patent No. 1,142,670.

This invention relates to graphophones, and has for its object to provide simple and efficient mechanism whereby the production on the disc, whether music, song or speech, will be automatically repeated, the number of repeats being simply dependent upon the length of time that the usual motor of the graphophone will operate.

Referring to the drawings, in which like parts are similarly designated, Figure 1 is a plan view



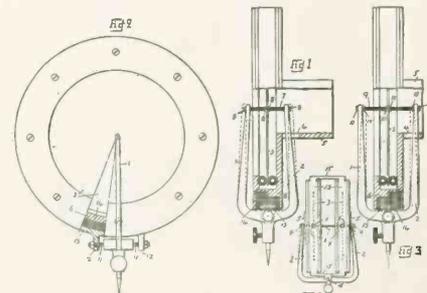
of a graphophone provided with a repeating mechanism embodying the invention. Fig. 2 is a side elevation thereof. Fig. 3 is a detail of a cam for tripping the holding pawl. Fig. 4 is a plan view of a modification showing the tripping cam as mounted on the horn-supporting bracket. Fig. 5 is an enlarged elevation of a portion of Fig. 4. Fig. 6 is a further modification, and Fig. 7 shows the method of attaching the modification shown in Fig. 6 to the post or spindle.

SOUND BOX, OR THE LIKE.—Jose Hoffay, London, England. Patent No. 1,144,202.

This invention relates to improvements in sound boxes or the like for gramophones, phonographs and the like machines having the stylus lever made of a forked formation, the bifurcations straddling the diaphragm, which form of lever is not *per se* new.

The objects of the invention are to obtain a vibratory action of the diaphragm free from the defects arising from the distortion of the stylus lever arising from the working of the stylus in the sound groove, and to obtain a vibratory action of the diaphragm free from the defects produced by the displacement of the stylus lever parallel to the diaphragm owing to irregularities of the record.

To these ends, the invention consists in combining a forked stylus lever with a diaphragm so that the bifurcations connected to the diaphragm are under stress and tend to separate from each



other, so as to keep under continuous tension flexible, inelastic means, preferably passing through the diaphragm, connecting the bifurcations to the diaphragm and to each other, thereby balancing the diaphragm between the resilient bifurcations of the stylus lever and obtaining a braced or more rigid structure, which, while permitting displacement of the stylus lever parallel to the diaphragm, causes vibratory action on the diaphragm of either bifurcation due to this displacement to be balanced or neutralized by the other bifurcation.

Figure 1 shows an elevation of one form of stylus lever in a sound box, shown partly in trans-

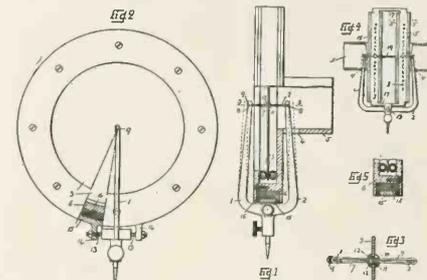
verse section; Fig. 2 is a face view, partly in section; Fig. 3 is an enlarged diagrammatic sectional plan of a detail, on 3-3, Fig. 1; Fig. 4 is an elevation of a modification; Fig. 5 is a section of a detail of construction on 5-5, Fig. 4.

WASHINGTON, D. C., August 9.—SOUND BOX.—Jose Hoffay, London, England. Patent No. 1,143,394.

This invention relates to improvements in sound boxes or the like for gramophones, phonographs and the like machines having the stylus lever made of a forked formation, the bifurcations straddling the diaphragm, which formation is not *per se* new.

The invention has for an object to obtain a vibratory action of the diaphragm which is free from the defects arising from the action of distortion of the stylus lever arising from the working of the stylus in the sound groove.

To this end the invention consists, in combining a forked stylus lever with a diaphragm in such manner that the bifurcations connected to the diaphragm are under stress and tend either to separate from or approach toward each other so as respect-



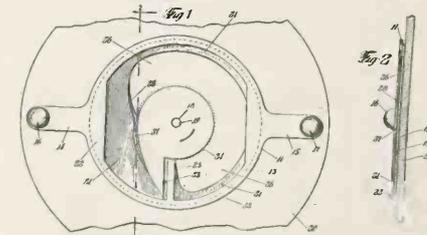
ively to put under continuous tension or compression relatively rigid means passing through the diaphragm and connecting the bifurcations to the diaphragm and to one another, thereby balancing by relatively rigid connection the diaphragm between the resilient bifurcations in the stylus lever, and obtaining a braced or more rigid structure.

Figure 1 shows an elevation of one form of stylus lever in a sound box shown partly in transverse action; Fig. 2 is a face view partly in section; Fig. 3 shows an elevation of a modified form of stylus lever in a sound box shown in transverse section; Fig. 4 is an elevation of another modification.

REPEATING DEVICE FOR TALKING MACHINES.—Frank S. Leisenring, Flushing, N. Y. Patent No. 1,143,289.

The invention relates to a repeating device for talking machines of the disc record type.

It has for its object to provide a simple device of this character which may be manipulated by even the most unskilled operator and whereby the record will be repeated without further attention to the talking machine, said device, furthermore, being of such a character as not to mar the general appearance of the machine nor injure the needle and record. The repeater is simple and positive in its action, being so designed that it need not be attached to the machine proper, but merely fitted



over the positioning pin of the usual turntable, resting lightly upon the record, but exerting no appreciable retarding action on the driving motor. The use of the improved repeater does not affect the reproduction of the tone and affords a means for almost instantaneously returning the reproducing needle to its initial position after the comple-

tion of the record, whereupon the record is repeated indefinitely and without any attention whatsoever until the driving motor of the talking machine runs down.

Figure 1 is a plan of the improved repeating device. Fig. 2 is a vertical section through the repeater and a portion of the machine and taken on the line 2-2, Fig. 1.

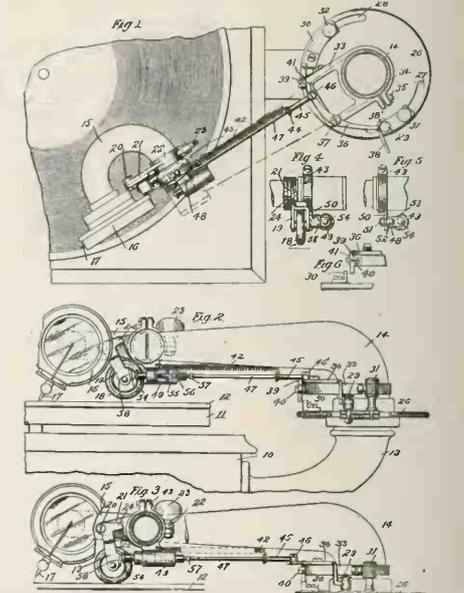
REPEATING PHONOGRAPH.—Albert F. Madden, Newark, N. J. Patent No. 1,144,219.

The object of the invention is to provide a simple and inconspicuous attachment for disc or cylinder phonographs by which the reproducer, when the needle arrives at the end of the record, is automatically returned to the starting position and then released so that the continued operation of the phonograph proper will result in the selection being repeated.

According to this invention, the mechanism can be adjusted to cause the actuation of the repeat mechanism with great accuracy to suit the exact length of each selection to be reproduced. The construction also provides for the removal of the reproducer needle from the record groove prior to the return of the reproducer to starting position, and the gradual introduction of the needle into the record groove at the completion of the return movement, so that injury to the record is avoided.

A prominent feature of the invention is the use of the surface of the record itself for operating the return member. This is effected by the provision of a yielding resilient roller which is automatically thrown into engagement with the surface of the record at the end of the selection, and is held with its axis of rotation inclined to the record groove, so that by the rotation of the record the roller is caused to wear rapidly out of the path of successive grooves until the reproducer arrives at starting position, where the return member is withdrawn from contact with the record and the reproducing needle is again gradually introduced into the groove.

In the drawings Figure 1 is a plan view of the



repeating mechanism; Fig. 2 is a side elevation thereof with parts in section, the device being shown in normal position; Fig. 3 is a similar view, with the parts shown in the automatic return position. Fig. 4 is a detail front elevation of the automatic return roller; Fig. 5 is a similar view of the dash pot with its setting member, and Fig. 6 is a detail elevation showing the tripping mechanism for controlling the inauguration of the return movement.

PHONOGRAPH.—Clarence H. Roop, Camden, N. J., assignor of one-third to Edward W. Havens, Bedford, N. J., and one-third to Howard G. Havens, Camden, N. J. Patent No. 1,143,784.

This invention relates to improvements in phonographs, and more particularly to an improved attachment for the phonograph diaphragm, said attachment constituting a sound rectifier operating to eliminate the metallic and scraping sounds so

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 84).

common with sound reproducers in general use.

A further object is to provide an attachment of the character stated which can be connected to any ordinary diaphragm, utilizing for the purpose the screw which is commonly employed to connect the stylus bar to the diaphragm.

In the accompanying drawings Figure 1 is a view in longitudinal section illustrating the improved

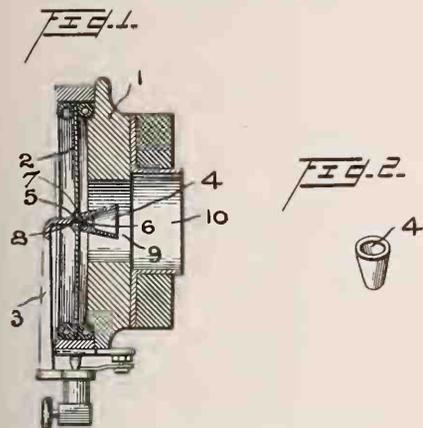
of a reproducer whose tones will be characterized by more perfect quality than those of reproducers ordinarily used, and which will be capable of producing tones of greater volume than such reproducers; which is simple and compact, cheap to manufacture, and which can be applied to phonographs of the usual construction in common use.

This invention operates upon a new principle, the sounds being produced by vibrations resulting from varying the extent of opening of ports situated in a sound chamber, and adapted to permit the passage of a body of air or other elastic fluid, the valve consisting of an elastic plate operating by flexure.

Referring to the accompanying drawings, Figure 1 is a vertical section of a phonograph reproducer

that described is adapted to be played on a machine wherein the permanent table or support for the record forms the backing for the record when used. A phonograph having a permanent record support with which such a record is adapted to be used has been invented by Mr. Alyswoth and is described in application Serial No. 541,763, filed on even date herewith, upon which application U. S. Patent No. 1,062,579 has been granted.

Figure 1 represents a cross sectional view through this improved record, the manner in which the



attachment in operative position, and Fig. 2 is a perspective view of the attachment removed.

**MULTIPLE RECORD PHONOGRAPH.**—Walter Edgar Childers, Mertzou, Texas Patent No. 1,141,232.

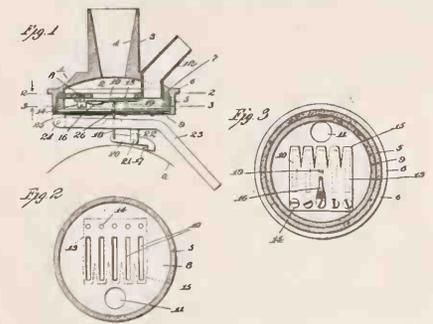
This invention relates to multiple record phonographs, one of its objects being to provide improved means whereby record cylinders, which are arranged in a cluster or group, are brought successively into operative relation with driving mechanism whereby said records are caused successively to rotate, the means employed for actuating the records being simple and efficient.

A further object is to provide a machine of this character utilizing a carriage to which the reproducer is connected, said carriage having means for feeding it longitudinally of the rotating record and, when the reproducer reaches the end of the record, means are provided whereby the carriage is disengaged from its feeding means and is automatically returned to its starting point.

A further object is to provide means whereby the carriage can be locked upon reaching its starting point, or, if desired, can be caused to again travel as before, the mechanism for rotating the cluster or group of records being so timed as to bring a new record to active position each time the carriage is returned to its normal or initial position.

Another object is to provide means whereby the stylus of the reproducer is cleaned of all accumulations of dust, etc., during the return of the carriage to its initial or starting position.

In said drawings Figure 1 is a top plan view of the machine, parts being broken away; Fig. 2 is a front elevation; Fig. 3 is a rear elevation; Fig. 4 is an elevation of one side of the machine; Fig. 5



constructed in accordance with the invention; Fig. 2 is a section on line 2—2 of Fig. 1; Fig. 3 is a section on line 3—3 of Fig. 1.

**PHONOGRAPH.**—John Johnson, Olongapo, Philippine Islands. Patent No. 1,145,146.

The invention has for an object to provide a talking machine which will clearly and distinctly reproduce vocal, instrumental or other sounds and whereby the pitch of musical notes can be varied.

Figure 1 is a side elevation of the phonograph; Fig. 2 is a plan view; Fig. 3 is a front elevation; Fig. 4 is a partial vertical longitudinal sectional view of the structure shown in Figs. 1 and 2, and

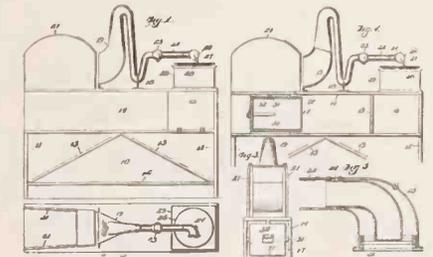


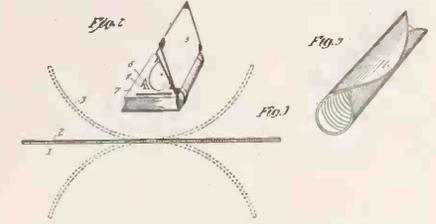
Fig. 5 is a fragmentary enlarged sectional view showing in detail the construction of the tone arm.

**DISC SOUND RECORD.**—Jonas W. Alyswoth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,146,387.

This invention relates to the manufacture of disc sound records, and the objects are the production of a record in the form of an exceedingly thin elastic disc which may be rolled and conveniently sent through the mails, or filed in a suitable portfolio.

By this invention a record is formed from materials which are well suited for record surfaces, but which materials cannot advantageously be used in the ordinary construction of disc records, because of the cost of the same. Heretofore phonographic records of the disc type have been made in relatively thick discs comprising the record surfacing and a backing for the same. The backing and the record surface are sometimes made of the same material and sometimes of different materials. Such records are not adapted to be conveniently sent through the mails or to be filed in a portfolio.

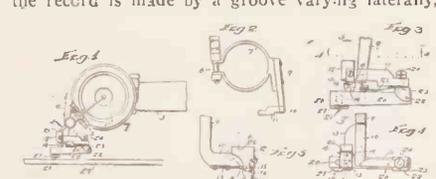
The improved record comprises preferably a thin flexible sheet of cellular texture, such as paper or fabric having a hard elastic surface formed thereon of sufficient plasticity when hot to take a permanent impression of the record matrix by pressure. Or, the record may take the form of an exceedingly thin disc formed of a hard substance, which by virtue of its thinness is sufficiently flexible to be rolled, but is non-distortable. A record such as



same may be rolled in either direction being diagrammatically indicated; Fig. 2 represents in perspective the manner in which the record may be filed in a portfolio, and Fig. 3 is a perspective view of the improved record rolled into position to be sent through the mail.

**REPRODUCING DEVICE FOR PHONOGRAPHS.**—William Tures, Chicago, Ill., assignor of one-half to Henry P. Brace, same place. Patent No. 1,146,744.

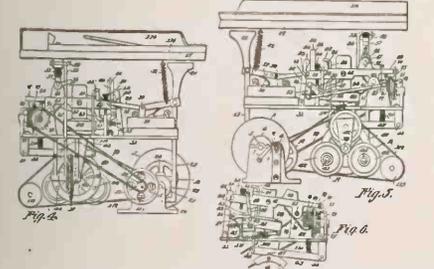
There are two general types of disc phonograph records. In one of these general types of disc records the needle of the reproducer is moved laterally to vibrate the diaphragm of the reproducer, while in the other general form the needle is moved up and down to vibrate the diaphragm of the reproducer. This difference in movement of the needle is due to the fact that in the first type mentioned the record is made by a groove varying laterally,



while in the second type the record is made by a groove varying in depth. Under these conditions one type of record cannot be played upon the machine adapted for the other type.

One of the objects of this invention is to provide means by which both types of record can be played upon one machine.

Referring now to the drawings, wherein one form of the invention is illustrated, Figure 1 is a side view of a device embodying my invention used in connection with a reproducer for a record having a laterally varying groove, so as to permit said reproducer to be used on a record having a depth varying groove; Fig. 2 is a rear view of the frame or support, adapted to be removably attached to the body of the reproducer; Fig. 3 is an enlarged view of the lower end of the frame shown in Fig. 2, with the groove engaging point and associated parts connected therewith; Fig. 4 is a sectional view taken on line 4—4 of Fig. 3; Fig. 5 is a sectional view taken on line 5—5 of Fig. 3.



is an elevation showing the other side of the machine; Fig. 6 is a section of a portion of the structure, the carriage being shown in end elevation and elevated at the beginning of its return movement; Fig. 7 is a section through a portion of the reproducer; Fig. 8 is a section on line C—D. Fig. 7.

**SOUND REPRODUCER.**—Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,145,080.

This invention relates to devices for the reproduction of vibrations which are representative of sound waves, and more particularly to phonograph reproducers, and has for its object the production

60 YEARS' EXPERIENCE

# PATENTS

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RECORD BULLETINS FOR SEPTEMBER, 1915.

VICTOR TALKING MACHINE CO.

DANCE RECORDS FOR SEPTEMBER.

- No. 17808 Booster Fox Trot—An American Absurdity (M. L. Lake) Victor Military Band
35475 Estellita—Valse Pathétique (Victor Herbert) (Frank W. McKee, Conductor)
17848 Hello, Frisco Fox Trot, from "The Follies—1915," including "Hold Me in Your Loving Arms"
17849 Songs of the Past—No. 1, including "Good-bye Dolly Gray" (Cobb-Barnes), "After the Ball" (C. K. Harris), "Sweet Marie" (Warman-Moore), "Where Did You Get That Hat?" (Sullivan-Lorraine), "Say 'Au Revoir' But Not 'Good-bye'" (Harry Kennedy), "Daisy Bell" (Harry Dacre), "A Hot Time in the Old Town" (Hayden-Metz)
17848 First Brigade March (Weldon) (Patrick Conway, Director)
17819 Ma Pickaninny Babe (Charles Johnson)
17825 We'll Have a Jubilee in My Old Kentucky Home (Coleman Goetz-Walter Donaldson)
17826 If War is What Sherman Said It Was (A. B. Sterling-Albert Gumble)
17827 Norway (The Land of the Midnight Sun) (Joe McCarthy-Fred Fischer)
17831 On the Bay of Old Bombay (Edward Madden-Melville Morris)
TWO BEAUTIFUL TRIOS BY THE NEAPOLITANS.
17681 Fedora Gavotte (Francis J. Lapitino) (Violin, Flute and Harp with Celesta)
17822 La Paloma (Yradier) (Saxophone Sextet)
17820 War Talk at Pun'kin Centre (Yankee Talk)
17818 Mrs. Rastus at the Telephone (Darcy Story)
17820 Uncle Josh in a Barber Shop (Yankee Talk)
17818 Jests from Georgia (Darcy Story)
17820 Danny Deever (Rudyard Kipling-Walter Damosch)
17820 On the Road to Mandalay (Rudyard Kipling-Oley Speaks)
17820 Hail to the Chief, from "Lady of the Lake" (Sir Walter Scott; music by Sanderson, with Bagpipe)
17821 Three Men's Reel (Folk Dance) (Danish) (from "Dances of the People")
17821 Csibogor (Folk Dance) (Hungarian Peasant Dance)
17821 When the Swallows Homeward Fly (Franz Abt) (from "School Song Book")
17821 The Ivy-Green (Charles Dickens-Beetboven) (from Siefert's "Choice Songs" Book 2) (with pianoforte)
17821 Trixie from Dixie (Scottish Song) (Harry Lauder-John Lauder)
17821 Irish Eyes of Love, from "The Heart of Paddy Whack" (J. Edward Killalea-Ernest R. Ball) Baritone Solo in English—George Macfarlane

- BLUE LABEL RECORDS.
45065 Wohin? (Whither?) (Franz Schubert) (pianoforte by Rosario Bourdon) in German
Auf Flügeln des Gesanges (On Wings of Song) (Mendelssohn) (Harp accom. by Francis J. Lapitino) in German
45066 Liebesfreud (Kreisler) (Old Vienna Waltz) (Violoncello with orch.)
Orientale (César Cui) (Kaléidoscope Op. 50, No. 9) (Violoncello with orch.)
64443 Gioconda—Voce di donna (Angelic Voice) (Act I) (Ponchielli) Contralto Solo in Italian
64486 Ideale (My Ideal!) (F. Paolo Tosti) Tenor Solo in Italian
64501 Sally in Our Alley (The J. L. Hatton-Boosey version) (Henry Carey) Baritone Solo, in English
64504 Mazurka in A minor (Chopin-Kreisler) Violin Solo, pianoforte, Carl Lamson
64513 The Pipes of Gomon's Men (J. Scott Glasgow-William G. Hammond) Tenor Solo in English
74427 Oh Rest in the Lord, from "Elijah" (Mendelssohn) Contralto Solo in English
74428 When My Ship Comes Sailing Home (Reginald Stewart-Francis Dorel) Tenor Solo in English
74442 Old Black Joe (with Male Chorus) (Stephen C. Foster) Soprano Solo in English
74445 The Broken Melody (Violin) (Auguste van Bielen) Violin Solo, pianoforte by Salis Contzinoff
74446 Concerto in G—Allegro maestoso (first movement) (Op. 76) (Charles de Bériot) (Violin Solo)
87216 Tes Yeux! (Thine Eyes) (Mélodie) (René Rabey) Soprano and Violin Duet in French; pianoforte by Frances Alda and Mischel Elman
87225 El Puno de Rosas—Romanza (Romance from Spanish Operetta "El Puno de Rosas") (Rupert Chapi) Soprano and Bass Duet in Spanish
85538 Mignon—Connais-tu le pays? (Knowest Thou the Land?) (Act I) (Ambroise Thomas) Soprano and Violin Duet, in French
85540 Blue Danube Waltz (An der schönen blauen Donau—Walzer) (Johann Strauss) Soprano Solo in German
85544 Ballo in Maschera—Eri tu (The Masked Ball—Is it Thou?) (Act III) (Verdi) Soprano Solo in Italian
Two favorite Light Opera gems and other popular records now issued in double form.
35473 Gems from "Rob Roy" (Smith-De Koven)
Gems from "The Mocking Bird" (Victor Light Opera Co. Sloane)
35466 Angel's Serenade (Gaetano Braga) (With Violin obligato)
35467 The Dying Poet (Louis M. Gottschalk)
The Last Hope (Meditation) (L. M. Gottschalk)
55053 Messiah—I Know that My Redeemer Liveth (Handel)
Oh, for the Wings of a Dove, from "Hear My Prayer" (Mendelssohn)
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A1779 Das Wandern (Wandering) (Schubert). Tenor Solo in German, with orch. accomp.
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A1793 Juanita (May). Flute, cello and piano accomp.
The Two Roses (Werner). Cello and piano accomp.
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A5702 Ragging the Scale (Claypoole). Fox-trot.
A5696 Kinky (Bernard). One-step.
A5696 Call Me Your Dearest One (Ziehrer). Polka.
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CONCERT LIST.
28212 Inflammatus—Stabat Mater (G. Rossini). Soprano Solo, orch. accomp.
28211 Nightingale's Song (Ethebert Nevin). Contralto Solo, orch. accomp.
2663 Alabama Jubilee (George L. Cobb). Baritone and Tenor Duet, orch. accomp.
2670 Apple Blossoms (Kathleen A. Roberts).
2655 Are You the O'Reilly?—Blime Me, O'Reilly, You Are Lookin' Well (Rooney-Emmett). Tenor Solo, orch. accomp.
2662 As We Parted at the Gate (E. Austin Keith). Tenor and Baritone Duet, orch. accomp.
2674 Bird Imitations—Whistling—Charles Crawford Gorst
2673 Dripping with the Silver dew (Cecil Wynne). Contralto and Baritone Duet, orch. accomp.
2675 Ever of Thee I'm Fondly Dreaming (Foley Hall). Soprano and Baritone Duet, orch. accomp.
2659 Forgotten (Eugene Cowles). Baritone Solo, orch. accomp.
2661 Good-Bye, Everybody—A Modern Eve (Jean Gilbert). Baritone and Contralto Duet, orch. accomp.
2660 Hear Me, Norma—Norma (Bellini). Flute and Clarinet Duet, orch. accomp.
2654 I'm on My Way to Dublin Bay Medley—one-step. For dancing.
2668 Introduction to 3d Act—Lohegrin (Wagner). American Symphony Orchestra
2665 The Kiss (Il Bacio) Waltz Song (Luigi Arditi). Soprano Solo, orch. accomp.
2671 Ma Curly Headed Babby (G. H. Clutsmann). Contralto Solo, orch. accomp.
2667 Make Your Mind Up, Maggie MacKenzie (Ben-nett Scott). Comic Scotch Song, orch. accomp.
2664 My Heart at Thy Sweet Voice—Samson et Dalila (Saint-Saens). Cornet Solo, United States Marine Band accomp.
2656 Rippling Waters (Will T. Pierson).
2666 Shadowland—Fox-trot (Lawrence B. Gilbert) For dancing.
2672 Some Little Girl Named Mary (Godfrey, David and Wright). Tenor Solo, orch. accomp.
2676 Take Me Back to Your Heart (Godfrey, David and Wright). Tenor Solo, orch. accomp.
2658 There's a Little Spark of Love (Still Burning) (Fred Fischer). Tenor Solo, orch. accomp.
2669 Valse Fantastique—Hesitation (Vernon Evill). For dancing.
2657 War Talk at Punkin Center (Stewart). Rural Sketch.

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