

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The Victor Temple of Music at the Panama - Pacific Exposition

The Victor Temple of Music, right in the center of the Palace of Liberal Arts, is one of the most attractive exhibits at the Exposition.

Since the opening of the Exposition, twenty-one weeks ago, there have been more than 294,000 visitors to the Victor Temple, and the attendance has been as high as 5,000 on one single day.

These people have come from every part of the country. They have had an actual demonstration of Victor supremacy that has made a lasting impression upon them. And as they return to their homes they are good live prospects who will increase the business of Victor dealers everywhere.



Leading Jobbers of Talking Machines in America

1856 **WURLITZER** 1915

VICTOR

DISTRIBUTORS
VICTORS EXCLUSIVELY

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

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

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

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Sherman, Clay & Co.

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

Chase & West DES MOINES, IOWA



Victor Distributors

All orders shipped the same day received

Service to all points

The Chicago Edison Jobber

The perfection of Musical Instruments—**THE EDISON** diamond disc **PHONOGRAPH**—with **EDISON** double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO



Where Dealers May Secure

COLUMBIA

Product

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

- Distributors**
- Atlanta, Ga., Columbia Graphophone Co., 63 Pryor St.
 - Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
 - Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
 - Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
 - Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
 - Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
 - Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
 - Cleveland, O., Columbia Graphophone Co., Kinney Levan Building, 1375 Euclid Ave.
 - Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
 - Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
 - Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
 - Hartford, Conn., Columbia Graphophone Co., 719 Main St.
 - Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
 - Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
 - Lincoln, Neb., Grafonola Company, 1541 O St.
 - Livingston, Mont., Scheuber Drug Co.
 - Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
 - Louisville, Ky., Columbia Graphophone Co., 408 South Fourth St.
 - Milwaukee, Wis., Albert G. Kunde, 815 Grand Ave.
 - Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
 - New Haven, Conn., Columbia Graphophone Co., 25 Church St.
 - New Orleans, La., Columbia Graphophone Co., 933 Canal St.
 - New York City, Columbia Graphophone Co., 89 Chambers St.
 - Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
 - Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
 - Portland, Me., Columbia Graphophone Co., 850 Congress St.
 - Portland, Ore., Columbia Graphophone Co., 271 Washington St.; Ellers Music House.
 - Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
 - Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
 - Sacramento, Cal., Kirk, Geary & Co.
 - Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
 - San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
 - Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Ellers Music House, 3d and University Sts.
 - Spokane, Wash., Columbia Graphophone Co., 815 Sprague Ave.
 - Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
 - St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
 - St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
 - Tampa, Fla., Tampa Hardware Co.
 - Terre Haute, Ind., 640 Wabash Ave.
 - Toledo, O., Columbia Graphophone Co., 229 Superior St.
 - Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:
Columbia Graphophone Co., 363-5-7 Sorauren Ave.
Toronto, Ont.

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

The Perry B. Whitsit Co.
DISTRIBUTORS OF
Victrolas and Victor Records
COLUMBUS, OHIO

OLIVER DITSON COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

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

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

VICTOR & EDISON
Distributors

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

GATELY-HAIRE CO., Inc.

*If it's Victor we have it
We have it if it's Victor*

ALBANY, N. Y.

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

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

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

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

The Talking Machine World

Vol. 11. No. 9.

New York, September 15, 1915.

Price Ten Cents

SIZING UP WAREROOM VISITORS.

The Different Temperaments of Prospects Mean Different Treatment—Many Types of People to Consider—It Pays to Know How Best to Handle the Other Fellow—Some Reasons.

If all of us were alike salesmanship would not be an art.

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

You know you must handle the quick-tempered man with gloves, while the lethargic person you must urge to action. But, mankind is not divided simply into the quick and slow. There are many types.

The art of analyzing character scientifically is not as simple as the alphabet.

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

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

While it is the doing that counts in the battle for success, it is not the doing that starts the battle for success. It is your preparation to do the things that should be done when the opportunity arises that makes you make good at the supreme moment. Be prepared to do things.

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

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

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

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

How can you sell such an article as a piano or player-piano to a person whom you do not understand?

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

The knowing how to handle men—that is, by learning what you can about the other fellow and learning it quickly—has been the stepping stone to the success of the greatest salesmen America has ever produced. Everyone can learn something in this particular and everyone can profit materially by the cultivation of his mentality along the lines of sizing up the other fellow in the talking machine business.

INCORPORATED.

Among the incorporations filed with the Secretary of State at Albany during the first week of September was that of the Imperial Phonograph Co., Poughkeepsie, N. Y., to manufacture and deal in phonographs, records, cabinets and accessories. Capital stock, \$10,000. Incorporators: Frank and Stefan Someneck and Sigmund Pollack, 332 Mansion street, Poughkeepsie.

ADVERTISING AND FAME.

No one has ever attained world-wide fame without being extensively advertised in some way by somebody; and one of the problems of the good man in any line of work is how to get his merits properly exploited, that he may receive full recognition and value.

SELLING ON FOUR MONTHS' TIME.

The Limit Set on Talking Machine Sales by One Winnipeg Concern—Value of Experienced Salesmen in Handling Record Sales.

(Special to The Talking Machine World.)

WINNIPEG, MAN., September 4.—The manager of the talking machine department of a large Western general store has pointed out an interesting feature of his policy when he says: "In conducting the talking machine department I see to it that no contracts are ever made that do not bring back to the firm the cost of the machine in at least four months. Every contract bears interest at the rate of 7 per cent. per annum, and we have no free thirty-day trials. Working under these conditions, seldom do we ever have a talking machine come back."

Continuing, the party quoted adds: "I have carefully studied the different methods used by talking machine salesmen, and have come to the conclusion that you can't run a talking machine department with a lot of young boys for salesmen. Our talking machine salesmen are men who know the business thoroughly, and they make good money and earn it. I have one record man who is a 'human encyclopedia' on grand opera. He knows the history, story and tradition of every grand opera ever written—knows the names of the singers who appeared in the principal roles, and can intelligently converse with any musician on any composition, vocal or instrumental, that has ever been put on a record—and hundreds that haven't."

GOOD PROSPECTS IN NEW ORLEANS.

New Maison Blanche Department a Success—J. E. Pradet, Jr., Has Busy Day.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., September 4.—J. E. Pradet, Jr., manager of the talking machine department of the big D. H. Holmes store here, was a member of the committee on music and made arrangements for the band that entertained the employes of the store on their annual outing, which was held at Lake Ponchartrain last Saturday. Over 800 employes attended the outing.

The talking machine department of the Maison Blanche, which was only recently installed under the management of John A. Hofheinz, is meeting with much success, due to the large following in New Orleans enjoyed by that prominent department store. The Edison diamond disc phonograph and Columbia Grafonolas and records are handled by the department.

MICKEL BROTHERS OPTIMISTS.

Report Trade Conditions in Nebraska and Iowa "Never Better and Seldom So Good."

(Special to The Talking Machine World.)

OMAHA, NEB., September 7.—Trade conditions throughout the country may vary; one now and then hears of some section of the country experiencing a depression, but—business in the "Prosperity Belt" was never better. The "Prosperity Belt" means Nebraska, Iowa and surrounding territory.

"Trade's wonderfully good! Don't you see us adding, extending, rebuilding and remodeling," says George E. Mickel, president of the Nebraska Cycle Co., the Victor jobber in this city. Ask George Mickel, "How's business?" and you will get the heartiest response an optimist can give. And what Mr. Mickel says concerning his Omaha house holds good also for the Mickel Bros Co., of Des Moines, Ia., the two concerns being affiliated.

Business with this hustling Western concern holds up remarkably well. Several talking machine salesmen have been added to an already large road force; stocks carried in Omaha and Des Moines are immense, and the Omaha establishment is being remodeled into a perfect gem of a talking machine

establishment. Remodeling operations have been going on for months, and when the Nebraska Cycle Co.'s establishment announces its grand opening this fall Westerners will have something to talk about.

It makes one feel good to talk with or hear true optimists, and that's what those Mickel boys are—optimists—but they back the optimism with hustle always.

TALKING MACHINE HELPS JUDGE.

Suitable Music at Psychological Moment Lightens Burden of Officers in Baltimore Police Court by Soothing Disputants.

(Special to The Talking Machine World.)

BALTIMORE, MD., September 6.—The use of talking machine music to soothe wounded feelings and bring harmony out of discord is being given a practical test in the Arlington Police Court, in a suburban section of Baltimore, where Magistrate Zimmerman presides.

On a recent morning, when a row among neighbors was being aired in court, many persons were talking at once, each trying to tell his or her story. Above the turmoil there came sounds of music. It proved to be "I Love the Ladies." This selection was followed by others of the same character, and before long all who gathered before the magistrate agreed that there would be no repetition of the affair; so they all left.

Captain Noah Walker had gone to the second floor when he saw the magistrate had a difficult tangle and brought the talking machine into play. He carried it to the top of the steps so the strains would reach the court room. It was explained by the police that they frequently dispose of cases with the strains of music and that they often find this method very effective when a husband and wife carry their troubles to the magistrate. A sentimental song, they say, frequently causes the warring couple to forget their troubles.

FIGURES IN LITERARY FIELD.

"Record No. 33" is the title of a novel just issued by a prominent publishing house in New York—with an old-fashioned love story in a new-fashioned plot, the basis, of course, being a talking machine record—the story of a girl who fell in love with a voice. The talking machine is figuring in all domains to-day—on the stage, in literature, in the school, in the concert field, as well as the home.

MOCKING-BIRD SINGS "TIPPERARY."

(Special to The Talking Machine World.)

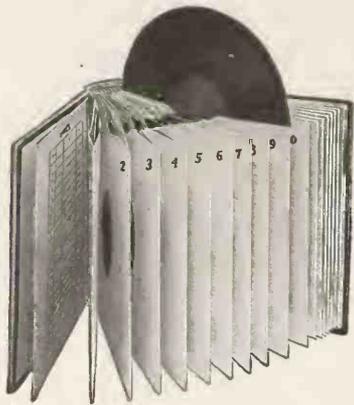
BARNESVILLE, GA., August 28.—G. C. Hayes, of this place, has on his premises a mocking-bird that would doubtless be highly prized in the British trenches. In whiling the hours away Mr. Hayes has frequently rendered "Tipperary" on his graphophone, and now as the mocking-bird woos its lady love its song is interspersed with occasional notes of "Tipperary" clear enough to be understood.

BROADENS SCOPE OF ACTIVITIES.

Henry D. King, manager of the recently organized personal record department of the Columbia Graphophone Co., has also been appointed manager of the professional department and will have the further responsibility of securing new talent for the regular recording of the company. He will have an office at the recording department of the company, 102 West Thirty-eighth street, New York, and also in the Woolworth building. Mr. King has a wide acquaintance among the members of the musical and dramatic professions, which is of great value to him both in the personal record and professional departments. His success in the former divisions has already exceeded expectations.

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.

EDISON HEARD IN PUBLIC CONCERT.

The Diamond Disc Phonograph Introduced in Richfield Springs by Mr. King in Recitals in Hotels and in a Public Concert Which Aroused Much Interest—Helps Local Agent.

(Special to The Talking Machine World.)

RICHFIELD SPRINGS, N. Y., August 31.—A recent visitor to this popular resort was George M. King, from the Edison laboratory, who displayed the Edison diamond disc phonograph in recitals in two of the leading hotels, and later arranged with the Spring Park Orchestra, which furnishes music in the public park every afternoon and evening, where-by a delightful joint concert was given on the evening of August 23. The novelty of the program attracted a large audience from the hotels, as well as local residents and near-by cottagers, and there was a string of automobiles in front of the park which showed the wide interest that the diamond disc phonograph excited.

There were some nineteen numbers on the program, but Mr. King was kept demonstrating long after the regular concert ended at 10 o'clock, and it was almost 11 before he had finished playing the various requests for records which were sent to him.

The affair was in every respect a great success, and Richard Owen, manager of the Richfield Springs Supply Co., at whose request Mr. King visited this town, is to be congratulated on his enterprise. No better means could be conceived of making known the merits of the Edison to such a large clientele. Mr. Owen, by the way, handles the Victor and the Edison, and has built up a very large business in this locality.

LETTER THAT INCREASED TRADE.

How J. D. Moore, of the Victor Department of the Lion Dry Goods Co., Toledo, Augmented His Clientele.

(Special to The Talking Machine World.)

TOLEDO, O., September 8.—J. D. Moore, manager of the Victor department of the Lion Dry Goods Co., this city, has evolved numerous plans in the past few months to increase his clientele, one of the most successful of which was the following letter, which brought in about a thousand new prospects and resulted in a great many sales of machines:

"We take pardonable pride in assuming that your Victrola has proved a source of genuine pleasure to you and yours—and to your friends

"Prompted by a sincere wish to keep bright the fire of interest in your Victrola—to help make this, the peer of all musical instruments, of still greater enjoyment—enduring—instructive—we are inclosing a list of especially selected records.

"There is no disputing the fact that upon the kind of records you buy depends the amount of enjoyment your Victrola will give you.

"And this is important: Your Victrola must at all times be in perfect running condition.

"To this end, the _____ store maintains a department of Victrola experts whose services cost you nothing, except when the use of some new part is necessary—and then but a nominal charge for the cost of that part.

"Have no hesitancy in calling for our Victrola expert at any time.

"Then perhaps you may have in mind a friend or two, an acquaintance who would purchase a

Victrola if they understood 'The _____ Store Way.'

"Are we asking too much to suggest that you fill in and mail to us their names and addresses in the spaces below—with the understanding (should you desire) that your name shall not be mentioned?

"We thank you for this courtesy, and trust you may avail yourself of our Victrola Adjustment Service. Cordially yours."

NEW FORM OF RECORD SUPPLEMENT

To Be Issued by the Columbia Graphophone Co. Beginning with the November List.

Beginning with the Columbia records for November, the Columbia Graphophone Co. will issue a new form of monthly supplement which will embody a number of distinctive improvements over the previous form used, and which should prove of considerable value to Columbia dealers.

The size of the new supplement will be 5 by 6½ inches, as compared with 3½ by 6 inches, thereby giving about 50 per cent. more space for the necessary information regarding the new records. The covers will be unusually attractive, being printed in four colors, the designs embodying some of the artistic illustrations used in Columbia national advertising.

The increased size of the supplement will give room for detailed illustrative and descriptive treatment of record stories that will prove of material assistance to Columbia dealers in increasing their record sales. Envelopes will be furnished to harmonize with the general make-up of the new supplement.

Eastern Service Is The "Come Again" Kind

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

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

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

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

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument:

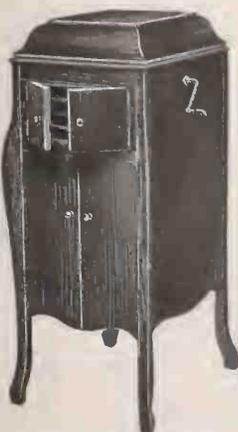


The success of Victor dealers goes "hand in hand" with Victrola supremacy.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola X, \$75
Mahogany or oak



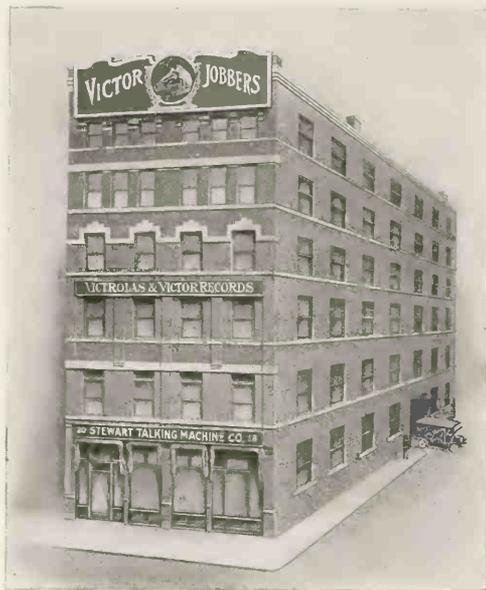
Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



Victrola XVIII, \$300
Mahogany



More Room---Better Attention to Victor Dealers

FROM a single floor and wareroom we have moved to a six story building. It gives us an infinitely greater storage space, and more elbow room in which to receive visitors. Six floors and a basement, devoted exclusively to jobbing Victor products. That may hold us for a while.

STEWART TALKING MACHINE COMPANY INDIANAPOLIS



TALKING MACHINE MEN APPROVE

Of Music Trade Chamber of Commerce Plan—
Full Text of Resolution in This Connection
Passed by National Association of Talking
Machine Jobbers at Recent Convention.

L. C. Wiswell has sent out at the request of E. C. Rauth, secretary of the National Association of Talking Machine Jobbers, the attached resolution, which was passed at the recent convention of the association, held in San Francisco, and which relates to the plan proposed by Paul B. Klugh for the formation of a Music Trade Chamber of Commerce, covering all branches of the industry, and which was endorsed by the jobbers. The resolution follows:

Whereas, Since its formation, this association has handled with dignity and care many matters fraught with importance; has cemented valuable friendships, and promoted a spirit of nation-wide sociability among its members, unknown prior to its inception; all to the benefit of the whole music trade; and,

Whereas, There are men who are eligible to and deserving of the benefits to be derived from membership in this association, but who have not thus far availed themselves of these advantages, and believing that there should be an organization of such vital importance to all branches of the trade that all members will desire representation therein; and

Whereas, This association realizes that at the present time certain important factors in the music trade have no organized representation and that, because of the perplexing conditions affecting these factors, this association believes that they should have some form of permanent representation; and,

Whereas, There exists no systematic connection or method of communication between the various music trade branches, resulting in depriving all of the benefits of co-operation and the strength and broader activities resulting from co-ordination, and,

Whereas, This association is opposed to the formation of any plan whereby it loses its identity as a separate body, but favors an association of interests, the aims and purposes of which shall be to influence, rather than control, the activities of the several branches of the trade; whereby matters of common interest can be properly considered, discussed and disposed of to the best advantage of all concerned, and whereby the allied interests are protected in a comprehensive and forceful manner, commensurate with the

commercial prominence and dignity of the music trade; and,
Whereas, This association believes that those branches of this trade whose corelationship is considered under the proposed plan should include only those whose entire interest is in the music trade and in no other; therefore, be it

RESOLVED, That the National Association of Talking Machine Jobbers look with favor upon the formation of such a comprehensive music trade organization and empowers its president to appoint a committee of seven members to confer with similar committees from other branches of the trade, at a meeting to be held at the Astor Hotel, New York City, on February 16, 1916, and to prepare and present to this association at its next annual convention, a plan whereby the objects of this resolution may be achieved.

TWO NEW INCORPORATIONS.

The Tonophone Co. and the Automatic Phonograph Stop Co. were granted certificates of incorporation Monday by the Secretary of State at Albany, N. Y., to engage in the manufacture of machinery and mechanical devices. The incorporators for both companies are W. J. Kehoe, H. J. Fisher and R. De Witt, all of New York. The capital for the first named company is \$100,000 and for the second \$30,000.

Amended articles of incorporation have been filed by Ray Bros., Louisville, Ky., changing the name of the corporation to the Talking Machine Shop and authorizing the debt limit of \$20,000. The amendment was signed by Joseph Buren, John Cable and Charles Ehret.

JOINS THE EXECUTIVE STAFF.

C. M. Goldstein, prominent in talking machine circles here and abroad, and an acknowledged authority on copyright and patent matters and all phases of the technical division of the talking machine industry has joined the executive offices of the Columbia Graphophone Co., with headquarters in the Woolworth building, New York. Mr. Goldstein's lengthy experience in the talking machine field will doubtless prove of great value in his new work with the Columbia Co.

New "Nyacco" Metal Bound Albums



The strongest and best made record album in the world.

Send for prices and samples.

NEW YORK
ALBUM & CARD CO.
23 Lispenard St., NEW YORK

ATTENDED EDISON REUNION.

A. E. Mandy, of the Phonograph Shop, Ltd., Toronto, Expresses Himself as Delighted with His Recent Visit to Orange, N. J.

(Special to The Talking Machine World.)

OTTAWA, CAN., September 6.—A. E. Mandy, of the Phonograph Shop, Ltd., 167 Sparks street, recently returned from New York and Orange, N. J., where he attended a convention of the Edison dealers, going over the mammoth factory and plant at Orange, inspecting the methods and material from which the Edison diamond disc phonographs are made and looking over the new models that are being brought out.

He met and talked with Mr. Edison personally, and the "Grand Old Man" extended greetings to Canada and complimented them on their support of the mother country. Mr. Mandy found a wonderful spirit of enthusiasm and optimism among the several hundred Edison dealers at Orange, and several artists who made Edison records, who were present at the conference, were equally enthusiastic over the future of the Edison disc instrument.

PETTIT LEFT BIG ESTATE.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—According to a report filed last week Horace Pettit, former widely known attorney and counsel for the Victor Talking Machine Co., who died some time ago, left an estate of \$645,476.49, including 400 shares of stock in the Victor Co.

MELOPHONE CO. INCORPORATED.

The Melophone Talking Machine Co., Manhattan, has filed a certificate of incorporation with the Secretary of State at Albany, to manufacture talking machines, music boxes and musical instruments. Capital is placed at \$100,000. The incorporators are: F. B. Guarnier, 1002 Garrison avenue, Bronx; E. A. Lambert, 61 West 115th street, New York City; R. Netter, 258 West Fifty-fifth street, New York City.

LEASES NEW STORE.

Ormes, the well-known Victor distributor, now located at 366 Fifth avenue, New York, has leased the store in the new building nearing completion at the northeast corner of Fifth avenue and Thirty-seventh street, New York.

INCORPORATED.

The Des Moines Pathéphone Co. at Des Moines, Ia., has been organized by C. C. and Roy Donnell. They have leased a store at 818 Walnut street, where they will conduct their business.

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE, L. M. ROBINSON.

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street. HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

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.

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

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

ADVERTISEMENTS: \$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, SEPTEMBER 15, 1915.

A CAREFUL study of trade conditions shows vast possibilities for the talking machine business during the fall months.

The absorptive powers of this country are something phenomenal and the great yield in all lines of agricultural products gives to this nation a purchasing power which is almost incalculable. Talking machine men have, therefore, splendid possibilities ahead for the balance of the year.

It would seem as if the sales would be limited only by the ability of the physical properties to produce. In other words, the resources of the manufacturers will not be sufficient to supply the demand, and the wise ones will see to it that their stock is kept up to the highest point possible, thus maintaining a selling efficiency which is most desirable.

Indications point to an unprecedented demand for the higher-priced machines.

The possibilities are very large for trade, and no men who show progressiveness in the conduct of their business affairs should fail to win big returns this year—not only this year, but in years to come, for, as we view it, America is bound to enjoy a prosperous era far exceeding former years in our trade history.

THE decision handed down by Judge Hough in the United States District Court at New York, in denying a preliminary injunction which was sought by the Great Atlantic & Pacific Tea Co. against the Cream of Wheat Co., amounts to nothing more nor less than a flat declaration that the manufacturer of a trade-marked product has the right to refuse to supply his goods to jobbers or dealers who cut the price and that the Sherman and Clayton laws contain nothing which prevents such a refusal.

This court decision is a far-reaching one, particularly to the talking machine trade, and the interesting part is that the decision if finally upheld by the United States Supreme Court will point the way for maintaining the contract resale system. If a contract cannot be enforced at law, the manufacturer of an article or the owner of a trade-mark or brand has a legitimate means at his disposal to prevent price-cutting.

If a merchant cuts below the retail price fixed by the manufacturer the latter can refuse to sell to him or the wholesaler who supplies him. In other words, if an agreement to regulate prices cannot be enforced by legal process prices may be regulated by law process.

While the Clayton Act, in Judge Hough's opinion, has failed to restrict the manufacturer in the selection of his customers, the court offers as an interesting speculation, the practicability of a

system of Federal licenses as a prerequisite for interstate business. Submission to such prospective regulatory order might be exacted as the price of license. Whatever advantage there may be in an entrenched position seems now likely to be with the cut-rate opponents.

How can there be any unreasonable restraint of trade when a manufacturer refuses to deal with a man who avowedly is to use his dealing to injure the manufacturer?

Price-cutting on standardized articles is usually the commercial warfare adopted by the large buyer against smaller ones, or that of a merchant who for advertising purposes may sell an article at a loss in order to get customers to his establishment, and then persuade them to buy other things at a compensating profit, or, to give the idea to customers that if he can undersell on a standardized article it follows as a natural sequence that he can do the same thing on other lines of merchandise.

IT would seem to us that the decision of Judge Hough has gone a long way toward clearing up a vexatious problem. In fact, in our opinion this decision ranks among the most important of recent years in its bearing upon the merchandising of standardized or trade-marked articles.

This subject interests readers of *The World* everywhere, for price maintenance has not only meant business stability, but it has meant stock stability, for, if the larger establishments could at will go in and slash prices indiscriminately, where would the small dealer be in a short time?

The large dealer through selling a brand of goods and having vast financial resources could suffer a loss in a special department without affecting his business results as a whole, but the small dealer whose entire fortune is locked up in a special product would be ruined and his stock depreciated to such an extent that his business soundness would be a serious question.

The decision of Judge Hough seems not only good law, but good common sense. It certainly justifies any manufacturer in refusing to sell to those who he believes seek to disturb the fixed condition of his business by indiscriminate price-cutting.

The position of the cut-rater is knocked sky high by this decision, because it had been assumed in many quarters that the cut-rate merchant's position had been strengthened by the Clayton bill, by preventing the manufacturer from refusing to sell to the cut-rate man or to discriminate against him as to prices.

Judge Hough in substance holds that if this was the intent of the act, Congress exceeded its powers as to private concerns whose business is in direct connection with public necessity. In other words, the person engaged in commerce has a right to decline business and it is nobody's business why the business is declined.

ANOTHER important decision: Judge Hazel, of the United States District Court, sitting in New York, declares that the Eastman Kodak Co. exercises a monopoly in restraint of trade, in a decision handed down late last month, and the company is given until November to present plans for reorganization.

The judge stated that there was a marked dissimilarity between the acts disclosed in the case and those disclosed in the United Shoe Machinery and the Keystone Watch cases, which were decided in favor of the defendants.

He stated also in his opinion that there was no limit in this country to the extent to which a business might grow and that the acquisitions of property in this case standing alone would not be deemed an illegal monopoly; but when the acquisitions are accompanied by an intent to monopolize and restrain interstate trade by an arbitrary use of the power resulting from the large business to eliminate a weaker competitor, then they no doubt come within the meaning of the statute.

In its suit the Government alleges that the Kodak Co. was monopolizing the trade in photographic supplies in violation of the Sherman Law to the extent of controlling 72 per cent. of the trade. Restraint, the Government declared, had been imposed on the business of competing manufacturers and dealers by the company's terms of sale.

Perhaps the position of the Kodak Co. is not duplicated in any other trade in this country.

There is a vast difference between trade monopoly and price-cutting, and the two should not be confounded.

Talking machine men are deeply interested in price maintenance, and during the coming session of Congress what was known in the last session as the Stevens bill will be resurrected presumably under a new name, and all talking machine dealers should write to the men who represent them in Congress approving the passage of this bill. It is a matter which interests everyone in the trade, from the smallest dealer to the largest and the importance of showing our representatives in Congress just exactly how we stand is quite essential.

THE members of the National Association of Talking Machine Jobbers certainly are justified in taking pride in the success of the 1915 Convention.

To have arranged a meeting place thousands of miles away from where most members of the trade were located and to have carried through every detail successfully in point of individual interest—subjects handled—and attendance—certainly reflects credit upon the cohesiveness of the organization.

All business and social matters in connection with this great undertaking were recorded in *The World* of last month. From the time of the departure of the special train of five cars from Chicago until the final breakup in San Francisco when the members arranged to make their home trip in a manner pleasing to each.

Over twenty pages of matter, interspersed with sixty photographic illustrations, made the story replete with interest not only to those who participated, but to thousands of readers in every part of the country who were interested in the success of the gathering which will be long remembered by those who journeyed to the Pacific Coast.

The *World* at all times endeavors to perform its duty faith-

fully to every department of this trade, and we appreciate greatly the many congratulatory words which have reached this office enant our treatment of the San Francisco Convention.

It is a physical impossibility to reply to each individual who has sent kind words of encouragement to us, but we desire to say that we appreciate deeply all of the good things which have been said to us.

We have always striven to give the talking machine trade efficient service, and an excerpt from a letter received recently is worthy of reproduction. In a two-page communication a member of the trade of great prominence covers a number of interesting points, and, among others, he writes: "The *World* of August 15 is certainly in every respect a journalistic triumph, and it shows not merely your willingness but your ability to serve the interests of the talking machine trade in a most complete and satisfactory manner.

"During the past year suggestions have been made to us at intervals to sound us on the possible support which we might give to another talking machine paper. We have responded in each case that we were perfectly satisfied with the present journalistic condition, that the field is amply and capably covered by one publication and that we would much rather place our advertising in a paper which had fairly won the confidence and respect of the trade and make it of sufficient importance so that the paper could go ahead and do things than to have our appropriation divided in the support of several publications which could not measure up to the present requirements of the industry, and which might be productive of less results than we can obtain at the present time from one good, straightforward medium like *The Talking Machine World*. Concentration counts and concentration in advertising in a journalistic sense gives good returns back to the manufacturer."

Assuredly a high compliment to the policy of this paper.

CREDITORS' COMMITTEE IN CHARGE.

Take Over Business of Houston Phonograph Co. and Will Conduct It for Sixty Days—Assets \$58,901.38 and Liabilities \$53,061.70.

(Special to *The Talking Machine World*.)

HOUSTON, TEX., September 4.—The creditors of the Houston Phonograph Co., Victor dealers and Edison jobbers, of this city, met here on August 28 to consider the affairs of the company as set forth in a statement of the company's condition presented at the meeting by J. N. Swanson, president.

Those represented at the meeting were the Southwestern Talking Machine Co., Dallas, Tex.; Talking Machine Co. of Texas, Austin, Tex.; Lumbermen's National Bank, Houston; Sanger Bros., Dallas, Tex.; Philip Werlein, Ltd., New Orleans, La.; Schmelzer Arms Co., Kansas City, Mo.; J. W. Jenkins' Sons, Kansas City, Mo., and Thomas A. Edison, Inc., Orange, N. J. The concerns named represented over 75 per cent. of the total indebtedness.

As a result of the meeting the creditors arranged to take over the business and conduct it until November 1 to see whether or not it was feasible to continue it, and if not, to take such steps as will be necessary to liquidate the business. The creditors' committee to take charge of the business includes W. S. Hunt, of the firm of Hunt, Myers & Teagle, attorneys representing the creditors; Guy M. Bryan, vice-president of the Lumbermen's National Bank, and Ewing Werlein, an attorney representing creditors. The committee took charge of the business on August 31, and appointed H. H. Houston to act as manager under bond.

The assets of the company are given as \$58,901.38, of which \$15,630.25 represents accounts due and the balance inventory. The liabilities are set at \$53,061.70, on miscellaneous open accounts and bills payable.

A STRIKING WINDOW POSTER.

Local Columbia dealers, especially those in the cosmopolitan districts, are prominently displaying a window poster recently issued by the foreign record division of the Columbia Graphophone Co. This window hanger is unique in many ways, the border consisting of the actual reproduction in colors of ten of the covers of the foreign record catalogs. These covers are all designed to har-

monize with the contents of the catalogs, the illustrations being appropriate. The covers shown include German, Hungarian, Bohemian, Slovak, Italian, Servian-Croatian, Roumanian, Polish, Hebrew-Jewish and Scandinavian. In addition to these the hanger calls attention to the other foreign

language records in the Columbia library, which include the Arabian-Syrian, Armenian, Bohemian, Cuban, Dutch (Holland), Finnish, French, Gaelic, Greek, Lithuanian, Mexican, Polish, Russian-Ruthenian, Scotch, Slovenian-Kraimer, Spanish, Turkish and Welsh.

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 classes.

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

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



A
 PATHÉ
 PATHÉPHONE
 AGENCY
 is a
 Valuable
 Franchise

GAINING RAPIDLY IN POPULARITY

THE "PATHÉPHONE SHOP" IDEA

*New Dealers, New Jobbers being Created Daily for the
 GREATEST MUSICAL INSTRUMENT IN THE WORLD*

THE PATHÉ PATHÉPHONE!

*Above are some of the PATHÉPHONE advertisements which will appear
 in current issues of the Big Magazines.*

THE PATHÉPHONE'S SUPERIORITY

Is Due Primarily to the PATHÉ ROUND, SMOOTH, GENUINE, HIGHLY POLISHED SAPPHIRE—
 NO NEEDLES TO CHANGE—and the PATHÉ ALL-WOOD SOUND-CHAMBER

*This combination, with PATHÉ DOUBLE DISCS, rendering absolutely Natural Tone
 and superior artistic execution, is most true to the actual performance of the artist.*

*The PATHÉ DISC Repertory comprises over 96,000 selections (the largest in the world)
 giving to Americans for the first time the opportunity to hear Europe's most famous
 artists, who for contract reasons can never be heard in person in America—together
 with well-known artists of this country.*

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



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



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

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

ST. LOUIS TRADE LOOKS FOR A PROSPEROUS SEASON.

This Feeling Prevails in Jobbing and Retailing Circles—Silverstone Reports 50 Per Cent. Increase in August Business—Pathé Line with Hellrung & Grimm—Smith-Reis Co. Devote Sheet Music Department to Victors—Floods Will Result in New Business.

(Special to The Talking Machine World.)

St. Louis, Mo., September 8.—The talking machine business in St. Louis seems to be set for a big season. Not only is the promise good but the August performance is the best so far recorded for that month, both in jobbing and retail departments. Of course last season's record is not so very hard to beat, but the 1913 records furnish a standard that was exceeded by large percentages last month. The lower priced instrument sales again are picking up; perhaps the increase in these sales are more marked than in those of higher price, due to the fact that the wage earners again are at work and have got to the luxury-buying stage once more. Not all of them, but enough to have an influence on the market. The jobbing departments report that the orders from the smaller towns are coming very strong as a direct result of the improved crops. The losses from storms and floods, it seems, are confined to comparatively restricted districts and their loss will not be great compared with the general trade.

Manager Irby W. Reid, of the Columbia warerooms, is greatly pleased with the present condition of business, not only because he is making increases but because it is bearing out his predictions on which preparations were made for handling the fall trade. Throughout the Columbia trade district the jobbing trade is on the increase, except in the limited flood territory. Retail trade, too, is making nice gains.

Aeolian Hall continues its remarkable advertising campaign on behalf of the Aeolian-Vocalion. The most notable feature of this campaign is the "class" of the advertising, which places the Vocalion on a very high plane as a musical instrument.

The Koerber-Brenner Music Co., Victor jobber, reports excellent conditions of trade throughout its territory, with prospects for the "greatest ever" trade during the late fall period.

Mark Silverstone, of the Silverstone Talking Machine Co., in reporting an increase of 50 per cent. in business for August, adds that he is forced to give up the space he retained for his private office on the main floor. He was at a loss to know where he would find desk room until he started to double the capacity of his record racks by putting on a second story for his shelves. Then it occurred to him that he could put a second story onto the demonstration booths and put his office up there. Another improvement at the Silverstone Co. will be an automobile delivery truck, which will be in service some time this month. Recently a cozy corner near the entrance of the Silverstone warerooms has developed itself by the gradual acquisition of a library table and some handsome chairs and benches into a comfortable rest room.

Louis Nachmann, a former dealer, has joined the sales force of the Silverstone Music Co.

A rather interesting sales incident at the Silver-

stone Music Co. was that the other day when three partners of the Mendel Printing Co. each bought a Style 250 machine.

The Laveta Music Co., Gadsden, Ala. has become an Edison dealer through the purchase of an opening stock from the Silverstone Music Co.

The Pathé line will be represented here by Hellrung & Grimm, a furniture house that previously kept out of the talking machine line, but which has for several years had a thriving piano department. Hellrung & Grimm, in introducing the Pathé line, began with a number of blind advertisements, the first being only a picture of the rooster, the second a picture of the rooster on a talking machine disc, then in turn appearing some mysterious descriptions of the machine and questions regarding a machine that played all records, etc., and finally the name of the machine and the name of the firm were spelled out, making it plain that Hellrung & Grimm were selling the Pathé talking machine. This method of advertising caused considerable comment.

J. W. Medairy, long associated with the talking machine department at Aeolian Hall, has joined the staff of the Stix, Baer & Fuller Dry Goods Co. under Manager Noon, of the musical instrument department. Mr. Medairy, who is known to hundreds of Victor owners in this city, has been made an assistant to Mr. Noon and placed in charge of the detail work in the talking machine department. This department recently added the Edison line to the Victor.

Miss Clementine Kinn, recently connected with the Silverstone Music Co. sales staff, has taken charge of the Edison department at the Famous Barr Dry Goods Co., where the Victor and Edison departments have been separated.

The talking machine has a new victory to its credit in this city. Having ousted pianos at the Silverstone Piano Co. is an old story, and now the talking machine has ousted the sheet music and teachers' supply department from the Smith-Reis Piano Co. warerooms. By the middle of this

month one-half of the large main floor room at the Smith-Reis store that has, since the store was opened, been devoted to music, will be built into talking machine booths to handle the rapidly increasing record business of this Victor store. In speaking of the change Mr. Reis said:

"It was with great regret that I parted with the sheet music and supply business, for that trade practically put me into the piano business. But the best interests must be served. In the last few months our record business has been going forward with leaps and bounds and we must have the space or permit it to go elsewhere. Also, with the rapidly growing trade we realized that we could no longer conduct the record sales on an upper floor because of the time wasted in elevator service, even if we had the room there. So we sacrificed our music stock, and it was a sacrifice not only of stock but an excellent trade to make room for this business, which has a great future."

The Smith-Reis stock of music was bought by Joseph Hunleth, of 9 South Broadway, and Walter Starck, long a main floor figure at the Smith-Reis store, goes with the stock.

The recent unparalleled floods in this neighborhood have evidently created a lot of talking machine business for next spring. A large part of the flooded district was devoted to summer resort cottages, and most of these were stocked with low-priced talking machines. Fortunately for the dealers, these were paid for, as credit for camp cottages is limited. But practically all of the cottages were flooded or destroyed, and at the Columbia Co.'s warerooms there has been a constant procession of owners of salvaged machines who have asked about repairs. In most cases a new case and a repolishing of all metal parts would be required and most of the machines would not be worth it. Dozens of machines were entirely lost, so the summer resort business which has been good for a number of years, will be a clear field next year.

Ben F. Phillippis, of the Columbia sales force, the only talking machine salesman in town who drives an automobile on all of his travels and then delivers his machines in his touring car, returned the first of the month from a two weeks' pleasure trip to Chicago, but he insists August was a fair month despite the time he spent playing. One of his sales was a grand.

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

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

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

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

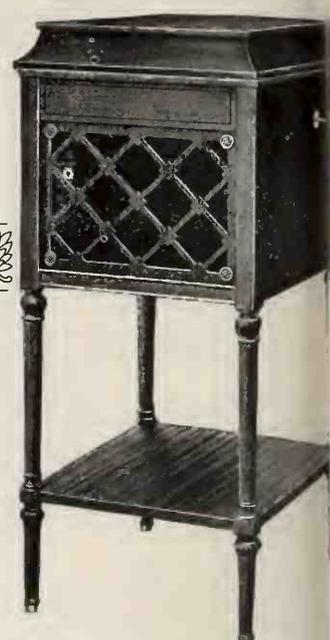
LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.



NEW MODEL C, \$200



NEW MODEL C, \$150



NEW MODEL A, \$100

Announcing New Models of Edison Disc and Amberola Phonographs

The Diamond Disc Line

In response to a popular demand for a still greater variety of cabinets in the new Edison Diamond Disc Phonograph, three new models have just been added to the line.

Models C-200, C-150 and A-100 are the new members of the Edison Diamond Disc family.

Their list price, respectively, is \$200, \$150, and \$100.

Edison dealers are now offering these new models to their customers. They are handsome examples of the cabinet-maker's craft. Those who have their finger tips upon the pulse of the great demand for Mr. Edison's perfected musical instrument, predict that these new models, through their price and design, will win instant favor.

Now—A Complete Selection

With the addition of these three new models, every music lover who desires a Phonograph measuring up to the Edison standard will find a style and a price to suit his preference.

The range of prices is now as follows: \$80, \$100, \$115, \$150, \$165, \$200, \$250, \$275, \$375, \$450.

The Diamond Amberola Line

Beginning with August three new models of Edison Diamond Amberolas were introduced: Amberola 30, \$30; Amberola 50, \$50; Amberola 75, \$75. These three styles, possessing all the superior advantages of tone quality and attractive cabinet design, together with the older Model V, \$60, will efficiently supply the demand for a high grade instrument at a reasonable price.



New Edison Diamond Disc Phonograph

The coming year will be "Edison Year" in the Phonograph trade.

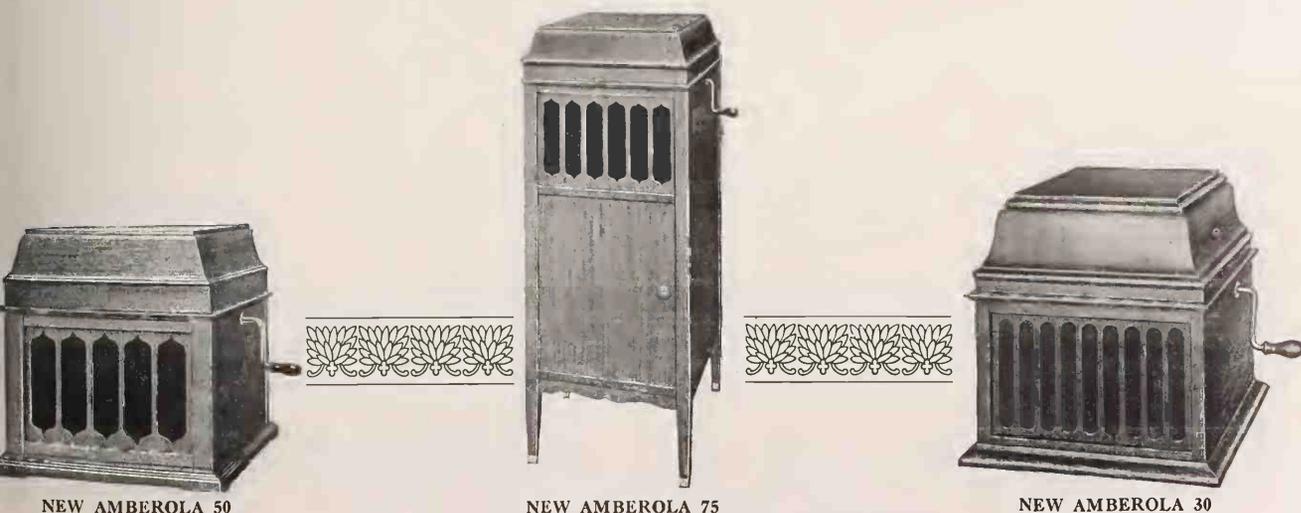
The great Edison factories are now equipped for larger production than the most optimistic had dared to predict. Every handicap has been swept away.

The New Edison Diamond Disc Phonograph has established itself in the public mind as a real musical instrument of the highest type—the choice of all lovers of music.

Edison dealers all over the country are preparing for a year of unusual prosperity.

Now is the time for every shrewd merchant in the music trade to investigate the new Edison line. The man who comes in now will reap the greatest reward. We will be glad to explain, upon request, our plans for the coming year as well as our terms for representation.

Thomas A. Edison, Inc., 279 Lakeside Ave., Orange, N. J.



NEW AMBEROLA 50

NEW AMBEROLA 75

NEW AMBEROLA 30

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine world.)

BOSTON, MASS., September 7.—The month has begun most auspiciously for the trade. The weather is beautiful, people are fast coming back from vacations and summer homes, dealers from all over New England are coming into town, and this means business to all the companies. The various managers are highly encouraged over the general prospects, and few there are who do not see a splendid fall and winter ahead.

Columbia Business Breaks Record.

Manager Arthur Erisman, of the Columbia Graphophone Co., reports that the business of his establishment for August was the largest in its history. Orders have been coming in from dealers for much larger consignments of machines than ever before. He reports that there is a great shortage of small machines, which is rather embarrassing in view of the fact that many of the large orders which include these machines are for immediate shipment, and there is naturally a delay in getting the goods off.

F. H. Silliman Enjoys Vacation.

Manager Frederick H. Silliman, of the Boston quarters of the Pardee-Ellenberger Co., Inc., has returned from his vacation, which he spent with his family at Boothbay Harbor, Me. The good color which he wears shows close contact with the salt water. One of Manager Silliman's hustling callers a day or two ago was R. G. Knuepfer, of the firm of Knuepfer & Dimmock, large Edison dealers at Lawrence, who came in, as he often does, in his auto. He carried back with him a large consignment of goods. Mr. Knuepfer is one of those dealers who see great things ahead for the business this fall.

H. A. Yerkes a Visitor.

H. A. Yerkes, the wholesale manager of the Columbia Graphophone Co., was over in Boston for a few days and held several conferences with Manager Arthur Erisman, of the Columbia's local offices. Manager Erisman, who, with Mrs. Erisman and child, has been spending the summer at Nantasket, is opening his Cambridge home in a few weeks.

H. L. Royer Visits Victor Factory.

Manager H. L. Royer, of the Arch street headquarters of M. Steinert & Sons, was over in New York a week ago on his way to the Victor factory at Camden, N. J., where he was in conference with the home office regarding business. The Arch street

store now is greatly improved through the installation of its new elevator service, mention of which already has been made; and now there are still other improvements under way, notably the lowering of the show windows nearer the street level. This work will probably be completed by the middle of September, and then the establishment will be ready for the good fall business which Manager Royer and all his efficient staff fully believe will come.

Wet Weather Helps Business.

Manager John Alsen, of the talking machine department of the George Lincoln Parker warerooms in the Colonial building, is able to report a good August business, and the fact that there have been many rainy days in a degree accounts for this condition; for it is a fact not to be denied that on wet days that are not so bad as to altogether keep people indoors these Edison and Victor warerooms find many good customers. One of the new acquisitions to Manager Alsen's staff is Frank H. Jenkins, who up to a few weeks ago was connected with the Victor department of the Henry F. Miller Co.

Progress on Pardee-Ellenberger Co. Building.

W. O. Pardee, head of the Pardee-Ellenberger Co., Inc., was in town a few days ago and spoke enthusiastically of his new building, now approaching completion in New Haven, Conn. There has been some delay in getting the structure completed, but it probably will be ready for occupancy toward the end of October, when Mr. Pardee plans to have an auspicious opening. Mr. Pardee will add several good men to his staff about that time, and the establishment will be managed by as good an Edison enthusiast as can be found.

Columbia Co. Vacationists.

R. L. Luscomb, stock man at the Columbia Co., is enjoying his vacation in Maine, and James McDonald, one of the company's canvassers, is over in New York. Billy Ellsler, one of the retail salesmen, is visiting his home in New Jersey and T. Norman Mason, the hustling outside man in the wholesale department, is with his family at Salisbury Beach, N. H.

Take Part in Yacht Club Cruise.

Charles M. Urlass, the outside man for the Edison and Victor departments of Chickering & Sons, was one of those fortunate enough to enjoy the cruise of the Boston Yacht Club when the "Flirt," a trim little sloop, took the lead in the

ocean race from Camden, Me., to Marblehead, Mass. Mr. Urlass was with Herbert Evans, manager of the Boylston street store of M. Steinert & Sons Co., and another in the party was Howard Paul, of the Victor department at Arch street of the Steinert house. The cruise was an altogether delightful one to all who participated.

Geraldine Farrar Hears New Records.

Geraldine Farrar, the grand opera singer, was in town for several days on her way to the White Mountains, and while at the Hotel Touraine paid several visits to the Eastern Talking Machine Co. to listen to some of her newest records which she has made for the company. As the Eastern's warerooms are only a few doors from her hotel, she found it a very convenient place to drop in. Miss Farrar's home city is Melrose, a few miles north of Boston.

H. A. Winkelmann Enthusiastic Over West.

Manager Henry A. Winkelmann, of the Victor department of the Oliver Ditson Co., is telling his friends with much justifiable enthusiasm of his wonderful trip to the Pacific Coast, where he went for the big convention of the talking machine men. His trip home was by way of the Canadian Rockies, and he hopes to repeat this experience at some future time. He stopped at Portland, Ore.; Seattle, Wash.; Victoria, Vancouver, the great glaciers, Lake Louise and at Banff, and he found the scenic grandeur all along the route beautiful beyond words to adequately express. Mr. Winkelmann does not speak very optimistically of business conditions in the Canadian Northwest, for he thinks the boom was overdone some time ago, and in some places he visited things were at quite a standstill. On the trip he was accompanied by Mrs. Winkelmann, who enjoyed the trip quite as much as he. Mr. Winkelmann reports, apropos of local business, that up to the present time he is ahead of last year and at times in the past two or three months the relative increase has been considerable.

Interesting Personal Items.

Elton F. Taft, manager of the Eastern Talking Machine Co.'s Tremont street quarters, is off on an automobile trip, to be gone over Labor Day. He is accompanied by Mrs. Taft and their son, Elton F. Taft, Jr.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., Washington street, is spending his vacation in his car, going first to New Hampshire and later to New York

Real Music
At Last

When the musician wants a means of securing music as it is written and as it ought to sound, he buys the NEW Edison 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 PARDEE-ELLENBERGER CO., Inc.

Boston, Mass.

New Haven, Conn.

Distributors of

Edison Diamond-Disc Phonographs

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

Roy Sylvester, brother of Chester J. Sylvester, one of the staff of the Columbia Graphophone Co., has returned from his vacation, which was spent in Prince Edward's Island, where he had some exciting fishing and hunting experiences. He isn't telling how much game he bagged, however.

Joseph Price, of the stock staff of the Eastern Talking Machine Co., was over at the Victor factory in Camden lately. This was his first visit there and he returned with a far more comprehensive knowledge of Victor and Victrola manufacturing than he had before.

Harry Brown, who is now associated with a large talking machine house at Burlington, Vt., and George Reece, of the same establishment, were callers a few days ago at the Eastern Talking Machine Co.'s warerooms. Both were former employees of the Eastern, and whenever this way they drop in to renew old acquaintances.

Wallace Currier, manager of the Edison and Victor departments of Chickering & Sons, Tremont street, will return after Labor Day from his vacation, taken at North Conway, N. H., to which place his family motored a few weeks ago. Mr. Currier, however, could not go with them, as he was over in East Orange in conference with the Edison officials, but on his return to Boston he followed on by train.

Otto A. Piesendel, head man of Manager Henry Winkelman's staff at the Victor warerooms of the Oliver Ditson Co., is leaving right after Labor Day for an automobile trip up into New Hampshire.

Joseph Carlson, also of the staff, is leaving next week for his vacation. Miss Gertrude and Miss Laura Lockhart will be back from their vacations, spent at Winthrop. James Fernald has been at Antrim, N. H., for a fortnight.

The boys of the Columbia Graphophone Co. are looking forward with keen anticipation to a fishing trip on which they all are going Sunday, September 12. The crowd has chartered a craft and will make an all-day outing of it.

Fred Finn, who has been with the Eastern Talking Machine Co. forces for nine years, has severed his connection with the local house to accept a position in New York. Before leaving he was presented with a handsome traveling bag by his many friends in the Eastern Co.'s warerooms as a mark of their esteem.

R. A. Dinsmore, a Columbia dealer at 1221 Tremont street, in the Roxbury district, has returned from a trip to the Pacific Coast, having been gone six weeks. He says that the Columbia exhibit at the fair is most attractive and successful in a business way.

George D. Ornstein, the sales manager of the Victor Co., with headquarters at Camden, was a

caller last week on the local talking machine trade.

George P. Donnelly, the Portland, Me., manager of the Columbia Co.'s warerooms in that city, was

WISE IN HIS GENERATION.

Judge Brady Conceive Happy Idea of Installing a Talking Machine in His Court Room, Which Fulfills Many Desirable Ends.

"O, wad some power with giftie gear us,
To hear oursel's as ithers hear us!"
(Special to The Talking Machine World.)

KANSAS CITY, KAN., September 7.—Thus exclaimed Judge Brady, of the Police in Kansas City, Kan., on a recent occasion. Rattle! Bang! Bing! Cackle! had gone the voices of women hailed into court because of a neighborhood quarrel. And so silly, so futile and altogether foolish were the words they spoke and the arguments they made that the judge was disgusted.

"How can human beings believe, speaking so, that they are talking sense or expressing reasonable complaints? Do they actually think they are giving testimony that would produce a verdict for their side?"

It was amusing, were it not tragic. For each side believed it had been grievously wronged—and the petty spites, the meanness of the charges and countercharges were, after all, the sandpapery surface, the irritating frictional contact, of what makes up a large part of many people's lives. If only they could know how foolish their words sounded!

Then the judge had a happy thought! The talking machine! On the spur of the moment he declared to his clerk that he must have a talking machine or a dictaphone in the court room for just such cases. The "testimony" would be recorded—and not transcribed for court purposes—it had a higher mission. It would be repeated next day to the litigants, in open court, that they might hear the trivialities that they had exalted into controversy and, shamed by the revelation, would abandon their litigious belligerency.

This was an inspiration! But the judge had an afterthought, too, in the calmness of his cloistered study. Yes, the controversialists would return the next day calmed by twenty-four hours of reflection; but would this reflection actually calm such people? And would the rendition make their exclamations appeal to them as absurd? Would they not be further enraged at the tone of permanence given their adversaries' eloquence? Would they listen enraptured at their own vituperative assaults? Would it refresh their memories of injuries and add more gas to the fire?

"The world has been traveling too steadily in its grooves for a hundred thousand years—even

in town for several days renewing acquaintance with his old friends.

A recent addition to the staff of the Columbia Co.'s Tremont street quarters is A. A. Magowan, who comes here from New York and Springfield.

the talking machine cannot reform it suddenly," the judge mused. ". . . People who would be disgusted by their own resounded twaddle would avoid persons guilty of similar twaddle. . . . And twaddle is seldom twaddle to its author, anyway. . . . Even when he is a judge. . . . The talking machine has a higher mission than to give examples to avoid—its mission is to give examples to admire and imitate, and all uses of the talking machine probably will have to be developed on this theory. . . ."

The judge sighed. Human nature was not yet ready to learn its weaknesses from the phonograph. He would have to continue to be a judge, and tell people crossly when they were wrong.

But that was a cracking good idea, anyway—even if it was ahead of the times.

INDIANAPOLIS NEWS ITEMS.

Business with Talking Machine Stores Very Good—Taylor Co. Advertises in the Movies —Young Lady "Puts One Over."

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 7.—Business with the talking machine stores in Indianapolis is still good. The Columbia Graphophone Co., 44 North Pennsylvania street, is as busy as ever. A. W. Roos, manager, says that the indications for fall trade are exceptionally good.

The Taylor Carpet Co., which sells the Victor line of talking machines, has been attracting attention by advertising with motion picture ads at the local theaters. One cannot help remembering Taylor's and the Victor talking machine after seeing these pictures. They are doing effective work.

Edna A. Martin, employed as a stenographer at the Carlin Music Co., which handles the Edison, "put one over" on the company by keeping her marriage to Louis Howard, a newspaper man, last March, secret until a few days ago. Only the members of the families of the "parties" knew of the marriage, which took place at Paris, Ill. Mrs. Howard has not given up her position with the Carlin Co.

OPEN DOWNTOWN WAREROOMS.

A downtown branch store has been opened by the Sonora Phonograph Co., 57 Reade street, New York, in the Standard Arcade, 50 Broadway. The purpose of this store is to let the business men of this district become acquainted with the musical qualities of the Sonora.

By Every Test, Bagshaw Needles are Best

Everything that goes towards making perfect talking machine needles has been acquired by the House of Bagshaw. Plant, machinery, men and knowledge all blend in unity towards making not only the quality of the product but to increase the volume of production.

Our record of 63,000,000 needles in 10 days is proof of our facilities, and then add to this, our new plant, and you can rest assured of getting needle deliveries as required during the rush season this fall.

W. H. BAGSHAW,

Lowell, Mass.

(ESTABLISHED 1870)



They are telling us that Columbia Double-Disc Record A-1735 combines the two most perfect instrumental trio recordings ever issued.



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

Columbia Graphophone Company
Woolworth Building, New York

AUGUST TRADE 50 PER CENT AHEAD IN SAN FRANCISCO

Sales Ahead of Corresponding Period of Last Year—Victor Booth Center of Attraction at Exposition—National Educational Association Convention Hears Address by Mrs. Clark—Prof. Goodwin Also Lectures on Music in Schools—The Month's News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., September 4.—No matter what lines of business are still inclined to complain, the talking machine interests here are certainly not guilty. Both wholesale and retail establishments report excellent business for the past month, and prospects were never considered brighter for fall and winter trade than at the present time. Everywhere sales seem to be running considerably ahead of the corresponding period of last year. Some managers say their business for July and August, which are usually about the quietest months of the entire year, ran 50 per cent. ahead of the same months last summer, and others report substantial increases also. Exposition festivities are, no doubt, doing a great deal toward stimulating interest in talking machines and records.

Features at Victor Temple of Music.

The Victor Talking Machine Co. continues to offer special features at the Victor Temple at the exposition, which attracts increasing attention right along. Not all the Victor entertainments are confined to the temple in the Palace of Liberal Arts, either. On August 21, for instance, about 4,000 persons gathered in the Liberal Arts plaza to listen to the clear music of the giant Victrola and witness the dancing spectacle, "Le Captif," produced by Mlle. Louise La Gai and her class of child dancers. The dance, which was a barefoot creation danced on the grass, represented the revels of the

forest nymphs and was one of the most elaborate productions yet presented by Mlle. La Gai and the Victor Co. for the benefit of exposition visitors. The performance was arranged by Everett Worthington, manager of the Victor exhibit, especially for the visiting members of the National Education Association.

Mrs. Clark's Address.

Frances Elliott Clarke, head of the educational department of the Victor Talking Machine Co., took a prominent part in the convention of the National Education Association the last half of August, particularly the music section, of which she was formerly twice president. The music session was crowded into one day, September 18, and Mrs. Clarke was the first speaker, her subject being "Forces at Work for the Betterment of School Music." Her topic was well chosen, as she for six years was head of the public school department of the National Federation of Women's Clubs and has made a comprehensive study of the subject. Her address was reminiscent of the rise and development of school music in America, the national organization of supervisors of music, the founding of supervisors of training schools in the large colleges and universities, the general awakening in musical interest causing increased interest among club members, etc. Mrs. Clarke reported the work being done by the clubs of the federation in assisting schools to purchase orchestral and mechanical instruments. Her biggest point was the

aroused interest in the educational value of music as shown by the strong support given school music by a large number of leading educationists of the country.

The Victor Talking Machine Co. was represented at the afternoon session of the N. E. A. music section also, this time by the giant Victrola, the session opening with a forty-five-minute concert of selected Victor records of educational value. The N. E. A. two weeks' convention was held at the Oakland Auditorium, but many of the delegates visited the exposition, and for their benefit E. Worthington and Mrs. Clarke arranged a special program for each afternoon, putting emphasis on the records demonstrating the Victor Co.'s new phases of educational work and calling attention to the correlation of the school room records with other subjects, such as nature study, history, etc.

Visit Columbia Branches in Northwest.

W. S. Gray, Pacific Coast manager of the Columbia Graphophone Co., visited the company's branches in the Northwest the past month, and while in Spokane, Wash., he installed Charles V. M. Jones as manager of that office. Mr. Jones has been with the company on the Pacific Coast for the past eight years, as manager of the Tacoma branch and more recently connected with the Portland and Los Angeles stores. Mr. Gray found prospects favorable at all the northern branches, particularly in Portland, where he says a 40 per cent. increase was made in July over last year. While in Portland he visited the new Meier & Frank department store, which has a large and modernly equipped talking machine department with seven sound-proof demonstration rooms, an auditorium and ample display space. Manager Hartman was getting settled in the new location and was enthusiastic over its possibilities. In

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

DON'T BE A "LAST MINUTE DEALER" OR YOU MAY BE TOO LATE
MESSENGER SERVICE AND AUTOMOBILE DELIVERY

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

Seattle Mr. Gray found Kelley & Hopper, who bought out Eilers recently, very busy and optimistic for the continuation of their present fine business.

Prof. Goodwin Lectures on "Music in Schools."

The local Columbia interests received a visit from Prof. Frederic Goodwin, head of the educational department of the company, during the N. E. A. convention. During that period he delivered several lectures on "Music in Schools" in the Palace of Education and did considerable work at the Columbia booth in the Palace of Liberal Arts. Mr. Dorian, who has charge of the Columbia exhibit, continues to arrange special events, which draw large crowds. The demonstrations of modern dancing by Ethyle Stewart and Addison Fowler, to the accompaniment of the Grafonola, every Wednesday and Saturday afternoon are largely attended, and another strong attraction is the singing of a Miss Mower, a young girl who has taught herself to sing by the Grafonola. She accompanies various records, giving the effect of a duet.

The Cheney talking machine exhibit at the exposition received a short visit from M. L. Willard, secretary of the company, recently.

New Diamond Disc Models Admired.

A. R. Pommer, of the Pacific Phonograph Co., jobber of Edison products, reports much interest being shown in this territory in the new model Edison diamond disc machines. He is concluding preparations for an extensive campaign for their presentation to the trade. He has just engaged C. W. Darby as special representative of the Pacific Co., and the plan is for Mr. Darby to supervise a series of dealers' conventions to be held at central points in the Pacific Coast States, beginning at Fresno, Cal., early in September. At these conventions dealers from the surrounding territory are to gather, and for their benefit Mr. Darby is to deliver sales talks, give instruction in the proper demonstration of Edison machines and records, the art of window dressing, etc. John McCracken, traveler for the Pacific Co., is at headquarters after calling on the trade in southern Oregon and northern California; E. Lyons has just returned from a trip in Montana and Idaho, while Mr. Schwab is covering Oregon and E. V. Chandler is working Washington. John Ramaker is a recent addition to the traveling force of the Pacific Co. in the Northwest.

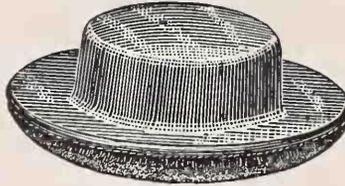
August Sales Ahead of Last Year.

Manager J. S. Baley, of the Edison Shop, says August sales ran considerably ahead of last year, and he considers prospects very bright for the remainder of the year. He says the new machines are very promising and that record inquiries are looking up, the new piano records attracting particular attention.

Dance Record Demand Still Strong.

At the Emporium talking machine department Manager A. A. White reports very substantial increases for July and August over the corresponding months of last year. The demand for dance records is very strong, and much interest is being shown in the new \$150 Edison machine. At pres-

"Standard" Record Cleaner



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

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

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.

ent, however, the principal feature is the big call for the Columbia Leader machine.

Planning for Larger Trade Field.

Sigmund W. Meyerfeld, who has been exploiting the Mastrola on the Pacific Coast for the past several months, left for the East late in August expecting to consummate one or two deals which will probably give him a much wider field of operation. Upon his departure he left S. W. MacLewee and S. A. Diefendorf in charge of this territory. While new in the talking machine business, both these gentlemen have had long experience in the exploitation of other articles and they enter the new field with much enthusiasm over the possibilities of the Mastrola.

Retail Manager for Eilers House.

W. S. Storms, until recently manager of the Spokane, Wash., branch of the Columbia Graphophone Co., is now retail manager of the Eilers talking machine department in Portland, Ore.

Visiting the East.

F. M. Steers, president of the Sonora Phonograph Co., left on September 2 for the East on a business trip in the interests of the company. Manager F. B. Travers says the company is placing lots of dealers and that business at the local store on Geary street is increasing rapidly.

DID LARGE SUMMER BUSINESS.

(Special to The Talking Machine World.)

MEADVILLE, PA., September 8.—Forrest P. Weaver, 276 Arch street, who has handled the complete line of phonographs manufactured by the Sonora Phonograph Corp., New York, for quite some time, states that his summer business was considerably ahead of expectations in sales of Sonora phonographs, including both the higher priced models and the cheaper types suitable for outdoor summer use. Mr. Weaver is enthusiastic regarding the tonal qualities of the Sonora phonograph, and is planning to use considerable newspaper space this fall to feature its many merits. He

is a firm believer in advertising, and his window displays are always timely and result productive.

STANDS HARD USAGE.

Interesting Letter Regarding the Edison Diamond Disc Phonograph from Prominent Picture Show Manager in Topeka, Kansas.

The Santa Fe Watch Co., of Topeka, Kan., recently received the following interesting letter from Lew Nathanson, manager of the Miller-Nathanson Amusement Co., of that city, in which he says:

"Nearly two years ago I purchased one of your Edison diamond disc talking machines to use in one of my picture shows. I have used this instrument in front of one of these theaters constantly and there is no limit to the amount of abuse this instrument has stood and it seems in perfect condition.

"I am only proud to say that I believe there is no other instrument in the world that will stand the amount of hard usage this machine and records have stood. I have used other makes of talking machines; in fact, I think I have used every standard make of machine, both in the cylinder and the disc, some of them costing as much as \$500, but none of these machines have stood up in comparison with the Edison diamond disc.

"Everyone, no matter who comes along, gives this machine a few turns, puts on a record and away it goes. We use this machine in front of the theaters, and I have seen the records so dirty and dusty that they were actually gray, but they only seemed to sound the better. The greatest feature of the Edison machines is the naturalness of tone which you get from one of these instruments, just as though the artist was present."

One of the difficult things to overcome is a natural prejudice against the other fellow's ideas when they conflict with our own.

VICTOR DEALERS, out here in THIS section of the West, would not be a BIT better situated if they were to have

THE VICTOR TALKING MACHINE CO.'S ENTIRE PLANT WITHIN A STONE'S THROW!

WE have gigantic stocks—Victrolas, Victor Records, Supplies—and we are known, even famed, for SERVICE

Write—Phone—Wire—Call—or send for a man—THEN SEE US HUSTLE—

NEBRASKA CYCLE CO., OMAHA, NEB.

(MICKEL BROS. CO., Des Moines, Iowa, conducted under same management)

HOT WEATHER NO BAR TO BUSINESS IN BALTIMORE.

Every Talking Machine House in City Reports Increase—Lively Advertising Campaign Conducted—How Formation of Talking Machine Association Helps—Vacations at End and All Ready for Busy Fall—Reiner Lehman Co. Has Pathé Agency—Other News.

(Special to The Talking Machine World.)

BALTIMORE, Md., September 6.—Hot weather has been no bar to the business done by the talking machine dealers of Baltimore. Every firm in the city showed an increase in business, and with the distributors the cry is still more machines to fill orders. Lack of machines, while not as bad as it has been, is still the main trouble with the business.

The month's business was well enlivened by the retail dealers, who spent liberally in advertising space in the dailies. It also marked the appearance of billboard display of Victor goods by Cohen & Hughes, Inc., distributors of that line.

Vacations by the various firms have now come to a close, and all of the establishments showed marked activity the latter part of last month. All dealers continue to place orders ahead with the hope that the shortage will not be as great this year in meeting the demand of the trade as it was last year.

The organization of the talking machine association by the local dealers has brought about a very good feeling of fellowship among the trade, and at the meetings it has resulted in the men of various lines getting better acquainted with each other.

With the reopening of the various theaters this week the talking machine showed up very well in the advertising columns of the programs, all lines being represented by various houses.

Another record-breaking month's business was done by the Columbia Co. Manager A. J. Heath reports that the business showed better than a 200 per cent. increase over August of 1914, and the volume of business done by the headquarters was above expectations. The Good Value Bargain House, which signed up the Columbia line a little more than a month ago, at once appeared in the dailies with display ads advertising the line. Mr. Heath made a trip during the month to Norfolk and other sections of the South and found business good. He left on a two weeks' vacation last Saturday and will take a much-needed rest. He first went to Philadelphia, which is the headquarters for the Baltimore office, and he will then go to Atlantic City. He will also visit his family in Brooklyn, N. Y., before returning.

I. Son Cohen, for Cohen & Hughes, Victor distributors, reports business good, but his greatest difficulty is with lack of machines. He said:

"We don't have time to place machines on the floor. Just as soon as they are unloaded on the

sidewalk from the wagons they are re-marked for immediate shipment. We are still hopeful that at some time we will be able to get as many machines as we need, but how soon that blessing will come I don't know."

Jesse Rosenstein, of the National Piano Co., Pathé representative, reports big business in his line. He says that the business has gone so far ahead here that there is already a big shortage of machines. The firm closed a deal with the firm of Reiner-Lehman Co. to handle the line. Four or five firms in Baltimore and a like number in Washington are expected to be signed up to handle the Pathé line within the next week. More than a dozen of the Pathé \$100 models have been sold for retail delivery and the customers are being kept waiting.

A good business was reported by the McKee Co., Inc., Edison distributor. This firm plans to sign up a number of firms shortly. The retail business of the firm has shown improvement. William W. Gibson, manager of the McKee Co., returns to-day from a two weeks' vacation.

Plans to take care of a big rush for machines are being made by H. R. Eisenbrandt Sons, Inc. The firm is stocking all the space it can spare with machines. The company is one of the Victor distributors in Baltimore.

The business with Eisenbrandt's is showing considerable increase, and an excellent season is looked for.

W. C. Roberts, manager of E. F. Droop & Sons Co., another Victor distributor, is deploring the fact that he is unable to secure machines. He says he is fully 500 machines short from the number he had at the beginning of the fall of last year.

A good business in both the wholesale and retail departments is being done by Droop's.

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is taking no chances on being caught without machines. He says that he expects to have all the machines in by September 20. Then, he points out, as each style gets low he probably will be able to get enough machines to fill it up again. Mr. Gibbons went over the sales of last year, and for every machine sold during that phenomenal period he has ordered a duplicate.

Then, after placing orders for the same number of machines sold last year, he has ordered several more of each style. He has added quite a few \$75 and \$100 machines, as these are proving to be great sellers in the local trade.

J. C. Haas, of the Stewart sales force, was the high man for the month of August, but he did not have much margin to spare.

Mr. Gibbons reports that there is a decided picking up in the number of dance record sales and the fox trot, "Hello, Frisco," is leading them all. Of the other records he reports excellent sales of McCormack singing "When My Ships Come Sailing Home," and Alma Gluck and a male chorus singing "Old Black Joe."

Mr. Gibbons is another dealer who believes that the coming season will be a record-breaker.

The Kranz-Fink Talking Machine Co. did a good business in August. Joseph M. Fink reports an increase of about 30 per cent. in trading over August, 1914. The \$25 model was the best seller, with a big sale in records. The firm handles both Columbia and Victor lines.

Jerome Benesch, for Isaac Benesch & Sons, reports a good business in Victors during the month, which showed an increase over July.

Reiner-Lehman Co., which signed up to carry the Pathé line, is a newcomer to the talking machine field. The firm is located at Baltimore and Poppleton streets, and will open for business Monday, September 13. Emanuel Reiner and J. Morton Lehman comprise the firm. Mr. Reiner was for seventeen years with Hecht Bros & Co. in the music department, and Mr. Lehman was for twenty years a member of the office force of the same firm.

August with the Victrola department of William Knabe & Co., which is under the management of Milton Boucher, was not as good as it might have been, but Mr. Boucher says that they did some business. He also reports that the record sales were not very good.

Mr. Boucher is making elaborate plans for a big rush during the fall. He is sure this rush will come, and he wants to be prepared for it. Therefore, he is ordering a large number of machines, the shipments beginning the first of this month. He is getting the machines from four different jobbers. Mr. Boucher thinks that the September talking machine business will be a record-breaker. His orders call for large numbers of Nos. 10, 11, 14 and 16 Victrolas.

A. J. Boden, of the Sanders & Stayman Co., also is preparing for a grand rush next month. He intends to meet it with a supply of machines which will be sure to tide him over. Every bit of available space is being used for the storage of the machines.

During the entire summer the Columbia business with the Hub Piano Co. kept up well, as did the record sales. Leon Rosenstein looks for a big increase during the coming months.

The Rosenstein Piano Co., which handles the Columbia and Edison lines, reports a good business for August, with collections fair.

"Words are only good when backed up by deeds"
Mr. Victor Dealer:—What are you receiving?
Try a real Victor distributor with your next order

Landay
BROS
 The House of Victor Service Exclusively
 563 Fifth Avenue, New York

Send for **FREE SAMPLES** Use the **Coupon**

**MASTER-TONE
THE
RED NEEDLE**

FOR ALL DISC RECORDS

We want every Talking Machine Dealer to have samples of the Master-Tone Red Needle. Test it. After you are convinced that it's the best needle for playing all Records, tell your customers about it.

The Master-Tone Red Needle

is made of a composition of vegetable compounds by a secret method—it is the only perfect needle on the market to-day.

Quick Sales—Big Profits

The Master-Tone Red Needle comes in attractive tin boxes—it sells on sight—you make an excellent profit on each sale.

Use the Coupon

**Phonograph
Accessories
Corporation**

25 Broad St.
NEW YORK

PHONOGRAPH ACCESSORIES CORPORATION
25 Broad St., New York

Please send me free samples of Master-Tone Red Needles

We sell the _____ machines

The Advertising Plans Behind the Master-Tone Red Needle



In every city where dealers stock the Master-Tone Red Needle—we will inaugurate a newspaper advertising campaign to introduce this superior needle.

We will furnish each dealer with attractively printed folders to enclose with monthly supplements and statements, with his name imprinted on them.

Also with display cards which can be used in windows and demonstration booths.

Send for samples and prices. Use the coupon.

Phonograph Accessories Corporation

25 BROAD STREET, NEW YORK

JOSEPH W. BRYANT, General Manager



For every argument that might occur to you as to the efficiency of Columbia Grafonolas and Columbia Double-Disc records in your store, we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bank book.



(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

STARR CO. MANAGERS INSPECT NEW STARR PHONOGRAPH.

Spend Two Days at Factory in Richmond Inspecting the New Products of the Company—Particularly Enthusiastic Regarding the New Starr Phonograph and Its Possibilities.

(Special to The Talking Machine World.)

RICHMOND, IND., September 7.—The formal launching of the Starr phonograph manufactured by the Starr Piano Co., of this city, has been received with a great deal of interest by the music

traders. The new product is to be as great a success as the old. A very pretty demonstration room was arranged for the men. On the walls were hung suitable signs bearing on

Much time was also spent in the factory, where an opportunity was given to watch the mechanical installation. As a whole the Starr factories have enjoyed a good season and with the addition of this new product the plant is rapidly approaching its maximum output.

During the past several weeks, in fact since the first sample instruments were completed, visitors at the factories have been given an opportunity to



The Indianapolis Delegation at the Starr Convention.

R. A. Williams, sales manager; J. R. Grottendick, assistant manager; Miss Joanna Gilday, special solicitor; Miss Ruth Boaz, in charge of player music department; W. G. Woodward, in charge of repair and tuning; W. F. Jenkins, manager at Hartford City, Ind.

trade in general, and the members of the Starr Co.'s extensive staff are particularly enthusiastic regarding the new venture. For two days recently the factories of the Starr Piano Co. were turned over to the managers, who met there for the purpose of inspecting and hearing the first completed samples of the Starr phonograph.

Clarence Gennett, treasurer of the company and

the sounding board, horn, sound box and other selling points of the machines. Records of every type and of French, German and English, as well as American make, were tried and compared under every possible condition. The unanimous opinion seemed to be that the Starr was to mark a distinct accomplishment in the musical development of the talking machine.

There is every reason to believe that an organization such as the Starr should meet with little difficulty in producing the same musical quality in the phonograph that it has in the Starr line of pianos. Tone is, when considered as a problem of practical application, the same regardless of how produced.

Fred Mayer, factory superintendent, and Harry Gennett, factory manager, have worked long and earnestly in perfecting this machine. In addressing the men Mr. Gennett said: "We are now content that you should offer the Starr phonograph to the public, confident that we have developed an instrument which surpasses all previous efforts yet in the light of our past experiments. I can promise that you may expect even greater and better results than those you hear to-day."



Cincinnati District at the Starr Convention.

Reading from left to right (Top row)—C. S. Pauling, district manager; F. M. Hewett, manager, Springfield, Ohio. (Bottom row)—R. A. Thompson, manager, Middletown, Ohio; W. C. Robinson, manager music roll department, Dayton, Ohio; W. P. Benner, manager, Piqua, Ohio, and F. S. Smith, manager, Hamilton, Ohio.

hear this new product, resulting in several orders from dealers.

Just when the trade in general can get its first instruments is somewhat uncertain, but it is thought that no serious inconvenience need be felt this fall for lack of stock. The first instruments to go to the Starr stores are now leaving the factory. Several very interesting group photographs taken during the convention are reproduced herewith and portray the enthusiasm of the visitors.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 30.—In the summary of the exports and imports of the commerce of the United States for the month of June, 1915 (the latest period for which it has been compiled) which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

The total exports of talking machines for June, 1915, amounted in value to \$97,488, while records and supplies were valued at \$68,790. Exports of talking machines for the twelve months amounted in value to \$794,011; records and supplies were valued at \$769,098.

It is fairly easy to see how a man attains success after it is all over, but it is more important to get a "hunch" about it in advance if you can.



The Cleveland District at the Starr Convention.

Reading from left to right—C. H. Henderson, of Corry, Pa.; E. E. Henshey, of Elyria; J. J. Anderson, who will have charge of phonograph department at Cleveland; R. E. Tayler, district manager; A. R. Monroe, of Eaton, O.; Miss Harris, of Eaton, and W. E. Cowden, of Toledo.

manager of the retail organization, and Harry Gennett, the factory manager, took charge of the demonstrations and meetings. The general enthusiasm with which the new instrument was

TRADE IN CANADIAN CENTERS.

Music Supply Co., Toronto, Distributer of Unico Booths—Columbia Display at Canadian Exposition—Victor Machine Helps Recruiting—Lindsay Features Victrola at Three Rivers, Que.—News of Month.

(Special to The Talking Machine World.)

TORONTO, ONT., September 6.—The Music Supply Co., Toronto, has been appointed Canadian distributor for Unico demonstrating booths, and anticipates a good business for these goods.

Armitage Layton, manager of Layton Bros.' talking machine department, who feature Edison and Columbia lines, is taking in the National Fair at Toronto for the first time, and incidentally will visit the Columbia factory in that city.

A leading Montreal retail clothier and haberdasher, in order to demonstrate the selling value of a line of shirts, displayed in his windows a show card in the center of which was a "Little Wonder" record. On the card beneath the record was printed the following: "'Little Wonder' that these shirts have proved to be 'Record' value."

The Toronto Grafonola Co. is removing from 141 Yonge street to Quebec street West, directly opposite Teraulay street.

An exhibit of Columbia Grafonolas is being held at the Canadian National Exhibition at Toronto by the Adams Furniture Co., of Toronto. An interesting feature in this connection is the Unico demonstration booth furnished by the Music Supply Co., which, as stated above, has secured the Canadian agency for this line.

The appearance in Montreal this month of Creator's Band should give an impetus to the sale of Columbia recordings of this band.

Layton Bros., Montreal, during the past month made the sale of a \$110 Edison machine, type B 80, to the Interment Camp at Spirit Lake, Ont. Eighty records were purchased along with the machine.

P. T. Legare, Ltd., the largest agricultural implement dealer in the Province of Quebec, with a

Experience Is The Best Teacher

The benefit of eighteen years' experience in the Talking Machine line is at your disposal.

Let us know how we can help you.



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



branch in Montreal, has taken on the representation of the Columbia and will feature all models of this make in its Montreal depot.

S. H. Brown, sales manager of the retail stores of the Berliner Gram-O-Phone Co., Ltd., Montreal, is enjoying his vacation in Boston and his home town, Riverside, near Providence, R. I.

Interest in the formation of the Sixty-ninth Battalion is steadily on the increase, many friends doing their utmost to aid in the good work. The latest of these is the Berliner Gram-O-Phone Co., Ltd., Montreal, which, through its general sales manager, R. L. Chilvers, has donated to Lieut.-Col. Dansereau a \$250 Victrola, which will be used to entertain the men of the regiment. The presentation to the commanding officer was made through Lieuts. F. A. O'Leary and W. G. Coffin.

One of the lines most severely affected in the early days of the war was talking machine needles, which formerly came almost entirely from Germany. The market seems to have adjusted itself to conditions, however, and Whaley Royce & Co., Ltd., Toronto, some time ago arranged for the exclusive Canadian representation of Tru-tone needles, which they are strongly featuring. This firm are distributors in Ontario and the Maritime Provinces for Phonola disc talking machines, and also Fonotipia, Odeon and Jumbo records.

The Columbia Graphophone Co. is extending an invitation to dealers visiting the Toronto Fair to see the interesting processes by which Columbia double-disc records are made at its Canadian factory, located in Toronto. Five Ontario furniture factories are now busy manufacturing cabinets for Columbia Grafonolas.

A recruiting station has been established on Dominion square. A model VI Victor machine with megaphone attachment plays popular patriotic airs at the door of the tent.

The Berliner Gram-O-Phone Co., Ltd., through R. L. Chilvers, the sales manager, has sent a substantial check to the Gazette Tobacco Fund for the soldiers at the front.

Arthur Mandy, of the Phonograph Shop, Ltd., Ottawa, Ont., was in attendance at the convention of Edison phonograph jobbers recently held in New York, as was also R. S. Williams, of R. S. Williams & Sons Co., Ltd., Toronto.

Robin, Jones & Whitman, general storekeepers of Gaspé, Que., whose business is confined principally to the fishermen and inhabitants of the district, make a specialty of gramophones. Very little was done in gramophones until recently. Last year, it is said, the turnover in this department amounted to \$500 chiefly in Victor records. In order to push this line a machine is kept on view all the time, and now and again a tune is played.

C. W. Lindsay, Ltd., has opened a branch warehouse at Three Rivers, Quebec, where it will feature the Victrola. In addition to the two warehouses in Montreal the company operates at Ottawa, Quebec, Kingston, Brockville, Renfrew, Pembroke, Arnprior, Cornwall, Hawkesbury, Smith's Falls and Carleton Place, in which branches they feature Victrola models.

Layton Bros. have on display and are stocking the Aeolian-Vocalion, the newest talking machine on the market, the product of the Aeolian Co., of New York.

TALKING MACHINE AS COURT AID.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., September 6.—Police Judge J. H. Brady believes that many family quarrels would never happen if the participants could see themselves as others see them, and states that he is preparing to have a phonograph in court to record each bit of testimony, recording the inflections and interruptions of other witnesses. Then a few days later he will summon all who took part in the case, produce the phonographic records and have them listen to their testimony. "Those who took part," said Judge Brady, "would feel so ashamed of the entire proceedings—seeing themselves as the court room crowd sees them—that there would be no further need for a judge."

INCORPORATED IN BROOKLYN, N. Y.

The Victory Talking Machine Co., of Brooklyn, N. Y., was incorporated recently with the Secretary of State to deal in musical instruments; capital, \$5,000. Incorporators: B. and H. B. Berinstein, M. Borowitz, 694 Wythe avenue, Brooklyn.

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.

LINDSTRÖM MOTORS
"The Motor of Quality"

BALTIMORE DEALERS ORGANIZE.

Form Permanent Association Under Name of Associated Talking Machine Dealers of Baltimore—Officers Elected and Important Matters Discussed—Constitution Adopted.

(Special to The Talking Machine World.)

BALTIMORE, Md., September 6.—The second gathering of the talking machine dealers of Baltimore, which took place last Tuesday night, was marked by the organization of a permanent association with the election of permanent officers. The gathering which was held last month with temporary officers was known as the Associated Talking Machine Dealers of Baltimore, but that name was discarded and in its place the name of the Baltimore Talking Machine Dealers was substituted.

A constitution was adopted, which was modeled very much after that of the Philadelphia Talking Machine Dealers' Association. There was much wrangling over the adoption of a price schedule which is to guide the policy of the dealers. After several hours' discussion it was deferred until a later meeting. This discussion was due to the fact that several large dealers have not as yet joined with the association, and some of the small dealers objected to any price schedule that would be a handicap to them and an asset to the larger dealers. By the time the next meeting is held it is the hope of the officers and the leading spirits of the association to have every dealer linked with the association, which means much to the proper handling of the trade.

The dues of the association were placed at \$4 annually, with \$1 for initiation fee. No firm, no matter how many stores it has, is entitled to more than one vote, but the association plans to have an associate membership that will permit various members of the sales forces of the different firms to become members.

The following were named as the permanent officers: Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., president; A. J. Heath, local manager for the Columbia Co., vice-president; J. L. Gibbons, manager of Stewart & Co.'s Victrola department, secretary, and A. J. Boden, of Sanders & Stayman Co., Inc., treasurer.

PIONEER CASE MANUFACTURERS.

Edward B. Jordan Co. Has Specialized for Years in This Special Department of the Industry and Has a Splendid Record.

In 1868 Edward B. Jordan founded the cabinet-making factory which bears his name. He was one of the very earliest men to see the possibilities of the talking machine business, and it is said that the first talking machine cabinet was manufactured by him.

The Edward B. Jordan Co., which consists of the founder and his son, Edward B. Jordan, Jr., has a large and commodious factory at 127-135 Degraw street, Brooklyn, New York, where over 600 men are employed in talking machine cabinet

GOOD BUSINESS

Careful comparison of costs has resulted in over fifty per cent. of the cabinet machines being packed in

ATLAS 3-PLY VENEER PACKING CASES

Manufacturers and dealers have found that these northern hardwood veneer cases with clear spruce cleats are an economy because of their lighter weight and better protection. Have you investigated? Write for full information to our General Sales Office, Montgomery Center, Vt. Although the demand is tremendous, our new plant at Camden, N. J., will enable us to handle your order without any delay.

You will find this label on over fifty per cent. of the cases in which cabinet machines are shipped.

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

Look for this label. It stands for economy and efficiency in the firm using this case for packing.

work. The Jordan Co. submits special designs, but manufactures only to order.

A trip through the factory will convince one of the superb facilities of the company. Every point has been carefully estimated, so that the quality of the product throughout is steadfastly maintained. Special systems, including rapid-drying varnish and other accessories, are maintained. A huge stock of lumber and veneer is at all times carried in storage.

TALKERS IN NEW YORK PARKS

Supply the Music for Dancing at Labor Day Exhibitions—Lead in the Singing.

Talking machines were used to a great extent at the various exhibitions given by school children in the various parks of New York on Labor Day, when the youngsters gave some interesting exhibitions of folk-dancing for the edification of their parents and the public in general. For a group in Riverside Park a Victrola IX, placed on the ground, furnished the music in a most satisfactory volume and also played "The Star Spangled Banner" and other patriotic airs, several hundred children joining in the singing of the songs.

H. E. Logan, of the Logan Theater, Macon, Ga., has purchased of the John N. Taylor Music Co. a high-class Victrola, which is now installed in the orchestra pit of that popular theater.

WANT TALKERS FOR SCHOOLS.

(Special to The Talking Machine World.)

PATERSON, N. J., September 7.—Phonographs are wanted in every school in the township, according to the request made to the Board of Education by the school principals of Acquackanonk, N. J., last week. The board agreed to pay half of the expense, providing the phonographs did not cost more than \$50 each. The schools will reopen for the fall and winter season on Wednesday, September 8.

SONORA WINDOW CARD.

The Sonora Phonograph Corp., 57 Reade street, New York, is sending to the trade an elaborate wareroom hanger and window card which is to be used for display purposes by Sonora dealers. The background of the card is in imitation mahogany figure, while the text is printed in black and gold. This design is both an ornament and a selling force for any merchant.

APPOINTS PRESS COMMITTEE.

Andrew G. McCarthy, president of the National Association of Talking Machine Jobbers, has appointed the following members of the association to act as a press committee: J. C. Roush, president; Perry B. Whitsit, Burton J. Pierce, R. C. Rogers and A. M. Stewart.

Open confession of error or wrong-doing is good medicine for the soul, but it is rather a bitter dose.

DO YOU WANT TO HEAR THE REAL EDISON TONE REPRODUCED ON OTHER TALKING MACHINES?**THE VICSONIA REPRODUCER IS THE ONLY SOUND BOX THAT WILL DO IT**

The VICSONIA will reproduce every note, sound wave and minute variation as recorded on Edison disc records with a sweetness of tone and marvelous accuracy.

It affords wider possibilities in that it gives a larger range of selections and affords the users of talking machines a greater variety.

The VICSONIA is a revelation in reproducers, and some of the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits.

The VICSONIA fits both, Victrola or Grafonola. No alterations necessary. Instantly and easily attached or detached. A child can do it.

Jobbers and dealers will find that the VICSONIA is a business builder. The VICSONIA sells for \$7.50. Discounts to jobbers and dealers.

One demonstrating model will be forwarded to any address on receipt of \$3.50.

ALBERT F. BUHLER, 313 E. 134th Street, NEW YORK, Manufacturer

NEW HOME OF THE STEWART CO.

Prominent Victor Distributer in Indianapolis
Now Occupies Handsome Six-Story Building
Specially Arranged—Proof of Rapid Business Growth and Progressive Methods.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 7.—The Stewart Talking Machine Co., Victor jobber, has just opened up its new quarters in its six-story building at 18-20 West Georgia street. After an inspection of the Stewart plant E. W. Fortiner, representing the



Emerson B. Knight.

Victor Talking Machine Co., declared the Stewart Talking Machine Co. to be as well equipped as any talking machine jobber in the United States.

The location of the Stewart Co.'s new home is ideal from the point of service to the dealer, the

whole organization of the Stewart Co. being given over to service to the dealer—quick service. It is within one minute of the freight depots. An order given to the Stewart Co. is filled in an incredibly short time.

With the opening of the Stewart jobbing house Indianapolis takes rank as one of the important talking machine jobbing points in the country. The wareroom space occupied by the Stewart Talking Machine Co. in 1913 was one floor of a two-story building. Later the entire floor of one of the large industrial buildings was taken over, in addition to the original floor space. And now the Stewart Co. has six floors and a basement devoted entirely to the wholesaling of Victor talking machines, Victor records and Victor accessories.

The front part of the main floor of the building is given over to the advertising department, salesmen's desks, stenographers and the office of George E. Stewart, manager of the Stewart Talking Machine Co. Back of this space is an attractive display room for dealers, where the entire line of Victor talking machines may be seen. The decorations and appointments of this room are particularly inviting and attractive. The indirect lighting system is used.

On one of the upper floors is situated a practically natural light-proof record room, where thousands of records pause for a short time in their trip from the factory to the dealer. The general offices of the company will be on the front part of the second floor. The office of Alexander M. Stewart head of the Stewart Talking Machine Co., is here. In other parts of the building are found the shipping department, repair department, accessory department. In short, the building presents a complete talking machine jobbing house with every facility for getting to the dealer the goods he wishes. It is perhaps trite to say that the growth and development of the Stewart Talking Machine Co. has been "stupendous," but nevertheless it is true.

Emerson B. Knight, formerly with the Campbell Circular Advertising Co., has taken charge of the advertising and correspondence of the Stewart Co.

VICTOR Distributing Service For the South-West

—centers naturally
in Kansas City

We can offer unusual facilities
in the filling of orders
completely, and the
most prompt and
satisfactory
service.

Schmelzer's

The Oldest Victor Distributors in the
South-West

KANSAS CITY, MO.

CHARLES POPKIN A BENEDICT.

(Special to The Talking Machine World.)

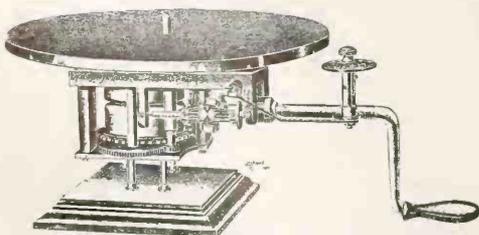
BROCKTON, MASS., September 5.—Charles Popkin, of the United Talking Machine Co., 19 Main street, this city, and widely known in the trade, was married on August 29 to Miss Irene Friedman, of New York City. Mr. and Mrs. Popkin will make their home at 105 Newbury street, this city. The United Talking Machine Co., with which Mr. Popkin is associated, is a large dealer in Victor, Edison and Columbia goods, and its customers number a large following along the South Shore.

Lindström Motors

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

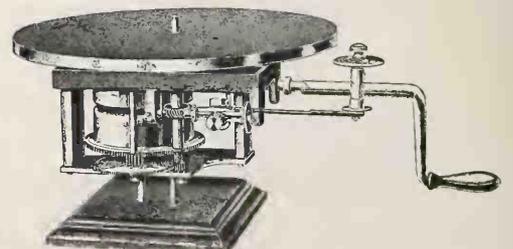
OTTO HEINEMAN

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.

CATERING TO THE CUSTOMER.

There was once a men's outfitting store that lost a lot of business because the proprietor thought his taste in neckties was better than his customers'. It probably was—but his business was to sell neckties to other people—not to himself, says the Voice of The Victor. You may be sick unto death of "Old Black Joe," but to a customer it may be a source of pure delight. Take your cue from him and offer him other records of the same type. There is only one "Old Black Joe," but there are plenty of records with the same easy-sweeping melody and the same simplicity of sentiment. Your chief concern should be to supply him all the records you possibly can of the kind of music he likes, regardless of your own ideas of things.

THE IMPERIAL LOUIS XVI.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., September 7.—Some very attractive new styles of Imperial talking machines are being shown at the big factories of the Imperial Talking Machine Co. at First street and Keefe avenue, this city. General Manager Paul F. Netzow, who is in charge, is quite besieged with inquiries from dealers in various parts of the country who have heard of these models.

One of the handsomest designs is Style 15, or



Imperial Talking Machine, Style 15.

Louis XVI, which is made in mahogany and oak in satin finish, with tone chamber 12x18 inches, double spring motor playing eight 10-inch records with one winding. Gold-plated hardware. Capacity for filing 156 records, with thirteen record albums. Tone modifier operated by a button on the side; 12-inch turntable; speed regulator and brake. The case design is strikingly beautiful, while the large resonator produces a tone exceptionally sweet and

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

pure. Hand-carved, solid genuine mahogany posts and frame. Measurements, 23 inches wide, 48 inches high, 25 inches deep.

PITTSBURGH ASSOCIATION MEETS.

Talking Machine Dealers Elect New Officers and Take Action on Stevens Bill.

(Special to The Talking Machine World.)

PITTSBURGH, PA., September 10.—The Talking Machine Dealers of Pittsburgh held an important meeting Tuesday evening, September 7, in the store of the W. F. Frederick Piano Co., at 635 Smithfield street, and discussed various matters of vital importance to the trade.

At this meeting the following officers for the ensuing year were elected: French Nestor, of the W. F. Frederick Piano Co., president; Mr. Culp, of the Culp Drug Co., of Braddock, Pa., vice-president; Mr. Hotaling, of the McCreery Co., secretary, and C. L. Hamilton, of the S. Hamilton Co., treasurer. Mr. Montgomery, of the Rosenbaum Co., and J. Fisher, of the C. C. Mellor Co., president and secretary, respectively, were the retiring officers, the balance of the officers being re-elected for another term.

After the election of officers a resolution was passed instructing the president to appoint a committee to obtain all possible information on the Stevens bill and to get in touch with other organizations throughout the country, and to get acquainted with the various Congressmen for the

purpose of taking action against the Stevens bill.

At the close of the meeting a very interesting speech was delivered by the president telling of the advantages gained in the united effort of the associations of dealers.

Several important matters which are on schedule will be brought before the members of the organization at their next meeting, which will be held the second Monday in October.

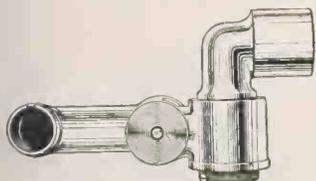
RETAIL PRICE HAS BEEN REDUCED.

"Ragtime Rastus," the automatic dancing doll for talking machines, which was created and has been distributed all over the country by the National Toy Co., 30 Federal street, Boston, Mass., has been reduced in retail price, with proper discounts for the dealer. This is now selling at \$1, and under the new plan there is every indication that the coming season will be most successful. The decrease in price is announced as being due to an adjustment in royalties.

It is our pride that gets us lots of falls as we go through the world, and yet if it were not for pride we would not likely rise high enough to get a fall. So we may safely reason that a fair amount of pride is a pretty good thing to have.

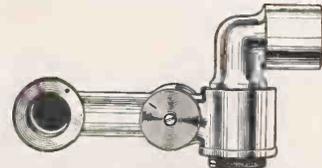
The West Music Co., Joliet, Ill., which devotes about one-half of its space to Victor Victrolas, recently entertained a large number of piano dealers handling the Packard piano.

"PERFECTION" Ball Bearing Tone Arms Fit All Types of



Pat. Arm fitted to Victor reproducer and all reproducers having bayonet or pinlock.

Edison Diamond Disc Machines for playing Victor and Columbia Records. The highest grade arm ever made for this machine. Perfect flexibility in every motion. The ball bearing joint allows the needle to follow any arc, without using feed rake, which renews needle point as the thread on the record carries it across. Both arms have new friction spring device for holding the reproducer suspended above the turntable when machine is not in use.

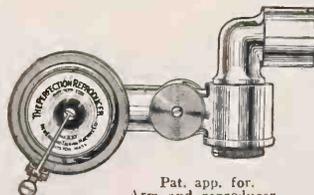


Pat. app. for. Arm fitted to Columbia reproducer, Nos. 6 and 7, and all reproducers having bayonet or pinlock.

Dealers, send us your names and addresses. We will have more accessories from time to time that will make money for you.

NEW ENGLAND TALKING MACHINE COMPANY

120 Boylston Street
BOSTON, MASS.



Pat. app. for. Arm and reproducer.

- Price of arms, each \$2.50
- Price of reproducer to fit arm No. 1 2.50
- Combination arm and reproducer:
- Gold finish 5.00
- Nickel finish 4.75

SEND CHECK FOR SAMPLE

BRINGING DEALERS TO THE JOBBER.

Plan Put in Force by Kipp-Link Phonograph Co. Proves Great Success—Groups of Dealers Entertained at Headquarters—Sales Plans Discussed—Concentrate on Wholesale Trade.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 8.—At the close of the week ending September 4 the Kipp-Link Phonograph Co., 343-345 Massachusetts avenue, jobber for the Edison line of talking machines, had demonstrated that it had found an exceptionally novel and effective method of arriving at a better understanding with the dealers in the Kipp-Link Co.'s zone. Instead of going to the dealer, the Kipp-Link Co. brought the dealer to it.

Beginning Tuesday, August 31, a certain number of Kipp-Link dealers from various parts of the Kipp-Link zone came to Indianapolis and made the Kipp-Link Co.'s store their headquarters. The next day another batch of dealers arrived. On Thursday there was another batch, and on Friday the last batch arrived. As each group of dealers, spending a day with the Kipp-Link Co., had practically the same experiences, it is sufficient to refer to the program of one day.

Primarily, the scheme was devised by Walter E. Kipp, president and manager of the Kipp-Link Phonograph Co., to the end that all the dealers might see all the latest models of the Edison line. From 10 o'clock to 11:30 each morning the dealers were addressed by H. G. Dennis, mechanical instructor of the Edison Co. The addresses of Mr. Dennis proved to be particularly interesting to the dealers. From 11:30 to 1 o'clock there was general discussion of sales methods. Out of these discussions developed a great number of new sales schemes. At 1 o'clock the group of dealers were taken to the German House for lunch. After lunch Mr. Kipp addressed the dealers in an informal manner, discussing the "ins and outs" of the talking machine business. He referred to the new Edison zone system and of its value to the dealer. Mr. Kipp read a message from Thomas A. Edison, in which Mr. Edison cordially invited the dealers to visit the factory at any time. A letter from William Maxwell, vice-president of the Edison Co., also was read by Mr. Kipp.

The new scheme devised by Mr. Kipp of bringing the dealer to the jobber impressed the dealers and they voiced unstinted approval of the plan. Convinced that fall business with the Edison dealers would be large, all the dealers left large orders for delivery. It was pointed out that sufficient goods should be ordered, that the dealers have stock for the holiday trade.

After the discussion at the German House the dealers were taken on a trip of inspection through the Edison Shop in North Pennsylvania street, opposite Keith's Theater. The rooms to be occupied by the Edison Shop are being remodeled, and when the work is done there will be no finer talking machine quarters in the country. The dealers were impressed with what is being done in preparing a high-class, artistic shop for the sale of talking machines, and many announced that they would also improve their salesrooms.

The main floor of the Edison Shop will be devoted to a concert hall seating approximately seventy-five persons, display and demonstration rooms and the offices of the shop. Free concerts will be given in the concert hall. The record rooms will be downstairs.

With the opening of the Edison Shop, of which Walter E. Kipp is the proprietor, the Kipp-Link Phonograph Co. will devote its entire energies to the wholesale business. The opening of the Edison Shop probably will take place in October.

VICTROLA FOR SOLDIERS.

A handsome Victrola was recently sold to the soldiers stationed at Fort Logan, Col., by the Darrow Music Co., Denver, Col., and will be used to furnish music for the dances at the fort during the winter months.

An accusing conscience is sometimes a more difficult thing to quiet than a fretting baby.

PURCHASE RED NEEDLE PATENTS.

Phonograph Accessories Corporation Takes Over Patents and Rights to the "Red" Talking Machine Needle—Plan for Big Output and Widespread Advertising Campaign.

The Phonograph Accessories Corp., with offices at 25 Broad street, New York, has purchased the patents and rights covering the construction of the Red talking machine needle, which was made by the Masterphone Corp., as well as the machinery therefore, and has secured quarters in New York for the manufacture of this needle, which hereafter will be known as the "Master-Tone—the Red Needle."

A national plan of publicity will be inaugurated



J. M. Bryant.

in behalf of this needle, whereby its merits will be brought to the attention of the public in an educational way, so that the dealers' sales will be materially augmented. It will be a trade-mark specialty.

The factory of the Phonograph Accessories Corp. is now being rapidly equipped with additional machinery for the manufacture of these needles, and it is expected to be in full working order the early part of October, when it is planned to have a night and a day force of workmen employed in order to fill accumulated orders.

The Master-Tone Red Needle is made of a new substance which is said to be more durable than steel, and which, it is claimed, plays five to ten

records without change, without wearing the record, and minimizing the scratch. It is further claimed that its reproductive qualities are of the best.

The Phonograph Accessories Corp. is under the management of J. M. Bryant, who for the past ten years has been associated with the talking machine trade in many important capacities, and who recently resigned from Landay Bros. in order to accept this responsible position. He is a young man who is fully conversant with the needs of the trade, and should achieve a success in his new field of operations.

It is the intention of Mr. Bryant to start on an extensive trade tour about the end of September, first visiting the New England trade and the large cities in the East, and then leaving for the Pacific Coast, calling at important points en route, and returning home by way of Canada. In another part of The World will be found the advertisement of the new company, which should interest readers.

NEW COLUMBIA AGENTS.

Many Local Concerns Place Line in Branch Stores, Including Ludwig Baumann & Co.

The rapid strides which the products of the Columbia Graphophone Co. are making in local territory are evidenced by the many branch stores which have been equipped with the complete Columbia line by concerns which have fully tested and tried out the sales possibilities of Columbia graphophones and records in other stores. During the past week the following deals were closed with stores already having the Columbia line: Ludwig Baumann & Co., the well-known furniture house, which has had a Columbia department for quite some time in its stores at Newark, N. J., and Thirty-fifth street and Eighth avenue, New York, has arranged to install the Columbia line in its store on 125th street, in the heart of Harlem's shopping center. Otto Wissner, the prominent piano concern, which has prosperous Columbia departments in its stores in Bridgeport, Conn.; Jersey City, N. J.; New York, N. Y., and Brooklyn, N. Y., has placed the line in its Newark, N. J., store. The Heraco Exchange, which has closed an excellent business with Columbia products in its store at West Hoboken, N. J., has also arranged to handle the Columbia line exclusively in its new store at West New York, N. J.

Proper dressing counts for something with every man if he will but let it.



Mermod Motors

(BUILT RIGHT)

Now being made in the U. S. A.
The result of a century's experience.

MERMOT 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.

LOS ANGELES TRADE PREPARED.

Jobbers' Stocks in Satisfactory Condition and Dealers Are Ordering Liberally—New Edison Disc Models Please—Central Library of Records for Schools—Vacations Enjoyed.

(Special to The Talking Machine World.)

Los Angeles, Cal., September 7.—The month of August has shown a steady increase in business over June and July, which is, of course, very gratifying to the local dealers, as August is considered the quietest month of the year.

All the jobbing houses are in much better condition to supply both machines and records than at any other time this year. This is a great benefit to the retail dealers, who have been short on machines and records so long that their patience was nearly exhausted. Back orders of customers that have been on file for several months are now being filled and the days of "scarcity" are about over.

The Southern California Music Co., Edison jobber, reports great activity in its wholesale department since the arrival of the three new Edison disc models. These new designs apparently are destined

to become very popular, especially the Model 100, for which there has been a big demand for some time.

O. A. Lovejoy, manager of the wholesale department for the Southern California Music Co., has just returned from a two weeks' vacation in the mountains.

Several local dealers report unusual activity in the inquiries from schools. Indications point to a splendid business in talking machines in that department. Over 150 schools in Los Angeles and suburban towns are supplied with talking machines of various makes, and they are fast becoming a necessity in the musical departments of the schools.

The Los Angeles city schools have a central library of records, access to which is open to all schools which have machines. A great many individual schools have very fine collections of their own which they obtain in various ways, by donations, concerts, etc.

William Hobbs Richardson, manager of the retail department of the Southern California Music Co., with Mrs. Richardson, has just returned from a delightful ten days' visit to San Francisco, where they of course visited the big fair.

A NEW REPRODUCER

Which Is Interesting Members of the Trade—Can Be Quickly Placed on Different Types of Machines to Play Edison Records.

The manufacturer of the Vicsonia reproducer has been much gratified at the manner in which his new product has been received by the members of the trade who have tested it.

The jewel point enables the user of a talking machine to use Edison records on other machines. It can be instantly attached or detached so that it fits the various types of machines. Some of the members of the trade have become convinced that it opens up pleasing trade possibilities and after they have tested the Vicsonia reproducer have placed substantial orders for same. The manufacturer is Albert F. Buhler, 313 East 134th street, New York.

The department store of John Schmelze, Saginaw, Mich., has installed a talking machine department on the eighth floor of this establishment. Mrs. Elsie Burroughs has been appointed manager.

Plays Every Make of
Disc Record
Without Attachment

SUMMONY

TALKING MACHINE CO.

47 WEST 42ND STREET, (Suite 311) NEW YORK

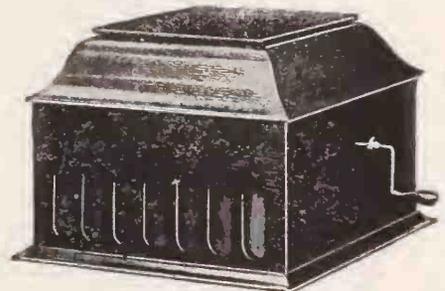
MACHINES

FROM

\$7.50 to \$100

THE
SUMMONY
TALKING
MACHINE

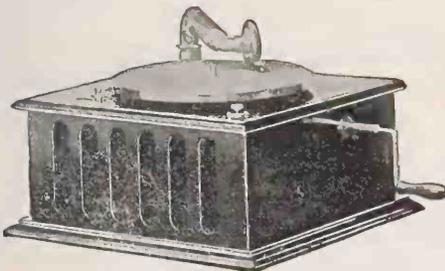
Represents Years of Experience
Is Attractive in Design
Perfect in Tone
Absolutely Guaranteed
Is the Best Value on the Market



STYLE L No. 4, \$25.00.

Size, 15 1/4 inches wide, 17 1/2 inches deep and 12 3/4 inches high. Finish, mahogany or oak. Double spring worm gear motor. 10-inch turntable.

Write for Catalog and Unusually Good Dealers' Proposition
Get in Line for the Big Holiday Trade
Special Cabinet Designs to Order



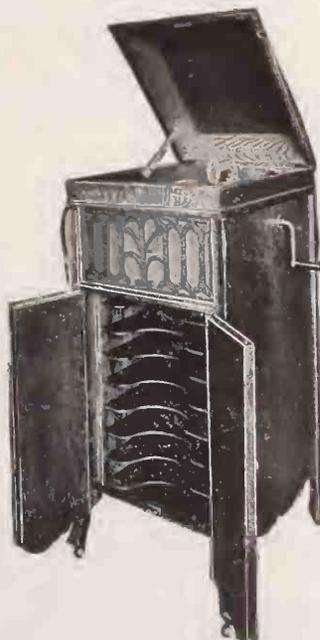
STYLE L No. 6, \$10.00.

Size, 15 inches wide, 15 inches deep and 7 1/4 inches high. Finish, mahogany or oak. Strong single spring motor. 10-inch turntable.



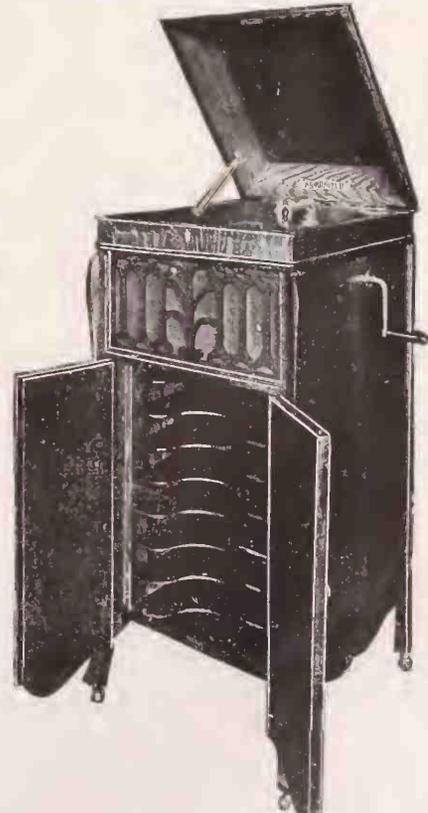
STYLE L No. 3, \$45.00.

Size, 17 1/4 inches wide, 19 1/4 inches deep and 14 1/4 inches high. Finish, mahogany or oak. Heavy double spring worm gear motor. 12-inch turntable.



STYLE S No. 3, \$75.00.

Style S, No. 3.—Size, 17 inches wide, 20 inches deep and 43 inches high. Finish, mahogany or fumed oak. Heavy double spring worm gear motor. 12-inch turntable.



STYLE S No. 4, \$100.00.

Size, 19 inches wide, 21 inches deep and 44 1/2 inches high. Finish, mahogany or oak. Heavy double spring worm gear motor. 12-inch turntable.



This Record Cabinet Sells More Records

Many talking machine owners stop buying 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 all Disc Records will satisfy your customers; make quick, easy sales for you, and result in larger record sales. 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 CO., Ditson Bldg., 8-10-12 E. 34th Street, New York.

CHANGES IN NEW YORK T. M. CO.

W. D. Marbourg Now Assisting Sales Manager
Moody—S. B. Schoonmaker Appointed to
Sales Force—Other Promotions and Changes.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, announced recently a number of changes in the company's sales staff, which were made to enable the members of the organization to work much more closely with the company's dealers in the dealers' own establishments, thereby co-operating with them to a maximum degree.

W. D. Marbourg, who for some time past has taken care of most of the company's city and nearby suburban trade, is now assisting Mr. Moody in putting into operation an even broader plan of co-operation than has heretofore existed between the company and its many Victor dealers. The scope of this new plan will be of great value to the dealers, embodying many new and important features. A considerable portion of the work included in Mr. Marbourg's activities has heretofore been handled by Mr. Moody, assisted by J. J. Davin. Mr. Davin now has new and responsible duties which will include meeting the many dealers who visit the New York Talking Machine Co.'s headquarters.

Elmer Howells, who has been acting as floor man in the past, has been placed in charge of the company's record stock, this work including the supervision and handling of all record orders, his duties in this capacity being in direct conjunction with Mr. Moody's department.

S. B. Schoonmaker has been appointed to the sales staff, handling the territory formerly under Mr. Marbourg's direction. Mr. Schoonmaker bids fair to achieve the same success accorded the company's other "stars" in the sales domain.

TO GIVE INFORMAL DANCES.

How the Bloch Co. Attracts and Holds Interest in Its Columbia Department in Racine.

(Special to The Talking Machine World.)

RACINE, Wis., September 8.—Although the Columbia department of the Bloch Furniture & Carpet Co., of this city, has been open but a few weeks, it has already built up a substantial clientele for Columbia graphophones and records, due to a live sales organization and capable executive direction.

A. L. von Gergely, manager of the Columbia department, is an enthusiastic believer in the unlimited possibilities of the talking machine field, and to carry out one of his sales development ideas will give informal dances in the Columbia department during the fall and winter, the hardwood floor being so constructed that it is easily adaptable for such a purpose.

GOOD PUR-A-TON NEEDLE SALES.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 6.—The Emerald Talking Machine Needle Co., of 428 Grand avenue, this city, is having excellent success on its Pur-A-Ton permanent needle for lateral cut disc records. This needle has recently been further improved by a fibre shank which eliminates the possibility of breakage. The company's sales are increasing steadily and reorders are coming in rapidly. It also reports quite a sprinkling of inquiries from foreign countries. The company has reason to be proud of the large number of letters it is receiving eulogistic of its needle and of the quality of tone it secures.

NEW LABEL FOR FILING PURPOSES.

The Victor Talking Machine Co. recently called the attention of its dealers to the advisability of having their patrons use the new label on the Victor records for filing purposes. Referring to this label, the company said:

"Beginning with the supplement for January, 1914, a new record label was adopted, one of the advantages of which was a widening of the gold band above the word 'Victor' and at either side of the trade-mark. This, it was pointed out, was not a mere decoration but it was designed to serve a certain purpose, viz., to provide a space in which people might put their own catalog number, and so simplify the process of returning each record to its proper album. Suppose, for instance, that a certain record is to be kept in section 16 of Album 'A.' If the record is so marked with black ink on the widened portion of the gold band all chance of confusion is avoided, because a glance at the record itself tells just where the record should go. Dealers should make a point of calling the attention of their customers to this feature, because in any considerable collection some sort of 'keying' system is necessary."

GETTING THE MOST OUT OF LIFE.

Thomas F. Green, General Manager of the Silas E. Pearsall Co., Enjoys Bucolic Delights.

Four acres of ground, chickens, cats, dogs, apple trees, enough corn and fresh vegetables to feed a regiment; a beautiful cottage in the best part of Connecticut, one of the best of wives to look after his comfort, and two lively youngsters, are among the things that go to make life worth living for Thomas F. Green, general manager of the Silas E. Pearsall Co., the Victor distributor of New York.



Thomas F. Green Enjoying Life.

The accompanying snapshot, showing Mr. Green enjoying life at his home in Noroton, Conn., in company with his young son, was recently taken by E. Paul Hamilton, of Frederick Loeser & Co., Brooklyn, and goes to prove that Mr. Green, Jr., is being brought up in a proper environment.

A Bird In the Hand Is Worth Two In the Bush

By having a few Victrolas of each type in stock you are always prepared.

A shortage on some style may occur at any time. Send us your order at once for those you need.



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



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

"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

TRADE NEWS FROM CINCINNATI.

Increased Number of Stores and Larger Variety of Talking Machines Will Add Materially to Competition This Fall—Leading Houses Report Larger Business Than for Same Period Last Year—Active Campaign Planned for Fall—Many Orders Placed.

(Special to The Talking Machine World.)

CINCINNATI, O., September 7.—Although the Starr Piano Co.'s talking machine has been formally placed on the market, it is evident that the manufacturers hardly counted on the big demand, since the local branch has not yet been supplied in the regular manner. Two sizes have made their appearance on the market, the prices being \$100 and \$125. The few shipped to this city were immediately sold. The Starr people believe the instrument and the case, as well as the price, will immediately give the machine a good place on the market.

The gain in openings for talking machine business in this market is giving the wholesalers as well as the old retailers something to think about. The situation will undoubtedly result in much competition this winter. Most all of the department stores now carry talking machines, and the Baldwin Piano Co. and Steinway & Sons are the only piano firms without these side lines.

R. J. Whelen, manager of the local Columbia store, reports a tremendous increase over August of last year, and from all indications expects a continuance of good business. In talking further of conditions he said: "While the retail end holds its own the wholesale is breaking all records, and in anticipation of a phenomenal fall and winter the dealers all over the territory are stocking up in advance."



PATENTED MARCH 16, 1915

Ragtime Rastus

Automatic Dancing Doll
for Columbia or Victor Talking Machines

Under different royalty arrangements and with larger manufacturing facilities.

Rastus NOW RETAILS at \$1.00 in U. S.

Prices to Dealers, Sample 75c.

One Dozen, \$7.20 Half Gross, \$40.00
F. O. B. Boston, Mass., U. S. A.

NATIONAL TOY CO.

Manufacturers of Toys and Specialties

30 Federal St., BOSTON, MASS., U. S. A.

S. H. Nichols, district manager of the Columbia Graphophone Co., visited Cincinnati during the past month, spending two days at the local store.

The extensive improvements which are being made at the Columbia headquarters on West Fourth street are well under way, and when all is finished Cincinnati will have one of the most beautiful and exclusive talking machine stores in the country.

Manager Byars, of the Aeolian Co., this morning said August showed a substantial increase over the previous month in Vocalion business. In speaking of the situation he said: "The skepticism which usually greets a new musical instrument is entirely disappearing and the Vocalion is winning its way into the homes of the most representative and musical people of Cincinnati. In addition to the local business the recent high-class Aeolian advertising is bringing inquiries from out of town in every mail and a number of sales have been made in cities adjacent to Cincinnati. The day of the cheap talking machine is gone. It is most gratifying to the trade to see the higher-priced instruments taking the lead. It unquestionably proves that the talking machine is rapidly becoming the standard of musical entertainment. This fall, in the face of the existing industrial conditions, should see the biggest season ever experienced in the talking machine field."

Wurlitzers report a substantial increase in both retail and wholesale over August, 1915. The record business was especially active and increasing daily at a great rate. Thanks to a vastly increased stock, the company will be able to handle the situation, although the advance orders for Victrolas are far heavier than anticipated.

The advance orders placed by dealers are simply astonishing in size. It is evident that they all look for phenomenal business and are trying to prepare so as to lose as little as they can help.

Increasing numbers of dealers are doing outside work in the way of demonstration and canvassing, and this alone has a tendency to increase sales. A great deal of the prosperity of certain dealers is credited to their improved methods.

CONCERTS AS TRADE DEVELOPERS.

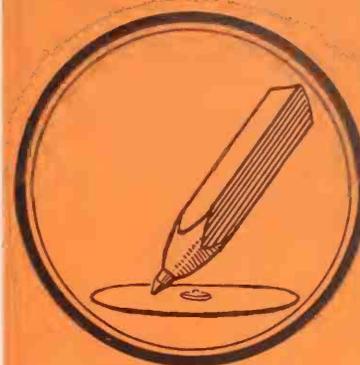
(Special to The Talking Machine World.)

SHERMAN, TEX., September 7.—The Hollingsworth Carpet Co., of this city, which maintains a prosperous Columbia department, has developed the free concert idea to a profitable degree, and through the judicious use of newspaper advertising has made its series of concerts the Mecca for local music lovers.

The Hollingsworth Carpet Co. has three kinds of concerts which it presents to the Sherman populace. One is a regular weekly concert, which is liberally advertised, the program being announced. Any Columbia artists who visit Sherman are made the subject of a second class of concerts, and national holidays, such as Independence Day, are the basis for a third class of concerts. These concerts have aided in making the company's Columbia department a signal and gratifying success.

CONDUCTING RECORD EXCHANGE.

A new system of conducting a record exchange which may help to solve some of the many problems connected with that proposition is being developed by R. & H. C. Robertson, Kansas City, Mo., which will be referred to more fully later.



Retails for \$1.00

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

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

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

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

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

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

Sonora Phonograph Corporation

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

GEO. E. BRIGHTSON, President,

57 Reade Street - NEW YORK

A Word to the Wise Is Sufficient

Start in right now building up your Record and Victrola stock.

You will not feel putting in an extra machine every now and then and it will be a big help when the time comes to lay in a large stock for the fall demand.



Blackman

TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK



DISTRIBUTORS

BALTIMORE, MD.

E. F. Droop & Sons Co.,
231 N. Howard Street.

BANGOR, MAINE.

Andrews Music House Co.

BOSTON, MASS.

Oliver Ditson Co.,
150 Tremont Street.

Eastern Talking Machine Co.,
177 Tremont Street.

M. Steinert & Sons Co.,
53 Arch Street.

BUFFALO, N. Y.

Neal, Clark & Neal,
643 Main Street.

BUTTE, MONTANA.

Orton Bros. Music House.

CHICAGO, ILL.

Lyon & Healy.
The Talking Machine Co.,
12 North Michigan Ave.

CINCINNATI, OHIO.

Rudolph Wurlitzer Co.

CLEVELAND, OHIO.

W. H. Buescher & Sons Co.

COLUMBUS, OHIO.

Perry B. Whitsit Co.

DALLAS, TEXAS.

Sanger Bros.

DENVER, COLO.

Knight, Campbell Music Co.

DES MOINES, IOWA.

Chase & West

DETROIT, MICH.

Grinnell Bros.

INDIANAPOLIS, IND.

Stewart Talking Machine Co.

KANSAS CITY, MO.

The Phonograph Co.
The Schmelzer Arms Co.

MILWAUKEE, WIS.

Badger Talking Machine Co.,
312 Grand Avenue.



Write or See
Nearest Distributor

THE UNICO



BEFORE

THE UNICO SYSTEM

Provides for the
Complete Equipment
of the
Talking Machine
and
Player Piano
Establishment
including
Demonstrating
Rooms
Decoration of Walls
and Ceilings
Ventilating and
Lighting Systems
Floors, Furnishings,
Record and Player
Roll Racks

Sound Proof
Dust Proof
Sectional
Elastic

THE STORE

The Above Change Wa
Order Your Unico Insta

A Record Fall a

UNICO DEMONS

As Illustrated Abv

\$75.⁸⁰

24 HOU

In order to give the Talking Machine Trade servi
in all eight designs, completely finished, glazed
finishes: Colonial Mahogany, White Enamel, F
October Fifteenth we will make shipment when d

WITHIN TWENTY-FOUR

UNICO DEMONS

Are Shipped Entirely Compl

CATALOG

THE UNIT CONSTRUCTION

SYSTEM



AFTER

BEAUTIFUL

Completed in Three Weeks
 Now and Be Equipped for

Holiday Business

TALKING ROOMS

Available in Price From

Upwards

DELIVERY

Equalled, we are now carrying UNICO ROOMS
 ready for immediate shipment in the following
 weathered Oak, Driftwood Oak. From now until
 of the above finishes

ON RECEIPT OF ORDER

TALKING ROOMS

Ready for Quick Installation

ON REQUEST

COMPANY, 121-131 SOUTH THIRTY-FIRST STREET
 PHILADELPHIA, U. S. A.

When in Philadelphia Call and Inspect Our Model Talking Machine Shop

(Illustrated Above)

Unico Demonstrating Rooms
 \$75.80 Upwards

Unico Panelling For Walls and
 Ceilings
 25c. Per Sq. Ft. Upwards

Unico Electric Ventilating
 System
 \$12.50 Per Room Upwards

Unico Lighting System
 \$10.00 Per Room Upwards

Unico Record Racks
 (Capacity 1200 Records) \$36.00

Furnishings to Suit the Individual
 Taste at Moderate Cost

**Patent Assembling
 Requires Neither
 Nail Nor Screw
 No Expert Labor Needed**

DISTRIBUTORS

NASHVILLE, TENN.

O. K. Houck Piano Co.

NEW HAVEN, CONN.

Henry Horton,
 422 State Street.

NEW ORLEANS, LA.

Philip Werlein, Ltd.

NEW YORK, N. Y.

Blackman Talking Machine Co.,
 97 Chambers Street.

C. Bruno & Son, Inc.,
 351 Fourth Avenue.

I. Davega, Jr., Inc.,
 125 West 125th Street.

New York Talking Machine Co.
 119 West 40th Street.

Silas E. Pearsall Co.,
 16 West 46th Street.

OMAHA, NEBRASKA.

A. Hospe Co.
 Nebraska Cycle Co.

PEORIA, ILL.

Putnam-Page Co.,
 211 South Adams Street.

PHILADELPHIA, PA.

Louis Buehn Co.,
 825 Arch Street.

Penn Phonograph Co.,
 17 South Ninth Street.

H. A. Weymann & Son,
 1010 Chestnut Street.

SAINT PAUL, MINN.

W. J. Dyer & Bro.

SALT LAKE CITY, UTAH.

Consolidated Music Co.

CANADA.

Music Supply Co.,
 Toronto, Ontario.



**Write or See
 Nearest Distributor**

EXPANDING TRADE IN CLEVELAND.

Dealers and Jobbers a Unit in Optimism—Leading Concerns Increasing Equipment and Adding to Perfection of Their Service for Fall and Winter—News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., September 7.—While numerous industries and businesses were suffering from a usual summer dulness the talking machine trade was quite active. During the past month the jobbers and dealers have been unusually busy preparing for a heavy fall and winter business. Even at this early date some of the jobbers report a shortage of goods, but are making every preparation for handling future business.

J. E. Lightner, progressive Painesville dealer, was in the city on business, visiting the Eclipse Musical Co., local Victor distributor.

Mr. Smerda, Mr. Meier and the Maresh Piano Co., east end Victor dealers, report a fair month.

R. Svehla, who is the only Victor dealer who has a store on the east side and on the west side, reports a good business. He is about to move his west side

store into more spacious quarters to accommodate an increasing patronage.

The Harmony Music Shoppe, located in the Arcade, by means of advertising and window displays has shown good results in its Victrola business.

Miss Elsie Baer, of the O'Neill Co., Victor dealer in Akron, O., was in Cleveland, and expressed satisfaction over the increased facilities of the Eclipse Musical Co. for handling its increased orders.

C. L. Price, factory representative of the Victor Talking Machine Co., was in Cleveland on a tour of inspection.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, was a visitor on his way East from the convention at San Francisco.

H. R. Fitzpatrick, Wisconsin representative of the Victor Co., stopped in Cleveland on his way to the Victor factory, where he expects to attend a meeting of all the factory representatives.

The Columbia Graphophone Co., under Mr. Madison's management, reports an increase of 100 per cent. over August business of 1914. He said that large orders are coming in fast, and unless there is a shortage of goods this fall a tremendous business

will result from the thirty-nine local dealers which the company supplies. Mr. Madison stated that innovations have been made to facilitate the handling of increased business.

The Grafonola department of the B. Dreher's Sons Co. has experienced a fair business during the month. Owing to extensive advertising, said W. G. Bowie, manager of the department, over 350 music lovers came to hear the new Vocalion demonstrated. Many of these instruments have been sold as a direct result of the advertising.

During the past few weeks the Eclipse Musical Co. has received numerous applications from people desiring to handle the Victor line, but in view of the large shortage of goods the Victor factory could not sanction these applications.

C. K. Bennett, general manager of the Eclipse Musical Co., just returned from a trip to the Victor factory, and reported that he was very much pleased over the outlook for the coming season. He states that there has been a marked increase over 1914 business.

The W. F. Frederick Piano Co. has been making strenuous efforts to increase the Victrola end of its business, and by means of new facilities is in splendid shape to take care of the anticipated fall business. The company has just purchased a new automobile in order to better serve its record customers. A canvass of its Victrola customers has been made, a competent mechanic repairing the Victrolas and a salesman getting orders for and selling records. Many of the customers were much impressed by this unusual service.

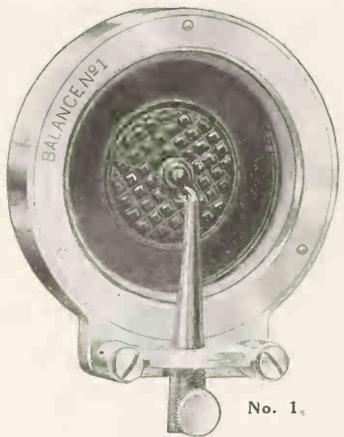
Judging from the appearance at the Ott Piano Manufacturing Co., exclusive Columbia dealer on Euclid avenue, there seems to be no signs of a summer dulness.

A general air of optimism prevails at the headquarters of the Euclid Music Co., Victor dealer, which has been going after the business energetically. The company has a live sales staff, including two attractive salesgirls who look after the records. A recent addition to the staff is A. W. Witter, well known in the local field, who during the summer has been conducting a house-to-house canvass and has succeeded in placing over 200 Victrolas in homes and actually selling over one-third of them.

PRODUCERS OF DIE CASTINGS.

The Doehler Die-Casting Co., Court and Ninth streets, Brooklyn, is producer of die castings in aluminum, zinc, tin and lead alloys, operating a special service department for talking machine manufacturers who desire excellent service in the production of phonograph parts all ready for delivery and assembling. The company claims that Doehler die-cast parts are closer to mechanical perfection than the average machine-finished part, while the financial investment on the part of the manufacturer is confined to only a few dies. Two plants are operated, one at Brooklyn for covering the East, and one at East Woodruff and North Twelfth streets, Toledo, O., for the Western field.

Doehler die-cast parts are noted for the accurate placing of holes, slots, threads, etc., the smoothness of the surface of the parts being so excellent as to enable buffing, polishing, plating or enameling.



No. 1.



No. 3.



No. 2.

Retail Prices

	Nickel Plate	Oxidized	24k Gold Plate
No. 1	\$3.00	\$3.00	\$3.50
No. 2	3.50	3.50	4.00
No. 3	4.00	4.00	4.50

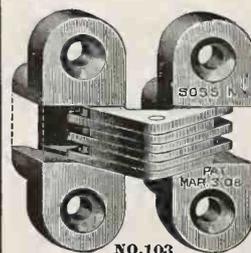
**BALANCE
Sound Boxes**

with the "metalloy" diaphragm for reproducing tenor voices in the **TRUE TENOR** quality of tone.

Sold by Jobbers of Edison Disc Machines

SOSS

INVISIBLE HINGES



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

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

Write to-day.

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

PHENOMENAL AUGUST BUSINESS

Formed the Basis of an Inspiring Letter of Congratulation Sent to Columbia Wholesale Establishments by Sales Manager James P. Bradt—Tells Why He Is Optimistic.

James P. Bradt, sales manager of the Columbia Graphophone Co., sent out this week to the Columbia wholesale establishments throughout the country the following interesting letter of congratulation and optimism, occasioned by the phenomenal August business closed by the company:

"Heartiest congratulations on your splendid sales showing for August, which was not only the biggest August in our history but shows even a larger percentage of increase than any other month this year.

"There is reason for enthusiasm in the knowledge that our month-to-month increases have been steadily progressive, reaching in August an increase of 132 per cent. for the whole service over the preceding August—United States stores showing nearly 200 per cent.

"This steady forward movement inspires the utmost confidence in the future.

"Better product (and more of it), better publicity, coupled with your salesmanship, produced these handsome results.

"New things and good things will continue to come along. Business generally is much better. Steel mills are running 'at capacity' and making more money than in any previous time in the last decade. The farmers will get more money from their crops this year than ever before. The earnings of railroads are in excess of anything for a long time. The American people, instead of spending about \$150,000,000 a year in foreign travel, are distributing it in the United States. The United States is the only nation that is richer and more powerful financially to-day than it was a year ago.

"Let us recognize what is taking place and profit by it. It is our time to reap a harvest that will make all preceding years look lean to the point of emaciation. Don't let any of your men falter in our sales-climbing contest. If a laggard is discovered, get him in step with the procession or—well, you know battles are not won by non-fighters, and it is up to you to see that our progress is maintained in your territory.

"There will be no resting on the oars at this end of the line. We know that we can count on your further and best efforts.

"Let us use these splendid August figures as they should be used—not as a comparison with a good past, but as an inspiration for a better future."

RECEIVING LARGE ORDERS.

"There seems to be a steady activity in business conditions throughout the country," said Otto Heineke, managing director of Carl Lindström, 45 Broadway, New York, manufacturer of the well-known Lindström motor. "During the past few weeks we have received a number of unusually large orders for our motors from some of the most prominent members of the talking machine industry, and there is a feeling of confidence in manufacturing circles which assures a healthy trade for some time to come.

"The reception being accorded all models of the Lindström motor is most gratifying, and our efforts to impress upon the trade that this motor is manufactured and merchandised with quality as its key-note are meeting with pleasing success. The Lindström motor has given perfect satisfaction under the most exacting conditions, and our patrons are ordering them in greater numbers year after year."

L. S. McCORMICK WITH PATHE CO.

Well-Known Talking Machine Man Joins the General Sales Division of the Pathé Frères Phonograph Co.—Widely Known.

L. S. McCormick, well known in wholesale and retail talking machine circles, has joined the general sales division of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York. Mr. McCormick assumed his new duties on Monday, and he will spend some time getting acquainted with the various Pathé jobbers and dealers in near-by territory.

For the past two years Mr. McCormick has been



L. S. McCormick.

connected with the Phonograph Corp. of Manhattan, Edison distributor, having been manager of the company's wholesale division, and more recently in charge of the Edison Shop at 473 Fifth avenue, New York. Previous to this association Mr. McCormick was connected with the traveling staff of Thomas A. Edison, Inc., and his familiarity with the talking machine industry from both a wholesale and retail standpoint will doubtless prove of material value in the service he will render Pathé representatives.

"STEVENS BILL" LITERATURE

Sent to Victor Dealers—Reprint of "Cream of Wheat" Decision of Considerable Interest.

The Victor Talking Machine sent out to its dealers this week a reprint of the decision in the "Cream of Wheat" case handed down by Judge Hough in the United States District Court recently, which was noted in full in *The World*. This decision is of vast importance to the retail trade throughout the country as it embodies several opinions relative to the standardization of prices which are of the utmost value to the talking machine trade.

Referring briefly to the decision the Victor Co. in a letter accompanying the reprint said:

"This decision is one of the many encouraging signs that the public and the judiciary are rapidly acknowledging the propriety of a reasonable standardization of prices upon proprietary articles, and it should be an additional encouragement to every merchant—small and large—to study thoroughly the provisions and merits of the Stevens bill, to which their attention has been so fre-

quently called during the past year, and if convinced of the justice thereof to personally call upon the Congressman from his district and make plain to that gentleman its merits and his own desire for its passage during the coming season of Congress."

RECORDS BY MME. RIDER-KELSEY.

Noted Soprano Signs with Columbia Co.—More Office Room Secured in Woolworth Building.

The Columbia Graphophone Co. will announce next month the first Columbia records by Mme. Corinne Rider-Kelsey, a soprano of country-wide prominence, who has signed an exclusive Columbia contract. Mme. Rider-Kelsey has appeared many times with the largest orchestras, including the Boston Symphony, New York Symphony, New York Philharmonic and the Theodore Thomas Orchestra, of Chicago. Her first records, two popular ballads, will doubtless be well received by Columbia dealers and music lovers throughout the country.

In order to keep pace with the fast increasing demands being made upon the various departments of its organization, the Columbia Co. has materially increased its floor space in the Woolworth building, occupying in addition to the entire southerly end of the twentieth floor several large rooms along the east side. The new space will accommodate the Dictaphone, European and personal record departments. The rooms formerly occupied by these divisions have been apportioned among the departments which have been sorely pressed for additional space, one of which is the sales division.

VICTOR DEALERS IN NEW YORK.

Many Out-of-Town Representatives Call on Local Trade—Report Prosperous Business.

During the past week the offices of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, have been visited by a large number of Victor dealers, local and out of town, who, taking advantage of the company's central location, have called to examine the various systems which it has introduced to add to the efficiency and prosperity of the Victor retail business.

Among the visitors was the "Smith-Carroll Co.," of Louisville, Ky., which has been numbered among the New York Talking Machine Co.'s clients for some time. Correspondence had been the medium by which the company was acquainted with the Kentucky concern, but even this intercourse had served to promote a feeling of admiration for the hustling activity of the Smith-Carroll Co. To the surprise of the members of the New York Talking Machine Co., its Lexington dealers proved to be Miss Mary Carroll and Miss Elizabeth Smith, two charming Kentucky ladies, whose personality accounts in a measure for their success.

Other recent callers were C. L. Pierce, New Britain, Conn.; Oscar Simmons, Simmons Talking Machine Co., Bristol, Tenn.; John S. Banks, Savannah, Ga.; B. F. Rensing, Lindsay & Morgan Co., Savannah, Ga.; Chester Abelovitz, Terre Haute, Ind.; J. A. Barney, Newport, R. I.; Mr. Cowles, McClure & Cowles, Albany, N. Y. All were pleased with the fall trade outlook.

The United Phonograph Co., Chicago, has been incorporated with a capital stock of \$9,000. Incorporators: H. A. Cohen, W. R. Wolff, I. H. Hartman.

ACME DIE CASTING CORPORATION

BUSH TERMINAL BLDG. 5, 35th ST. AND 3rd AVE., BROOKLYN, N. Y.

In the manufacture of sound boxes, elbows and other phonograph parts, we will co-operate with you and give you the kind of die-castings and "service" that our long experience in this particular field makes possible. We know the kind of finish and fit your castings must have and you will be able to rely on our promises of delivery. Get our quotations now, before ordering. You will be pleased with our prices and samples.



TRADE MARK.



TRADE MARK.

THE TRADE IN NEW YORK CITY AND VICINITY

August proved an agreeable surprise for many members of the local talking machine trade, as it not only showed a material gain over last August but in addition was better than July of this year, a condition which occasioned general gratification. Although July had been satisfactory from a sales standpoint, it had not shown the healthy growth and steady activity of the preceding months of 1915, and when August swung into line as one of the best months of the year the jobbers and retailers set to work in earnest to prepare for a record-breaking fall season.

All signs point to a machine and record shortage this fall and winter which will be equal to if not greater than last year. The manufacturers are utilizing every possible means to fill the orders of their dealers and jobbers promptly and in their entirety, but the phenomenal gains of the talking machine industry over last year went far beyond all calculations, and notwithstanding increased manufacturing facilities in every direction there is certain to be a shortage of product.

Wherever possible dealers are taking cognizance of this situation and are placing advance orders of liberal proportions. As a matter of fact, the individual jobbers report the receipt of larger orders of this character than ever before, with the dealers making urgent requests for prompt delivery, thus indicating that the orders are being given for sales development rather than for protection. It is interesting to note that the higher-priced machines are in heavier demand, comparatively, than the cheaper models, the dealers evidently determining to push the more expensive machines in preference to the others.

The Trend of Record Business.

There is certain to be a change in the trend of record business this season, the standard records being in a position to add to their popularity by leaps and bounds. The dance craze in local territory has not shown any degree of activity the past few months, and there is a feeling among talking machine dealers that the modern dances have about finished their sovereignty. Modern dance enthusiasts still maintain that the most popular of these dances will live for a long time to come, and they are probably correct in their predictions. Two, or at most three, of the modern dances have sufficient individuality to survive for quite some time, but the great majority of the modern dances now rank in the fad class, with little or no stability. It therefore behooves the progressive dealer to leave no stone unturned to interest his patrons in the true musical qualities of the talking machine, and to use the standard records as the medium to create this impression. There are a great many records in the catalogs which are good for an all-year-round sale with very little effort, and as these records gradually earn the appreciation they well deserve the customer's increased musical knowledge will result

in the sale of other high-class records which popular or dance music could never have served to develop.

August Makes Fine Showing.

"Our sales for August showed a surprisingly large gain over last August," said V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor. "The month maintained the high-water mark of the first seven months of 1915, the record situation in particular being a matter of considerable gratification. Our clients are expressing great interest in our list of active standard records issued a short while ago, and even dealers not on our books have written us for a copy of this list." In connection with Mr. Moody's comments regarding this list of standard records which the New York Talking Machine Co. compiled recently, the following paragraphs from a letter sent out by the company to its dealers are well worth attention: (a) "The demand for popular songs frequently is temporary, and if we fail to supply them on the instant of the demand that order is lost forever, but your customers will be ordering the 'Lucia Sextet' and similar standards fifty years from to-day. (b) Remember the so-called 'midwinter record scarcity'—every year since 1905. (c) In these times of scarcity the Victor Co. manufactures popular selections with full knowledge that your customers will not wait for them and that they will wait for standard numbers. (d) Therefore, it is always the standards that are most difficult to obtain in the time of a scarcity. Order these standards and get them now."

R. F. Bolton's Review of Conditions.

R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York, reports the closing of the biggest August in the history of the company, thereby keeping step with the record of every month this year. "The sales totals for August were even better than July," said Mr. Bolton, "a condition which is somewhat unusual, and which well indicates the steady trend of our trade. Our record business is phenomenal, and although our manufacturing facilities in this direction have been greatly enhanced since the first of the year, the superior quality of our records has resulted in a demand that is far ahead of all our expectations. Machine orders are continuing to break all previous records, and from the 'Eclipse' to the 'De Luxe' our advance orders are greater than ever before. Collections are good, and considering the season of the year give ground for optimism and confidence."

Preparing for Busy Fall Business.

In order to prepare for the coming season the Edison Shop, 473 Fifth avenue, New York, controlled by the Phonograph Corp. of Manhattan, has been placed in the hands of decorators, masons and carpenters, and according to present indications the

sales facilities of the establishment will be more than doubled before the end of the month. On the third floor of the building two more phonograph demonstration rooms have been constructed, the architectural design conforming to the decoration scheme of the other demonstration rooms. On the fourth floor seven additional record booths are being built, together with a complete record department, thereby bringing the total of record rooms up to fourteen, the other seven rooms being located on the second floor of the building. Present plans provide for machine demonstration space on the first and third floors and record rooms on the second and fourth floors of the building. A series of recitals by Edison diamond disc artists in conjunction with their own records will be given this fall in the Waldorf Gallery at the Waldorf-Astoria Hotel, Thirty-fourth street and Fifth avenue, New York. The first one of this series will take place the 22d of the month, Mme. Verlet, the new Belgian operatic soprano, being the artist.

Nice Increase in August Business.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor distributor, anent the past month's business said: "We closed a very satisfactory August trade, showing a nice increase over last year. We are pleased to say that the dealers are placing advance orders for Victrolas, realizing that this is not only advisable in view of past experiences, but on account of every indication of a bigger demand and probably a greater shortage than ever before. If there is any reason why dealers should not feel that business will be good it is certainly more than outweighed by those to the contrary, and we are making our plans in accordance."

Local Columbia Activities.

With the inauguration of fall activities in all directions the local advertising of Columbia dealers is becoming more and more apparent. During the past few months there has been a marked activity in the growth of the talking machine trade in the upper part or residential section of the city. The Columbia line is especially well represented in this section, and the live-wire methods utilized by the Columbia representatives have certainly produced splendid results. Among the well-known Columbia dealers in the uptown section are the Audubon Grafonola Shop, 156th street and Broadway, and the Dyckman Grafonola Shop, 208th street and Broadway. The former establishment, which is under the management of Mr. Hamblin, is closing an excellent machine and record trade, and Mr. Lee, in charge of the Dyckman Grafonola Shop, is making rapid progress convincing Washington Heights residents of the tonal qualities of the Columbia product.

Artistic Pathé Advertising.

One of the features of the rotogravure section of (Continued on page 34.)

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAU ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

A RESOLUTION



Application for Profit Insurance

Issued By

New York Talking Machine Company
New York, N. Y.

Whereas, the Premium for "PROFIT INSURANCE" on Victrolas in the form of interest carrying charges is only 4 cents per month on a style IV Victrola and on others as follows:

			Insurance cost at 6% per annum			List
1	Victrola	IV	4	cents	per month	\$15.00
1	"	VI	6¾	"	"	25.00
1	"	VIII	8¾	"	"	40.00
1	"	IX	13½	"	"	50.00
1	"	X	20¼	"	"	75.00
1	"	XI	27	"	"	100.00
1	"	XIV	48¾	"	"	150.00
1	"	XVI	65	"	"	200.00

Total Premium. .\$.194 on machine business to amount of \$655.00, and

Whereas, in past seasons a shortage of Victrolas has caused the loss of profit on many machines, and

Whereas, each loss on this account has resulted in an unsatisfied customer, and each unsatisfied customer means the loss of future record business and the value of that customer as a "salesman," and

Whereas, it has been necessary on many occasions to lend machines of different types until the customer's order could be finally filled, and

Whereas, in the busy season much valuable time has been lost in the endeavor to appease such customers, and in making efforts, often futile, to secure the required machines, with consequent expense of telephoning, etc., and

Whereas, this loss of time is most annoying and costly;

Now Therefore, We Have Resolved, in consideration of the expense, annoyance, loss of time and profit, through lack of adequate machine stock, and particularly realizing the necessity of assuring ourselves of the profits which should accrue from the result of our labors throughout past times, to place an order as follows:

Q't'y.		Q't'y.		Mah.	G. O.	W. O.	F. O.
	Victrola IV		Victrola IX				
	" VI		" X				
	" VIII		" XI				
	"		" XIV				
	"		" XVI				

All machines to be shipped immediately or as soon as stock is available from the Factory. Schedule or "Future Delivery" orders entered separately.

Dated _____ Signed _____

Ship Via _____



INSURANCE

INSURANCE



The number of talking machine dealers who restrict their business activity to one line of instruments alone is becoming less by every mail.



(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

THE TRADE IN NEW YORK CITY.

(Continued from page 32.)

several of the Sunday newspapers is the advertising of the dealers handling the product of the Pathé Frères Phonograph Co. in local territory. This company has made remarkable strides in recent months in placing its line with representative and successful concerns, and the high-class character of the publicity used by these houses assures the success of the Pathé line and the prosperity of its dealers. Among the concerns advertising the Pathé line in this manner are Hardman, Peck & Co., 433 Fifth avenue, the well-known piano concern; Otto W. Wertz, who conducts a number of retail piano stores; Henry B. Pye & Co., one of the Bronx's leading piano houses, and the James Mather Music House, which maintains a successful piano store in the Washington Heights district. The Pathephone \$200 model is featured extensively in this advertising.

Little Thimble Theater Popular.

Charles Edison is having a considerable measure of success with his Little Thimble Theater, at 10 Fifth avenue, New York. The programs which he has arranged have been well received, and in addition to his activities at the theater Mr. Edison has arranged with the local Park Department to give Edison diamond disc concerts every Monday and Friday evening, from 8 to 10, in Washington square, and also to furnish music for children's dances on the pavements near the Washington Arch on Wednesday and Saturday afternoons. The dances have become very popular.

Rafael Cabanas a Visitor.

Rafael Cabanas, president of the Mexican Phonograph Co., Mexico City, Mex., distributor in Mexico for the products of the Columbia Graphophone Co., was a visitor to New York recently, after spending a few weeks at the summer home of Edward N. Burns, vice-president of the Columbia Co. Mr. Cabanas, who only recently returned from an extended stay in Mexico, states that conditions in that country are fully as bad as they are painted by the American newspapers. Business is practically at a standstill, with the industrial situation growing steadily worse. The outlook gives no good ground for encouragement, and the country is in such shape at the present time that a cessation of hostilities would only be the first steps towards prosperity, as it would take at least a year before Mexico could approach normal conditions. Mr. Cabanas' stay in this country is indefinite.

MODEL TALKING MACHINE SHOP

Talking Machine Men Should Not Overlook Visiting the Model Talking Machine Shop Installed in the Plant of the Unit Construction Co. at 121-131 South Thirty-first Street, Philadelphia—Some Recent Installations.

The Unit Construction Co. has recently completed the installation in its plant, 121-131 South Thirty-first street, Philadelphia, of a model talking machine shop. Not only does it display a complete battery of seven Unico demonstrating and record rooms in various designs and finishes, but also the complete Unico system of equipment, including the decoration of walls and ceilings, electric lighting and ventilating systems, as well as furnishings and floor treatments, for the entire establishment.

Every talking machine dealer contemplating improvements or equipment of any description should make a point of inspecting this display if at all possible, and if not, communicate with the Unit Construction Co. and ascertain how, at moderate cost, his requirements can be fulfilled through the Unico system.

Another new service feature recently introduced by this company is the carrying in stock of completely finished Unico demonstrating rooms in eight designs and the following finishes: Colonial mahogany, white enamel, fumed oak, weathered oak, silver gray oak.

This makes possible the shipment of Unico rooms within twenty-four hours after the receipt of order, giving the dealer a delivery service which enables him to completely equip or rearrange his store or department within a few days. As evidence of the fact that this service is appreciated by the trade, the Unit Construction Co. is receiving many wire orders from dealers requiring equipment for installation before the opening of the fall season, recent installations including the following:

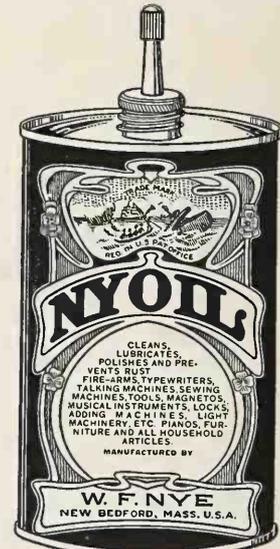
Fred W. Peabody, Haverhill, Mass.; Gimbel Bros., Philadelphia, Pa.; John V. Roberts, Iola, Kan.; George A. Rutherford Co., Cleveland, O.; C. A. Hansen & Bros., Brooklyn, N. Y.; E. Winters' Sons, Kingston, N. Y.; Fred Leithold Piano Co., La Crosse, Wis.; George P. Bent Co., Chicago, Ill.; H. D. Munson's Sons Co., Zanesville, O.; Crescent Talking Machine Co., New York City; C. E. Wheelock Co., Peoria, Ill.; J. Herman Estate, Calumet, Mich.; Louis Bertschey, Wheeling, W. Va.; Music Supply Co., Toronto, Canada; Bloomingdale Bros., New York City; Lauter Piano Co., Paterson, N. J.; William Taylor, Son & Co., Cleveland, O.; A. Hospe Co., Omaha, Neb.; Lauter Piano Co., Newark, N. J.; Chase & West, Des Moines, Ia.; the Jones Store Co., Kansas City, Mo.; C. R. De Nyse, Brooklyn, N. Y.; Blake & Burkart, Philadelphia, Pa.; James Mather Music Co., New York City; Rudolph Wurlitzer Co., New York City; Edmund Gram, Milwaukee, Wis.; Albert Lindo, Panama City, Canal Zone; W. A. Meyers Sporting Goods House, Williamsport, Pa.; G. A. Barlow's Son Co., Trenton, N. J.

Unico demonstrating rooms range in price from \$75.80 upward, and a circular recently issued gives the dealer 144 plan and price combinations from which to make selection to suit his requirements.

"NYOIL" AN ESSENTIAL

To the Proper Care and Operation of a Talking Machine—Merits Widely Recognized—New Oval "Nyoil" Can Will Be a Big Seller.

There is nothing more necessary to the preservation and proper running of the talking machine than good oil. In this connection the house of William F. Nye, of New Bedford, Mass., has occupied the leading position in the furnishing of the highest class of refined oil, which can be used in the most delicate machinery with assurance of best results. Talking machine jobbers and dealers have long



New Oval Can for "Nyoil."

handled "Nyoil"—as the product of the Nye institution is popularly known—and at no time has a complaint been registered by a user—a record in the truest sense of the word.

This brings to mind the importance of dealers emphasizing the necessity of purchasers of talking machines always securing "Nyoil" so as to keep the machine properly lubricated. As Thomas A. Edison, Inc., have pointed out, "The use of a proper oil in connection with Edison phonographs is important. We have thoroughly tested 'Nyoil' and find that it is suitable for use in our phonographs." "Nyoil" is really four oils combined for lubricating, cleaning, polishing and preventing rust. It will not gum or kill.

One of the latest creations of the house of William F. Nye is a new oval can which is destined to be very popular and a big seller. The can is handsomely enameled in three colors and sold at a price that yields an excellent profit to handlers.

The Texas-Oklahoma Phonograph Co., of Fort Worth, Tex., has filed an amendment to its charter changing its place of business to Dallas, Tex.

Look out for the man who is always asserting his independence, for he has a chip on his shoulder somewhere and is aching to start something.

Grandola
SUPERIOR IN DESIGN AND TONE
Copyrighted 1915
The Best Phonograph at \$10.-\$15.-\$25.
GRANDOLA PHONOGRAPH CO.
1269 Broadway NEW YORK

HOW BEST TO REAP THE VACATION HARVEST.

How a Brilliant and Brainsy Salesman, a Melodious Phonograph and a Staunch Canoe Brought New Business to the House of John Jones, Inc.—A Suggestion for Talking Machine Men Generally Which Might Be Given Consideration and Adopted with Profit.

At a fashionable fresh water resort in New Jersey, which we will call Hainesport-on-the-Rancocas, but that was not the place, the summer day was waning. The Western sky was ablaze with flame-edged clouds, and behind them, gliding majestically downward en route to another world, passed the great golden ball of the sun. Lower and lower it dropped down the glowing expanse of yellow fleece-flecked sky. The aerial color scheme changed to orange, to crimson, to pink; the light paled and faded, while above, burning dimly through the early twilight, shone out the first signal lantern of the coming night—the evening star.

A belated mallard quacked from the heights; a muskrat splashed his noisy way to a succulent wild celery bed, and all was still.

As the big white moon rose above the grove of pines upon the Rancocas' Eastern shore, bathing the surface of the river in a rippling milky sheen, a canoe shot out from behind a wooded point and came quietly to anchor in midstream. At first glance the graceful craft seemed rather a creature of the long ago—a mythological leviathan of the days when the mammoth and the pterodactyl ruled the earth and sky, but upon closer view it became a staunch Oldtown skippered by a lithe young chap in natty flannels and armed with an Edison phonograph. The instrument was equipped to carry melody across long distances, and boasted a huge spun brass horn balanced most gracefully with its wide mouth aimed shoreward.

In range of this musical weapon were a number of picturesque cottages and bungalows, sheltering a colony of vacationists, most of whom, after a strenuous day upon the water, tennis courts or golf links, were lounging upon the verandas waiting patiently for "something to turn up," speaking in the vernacular of the idler. Then from across the moonlit tide came the sweet strains of a tenor voice singing "By the Setting of the Sun."

"Listen!" cried out the cottagers in unison; "our mysterious entertainer is on the job again."

Chairs were drawn close to veranda rails, pinpoints of fire glowed out from a myriad of cigar and cigarette ends, moonbeams gleamed creamy white on bare shoulders, as the elite of Hainesport-on-the-Rancocas gathered en masse for the concert that came from somewhere across the night.

When Walter VanBrunt had finished his charming solo the Edison concert band crashed out that beautiful air of Arthur Pryor, "After Sunset." This selection was followed in turn by the delightful piccolo solo, "Through the Air," played by Weyert A. Moor; "Nightingale's Song," by Christine Miller; "Drifting with the Silver Tide," Helen Clarke and Frederick W. Wheeler; "Alone

in the Deep," Knickerbocker Quartet; "Night's Frolic," New York Military Band; "In the Evening by the Moonlight, Dear Louise," Harvey Hindermeyer and chorus; "When the Ebb Tide Flows," Knickerbocker Quartet; "When It's Night Time Down in Burgundy," Helen Clarke and Walter VanBrunt; "Boat with My True Love's Name," Helen Clarke and Vernon Archibald, and as a finale, in order that the end need not come unheralded, "Good-Bye, Everybody," Joseph Phillips and chorus. (Rather appropriate program for the time and place, what?)

The young skipper in flannels, as you have perhaps guessed ere this, was no other than the star salesman of the house of John Jones, Inc., talking machines and accessories, Blanktown, N. Y., of which you have heard much if you have perused the pages of the Talking Machine Worlds that are gone. He gave a number of concerts similar to the one described above during the course of the summer, making it a point to conceal for the time the fact that he was in any way responsible for the nocturnal surprises that came ever and anon from the bosom of the river, but learning with a great deal of satisfaction from sundry chats with the vacationists that the same were much enjoyed and appreciated.

At the psychological moment, i. e., the close of the summer season, he remarked casually that he was the man behind the phantom horn, from out whose golden mouth had come to the colony of Hainesport-on-the-Rancocas the world's best in phonographic music, and, more important still, that he was a talking machine salesman badly in need of orders. It is needless to say those orders materialized at once and in very satisfying quantities.

Arriving in town, our young friend doffed his nautical togs for a quiet suit of serge and reported in due course to the great John Jones himself.

"Well, son, how goes it? Did the rubes fall for that ghostly canoe stunt of yours?" rasped out the proprietor of Blanktown's biggest talking machine emporium, shoving across the cigars and motioning his star salesman to a chair.

The answer came in the guise of a fat leather-covered note book bulging with orders placed silently beside the litter of correspondence upon the desk. A brief perusal brought forth a chuckle of approval and the question, "Anything to suggest for the enhancement of fall business, son, in order that we may keep up the pace you have set for us?"

The young fellow reached for a cigar, bit off the end very slowly and carefully, lighted it and grinned. "Sure I have!"

"Shoot!" came the terse command.

A smoke ring soared ceilingward, another followed it, then the 25-cent Havana was laid tenderly upon the ash tray for future reference. "It has occurred to me, Mr. Jones," he began, "that if we should ask our old patrons to electioneer for us among the folks they have met and whose acquaintance they have formed while upon their vacations, it would help out a whole lot, and I'll tell you why. Listen! They can do this stunt for us with practically no effort on their part and the scheme cannot fail to work out satisfactorily from our standpoint. From this day forward, therefore, every time we are honored by a call from an old customer it is my idea that we suggest to him that he supply us with a list of the people he encountered at the seashore, mountains or country, as the case may be, who expressed themselves as being pleased with the phonograph concerts they heard there. There are a good many prospective customers of some talker man among the returned vacationists in this town right now, and with a certain amount of diplomacy, placed where it will do the most good, they should be our meat. Do you get me, boss?"

"I get you, son; have another cigar, and go to it"

* * *

L'Envoi: I would respectfully suggest that you take this young fellow's suggestion to heart, Mr. Dealer. The idea of having your customers work for you is an ideal one, for it will not only bring you in more trade but it will increase your business family, at the same time bringing you in touch with the right sort of people—the fellows who will add to the reputation of your establishment, viz.: It is so easy for Smith, a patron of long standing, who swears by you and your goods, to remark to Brown, who has never heard of you, but who intends buying an 'ola of some description one of these days, "Better get it at the Elite Talker Shop, old man; they'll treat you right there. I've dealt with that house for years, and I know."

Both a simple and productive idea, is it not?
HOWARD TAYLOR MIDDLETON

BOOKED SOME GOOD ORDERS.

"There is a general demand for a better grade of talking machine accessories," said Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturer of the Nyacco record albums, who returned Monday from an extended Western trip. "Our new Nyacco metal-back albums are meeting with great success in all the cities I visited, and there is every indication of this album becoming one of the best sellers of our line during the next few months. The many merits of the new metal-back album are recognized by the successful talking machine dealers, who are featuring it as an accessory which they can offer to their customers with the positive assurance that it will give perfect satisfaction. General business conditions are excellent, and I believe the coming fall will be the best season in the history of the talking machine industry."



The "Perfection" Record Holder in Use.

BEE  CROFT

The "Perfection"
Record Holder

Need not be taken from Machine when being used.

50c Retail

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

Long Cabinets

Record Envelopes for all purposes

Needles

Peerless Locking Plates

STRIKE AT COLUMBIA FACTORY.

Despite Concessions Made by the Columbia Co. Men Go Out—Sales Manager Bradt Discusses Conditions and Plans in the Premises.

Employees of the Columbia Graphophone Co.'s factory at Bridgeport, Conn., to the number of 1,600 left their work Friday, September 10, and went on strike until their demands for a 20 per cent. horizontal increase in wages are accepted by the company. It is understood that none of the foremen, heads of departments or any employe holding a responsible position in the factory joined the strikers, all remaining at their respective posts.

In order to adequately present its side of the labor question at its plant the Columbia Co. published a half-page advertisement in the Bridgeport newspapers, in which it called the public's attention to the fact that before the men at the plant walked out the following notice had been posted in the works:

"Effective September 10, forty-eight hours will constitute a week's work in this factory, the working hours to be as follows: Monday, Tuesday, Wednesday, Thursday, Friday, 7 a. m. to 12 m., 1 p. m. to 4:30 p. m.; Saturday, 7 a. m. to 12:30 p. m. Day work rates will be revised to cover the same amount for forty-eight hours as now paid for fifty hours. Piece work rates will be increased in the same proportion as day rates. Time and a half will be paid for overtime and Sunday work. Double time will be paid for holiday work. Fifty per cent. increase will be paid on piece work prices done on overtime. This company will pay as high wages as commonly paid for similar operations in Bridgeport factories, and will as soon as possible make such adjustments as may be necessary to carry this out. The management will, as heretofore, receive and consider at any time grievances submitted by individual employes. G. L. Funnell, manager. Approved, P. T. Dodge, president."

At the bottom of this advertisement the following appeared over President Dodge's signature: "From the foregoing it will be seen that the com-

pany had granted eight hours with fifty hours' pay; also half a day on Saturday; also extra pay for overtime; also the recognition of the right of men to submit grievances; also an assurance that wages would be adjusted where required to bring all to the highest market level."

Regarding the company's manufacturing facilities at the present time James P. Bradt, sales manager, said: "We have made plans to ship to a number of our cabinet manufacturers many units which will enable us to make shipments of machines for some weeks to come. We have also made arrangements to send them our matrices and have the records pressed at their plants. Shipments of machines are being made to our trade with practically no delay, while record shipments under the new arrangements will start to go out the end of the week."

PHONOGRAPHS IN WAR ZONE.

Phonographs and phonographic records are being sent in considerable quantities at the present time to troops fighting in the trenches of France and Belgium. This statement, which is indicative of the comparatively quiet conditions now existing on the Western battle front, comes from the English branch of the Aeolian Co. of this city. These shipments, it is said, are made almost wholly by private persons with friends or relatives at the front, and are not purchased by the Government for the entertainment of the soldiers. Private soldiers as well as officers are the recipients. As England is a large importer of American made phonographs, many of the instruments sent to the front are of American manufacture. The English branch of the Aeolian Co. has specialized in this business and all shipments made to it from this side include types of instruments especially suited for the rough handling incidental to conditions at the front.—New York World.

Knowledge and work really go hand in hand, for no man attains any great knowledge without doing a goodly share of work, and, better still, doing it well.

RECEIVER SUES H. W. WHITNEY.

Brings Action to Recover \$15,000 in Bankruptcy Case of Boston Talking Machine Co.

(Special to The Talking Machine World.)

Boston, Mass., September 11.—Ephraim Fred Aldrich, who was appointed by the United States District Court as receiver for the Boston Talking Machine Co., has brought suit for \$15,000 in the Superior Court against Henry M. Whitney, alleging that Mr. Whitney converted to his own use 100 shares of the common stock of the Berkshire Factory Trust, which were the property of the Boston Talking Machine Co.

MAKE SOME UNIQUE RECORDS.

During the past few weeks the personal record department of the Columbia Co., under the management of H. D. King, has made a number of records for rather unusual purposes which serve to illustrate the possibilities of this department. Several records were recently completed at the laboratory to work in conjunction with a new invention in the talking picture field. It is said that these new records, which were recorded with all necessary pauses and other incidental changes, will synchronize perfectly with the moving pictures. The anti-suffrage selection, "Anti-Suffrage Rose," was recorded by the Columbia personal record division for the State association opposed to woman suffrage, and is having a phenomenal sale throughout the country. A taxation speech for this same association will be ready in the near future.

The local headquarters of the Columbia Co., at 83 Chambers street, closed a deal a few days ago whereby each steamship of the Southern Pacific line will include in the equipment for the entertainment of its passengers a Columbia graphophone with a good-sized record library. This deal is in line with the recent arrangements completed with the New York Central Railroad, by which two "Mignonettes" were placed on the bankers' trains going West.

INTRODUCE EDISON DISC ALBUM.

The National Publishing Co., Philadelphia, Pa., whose advertisement appears elsewhere in The World, is introducing an Edison disc album, which holds ten records, the width of back is 2¾ inches and the size 10½x13¼ inches. Five of these albums require a space of 14 inches and fit neatly in cabinet No. C 150. These albums, which contain ten pockets to fit both square and double-faced records, are made of extra strong fibre paper and securely fastened together with strong and durable binding and sell at \$1 each.

The National Publishing Co. is also introducing an Edison disc cabinet which holds thirty-six records, and made to fit the new Model A 100. Each of the thirty-six grooves for the records is numbered to conform with the printed index, which is placed in loose at the side (inside) of the box. The cabinet is 14¾ inches long, 11¼ inches high and 10¾ inches deep and retails at \$3.

The New York Piano Hardware Co., 168 Southern boulevard, New York, which has for many years manufactured hardware for the piano industry, announces this week that it will now be able to manufacture metal parts for talking machines. The company has a well-equipped plant for making accessories of sheet metal or wire, of brass or other material, and also is equipped to do nickel, brass and copper electro-plating.

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. 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 low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Pa'ama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

Gold Medal Awarded to Herzog Cabinets

THIS gives you a glance at one of the styles of Herzog cabinets which convinced the judges at San Francisco that the Gold Medal should go to Herzog.

When these officials decided, they took into consideration three fundamental cabinet features: Design, Workmanship and Finish, and each was checked up as perfect.

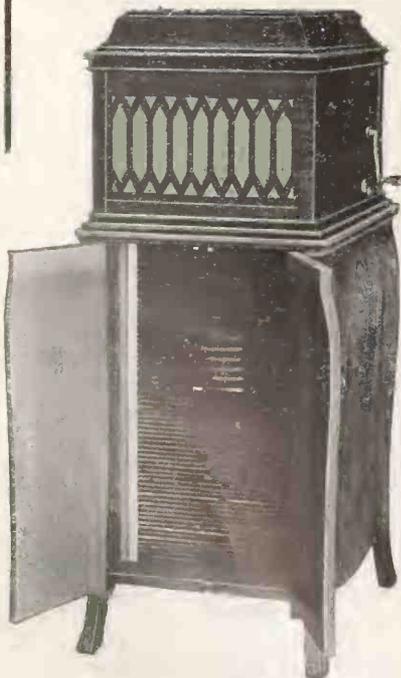
To you this means that Herzog will more readily appeal to your customers and that your cabinet profits will be larger. Look at this model deluxe of an Edison cabinet for the B80 machine.

Ask us for prices, and also for copy of NEW CATALOG

HERZOG ART FURNITURE CO.

Department 20

SAGINAW, MICH.



No. 38 Edison B80 Cabinet.

EMIL PATHE VISITS AMERICAN HEADQUARTERS.

Head of Great House of Pathé Frères Pleased with Trade Possibilities in America—Discusses Business Conditions with the World—Pathé Frères Phonograph Co. Developing Great Campaign—Business and Executive Staff Includes Many Specialists.

The announcement made in these columns last month of the presence of Emil Pathé, head of the great house of Pathé Frères, in this country was

World Mr. Pathé remarked: "I have been very much pleased with what I have seen in America on this visit. It would seem to me that trade possibilities here are very large, and I believe that the American people thoroughly appreciate an artistic instrument, that is, an instrument which will give them real music, not noise, but a tonal refinement which will appeal to all cultivated ears.



Emil Pathé (Right) and E. A. Widman in the Latter's Private Office.

read with exceeding interest, and members of the talking machine trade are keenly alive just at the present time to Pathé moves.

It naturally follows that Mr. Pathé came here for a definite purpose, and that purpose is to associate his personality in an active sense with the development of the business of the Pathé Frères Phonograph Co. in this country.

Emil Pathé is one of the great business builders of Europe, as he and his brother have created a trade edifice which stands as a credit to their inventive skill, supplemented by business ability of a rare character.

Mr. Pathé has visited Chicago and was pleased with what he saw there. While chatting with *The World* he expressed himself as being delighted with the trade possibilities in America. He has passed considerable time at the New York office and has made frequent visits to the new plant at Belleville, N. J. It is his intention to devote the greater portion of his visit to his interests here, and his son will be also associated with the American business.

While discussing business conditions with the



H. N. McMenimen and J. F. Collins in a Sales Conference.

"There is in this country an unmistakable trend toward higher things in musical art, and I believe that the talking machine is destined to be a great factor in the development of that particular part of the American character.

"We, as you know, employ not only the greatest artists, but through our recording system we are enabled to get musical results of a most satisfactory character. With our immense repertoire we are in a position to cater to the interests of the American trade in a thoroughly satisfactory manner.

"Our intention is to materially augment our

uct which shall meet with its requirements. The Pathé business in America is going rapidly ahead and ambitious plans are well under way for its material augmentation.

The Pathé business and executive staff includes specialists in various lines. E. A. Widman, who is a director and treasurer of the company and has been associated with important industries in New York, is enthusiastic over the future of the Pathé business, and Mr. Widman brings a splendid business knowledge with him in his new position.

H. N. McMenimen, who is also a director in the Pathé enterprise, is a veteran in the talking machine trade who has had a thorough training in every phase of the talking machine business.

Russell Hunting, who is one of the pioneers of the talking machine industry, and who has studied the business in every phase of its development, is supervising the recording laboratory in conjunction with Mr. Pathé.

AN APPEAL TO REASON.

Profit Insurance Plan Put Forth by V. W. Moody of New York Talking Machine Co. Embodied Arguments of Material Benefit.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, has sent out to the company's dealers a novel machine order blank in the shape of an application for profit insurance, which embodies several indisputable arguments of material benefit to the Victor dealer.

This order blank, which is reproduced in its entirety on another page of this issue of *The World*, briefly sets forth the reasons why the live-wire Victor dealer will find it to his great advantage to order an adequate stock of Victrolas well in advance of the fall season. The basis of this argument is a table of figures giving the trivial carrying charges or interest called for on an order for the various types of Victrolas. These insignificant charges range from four cents per month for a No. 4 Victrola to only sixty-five cents per month for a Victrola XVI, and this slight amount will insure the dealer against a loss of trade and eliminate the costly annoyance and inconvenience incidental to searching about for a machine when a shortage is



Executives and Department Heads of the Pathé Frères Co. in Conference with Emil Pathé. Left to right—H. N. McMenimen, E. A. Widman, Emil Pathé, Russell Hunting, George W. Case and J. F. Collins.

productive facilities, and it will be only a short time before our product will be moved through at a rate which will enable us to cater to the wants of the American music trade in a satisfactory manner."

Mr. Pathé expressed pleasure at finding his name so well known in this country, and naturally he feels with others that that prestige once acquired can be easily added to by supplying the American trade with a prod-

current in the busy season. The new order blank is well worth the attention of Victor dealers, as it contains an array of facts of indubitable strength.

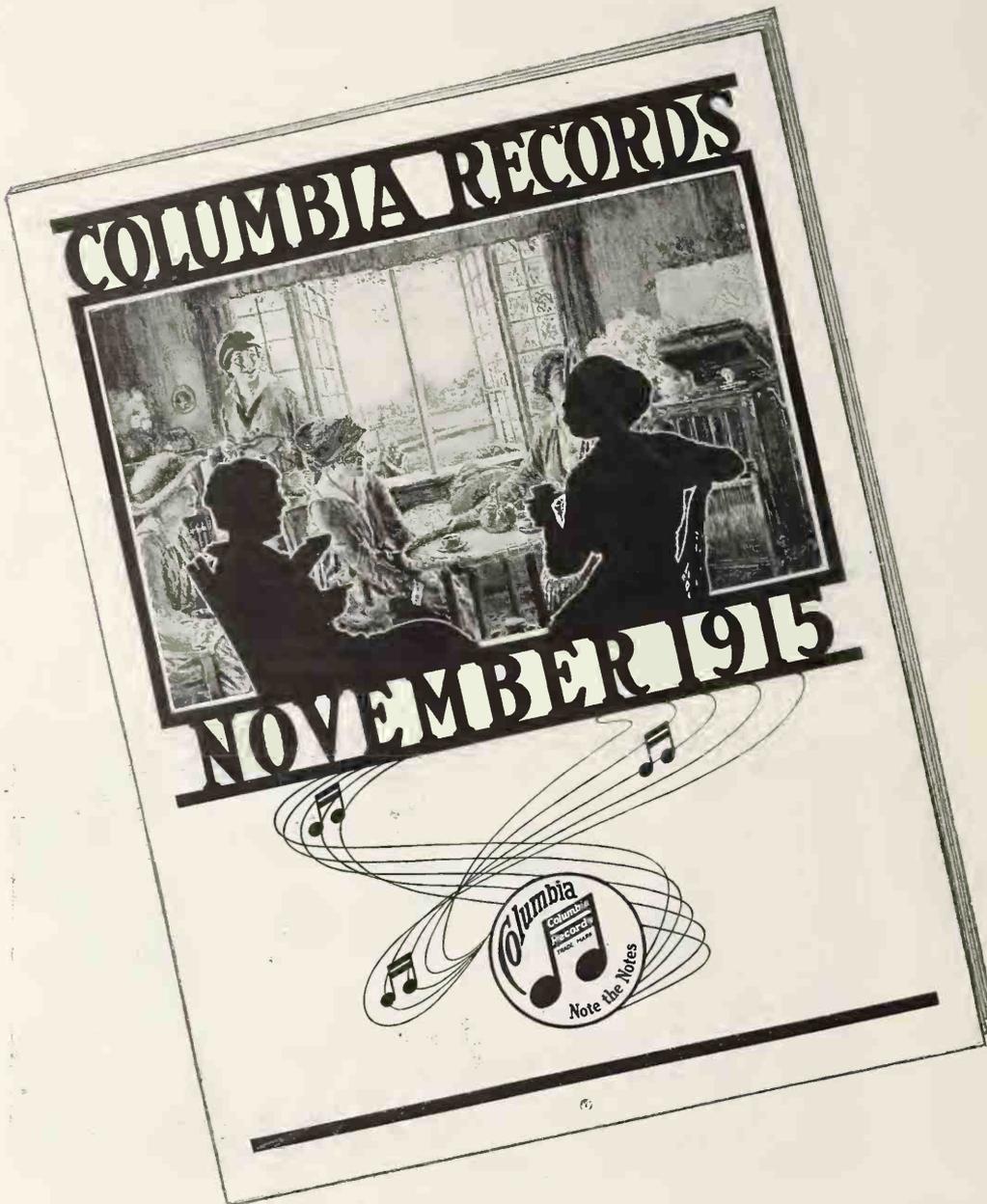
INCORPORATED IN NEW YORK.

The Phonograph Accessories Corp. was granted a certificate of incorporation this week by the Secretary of State, Albany, N. Y., to engage in the manufacture of talking machine supplies. The capital has no par value, it being planned to carry on the business with \$40,000. The incorporators are: Charles N. Walsh, Clarence Edsall and Charles N. Lindlay, New York.

MAKES ASSIGNMENT.

The Record Repeater Co., Inc., of 432 Fourth avenue, made an assignment to Webster J. Oliver on September 8.

The latest and great



We are in
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Columbia Graph

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Bigger Columbia Record Supplement in a Brighter, Better Dress!

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be used on the cover

instead of two as in the past. The beautiful illustrations that we have been using on the back covers of the leading magazines will be used on the supplement covers and thus our supplement designs will link up with our National publicity. The covers will be printed by the artistic offset process which gives a richness and natural color-tone that can be secured in no other way.

The supplement itself will be well illustrated throughout. The record stories and descriptions will come as close to selling records as anything can do which doesn't actually take the money.

To those talking machine dealers who have not yet seen their way clear to taking on the Columbia line we have this to say: the new Columbia Record Supplement is one more additional memo of your need of Columbia product alongside your other lines and of our willingness to take hold with you.

phone Company

ing, New York



AMERICAN GRAPHOPHONE CO. SCORE BIG VICTORY

In Decision Handed Down by Judge Geiger of the U. S. District Court, Which Holds That Patentees May Enforce Resale Price Restrictions—Price Fixing on Patented Articles Not Illegal—Decision of Far-reaching Importance—Case to Be Appealed Shortly.

Judge Geiger, of the United States District Court, Northern District of Illinois, Eastern Division, has just handed down an opinion in the suit brought by the American Graphophone Co. and the Columbia Graphophone Co. against the Boston Store of Chicago, to restrain the latter from selling Columbia records at cut prices, in which he holds that a patentee can by contract, upon the sale of a patented article, require of his immediate vendee the observance of price restriction upon resale. In other words, to use the language of the court, "A patentee may say to the world: 'I will manufacture the patented articles myself and I will sell to no one except on condition that he observes a resale price to be fixed by me.' And he can do so for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive price bargaining."

The suit arose out of the alleged breach by the defendant of a so-called price maintenance contract with the plaintiffs by the terms of which, among other things, the defendant agreed to sell Columbia products at certain official list prices and not to sell them below said prices. It was alleged that the defendant, the Boston Store of Chicago, sold Columbia records below said prices, thereby breaking the contract. Suit was accordingly brought to enjoin the defendant from selling Columbia records at "cut prices" in violation of said contract under which he had obtained them.

The matter came before Judge Geiger on the motion of the American Graphophone Co. and the Columbia Graphophone Co. for an injunction, and on the motion of the defendant Boston Store of Chicago to dismiss the amended bill of complaint for want of equity under Rule 29. Judge Geiger in his opinion says, in disposing of these two motions:

"An order may be entered overruling the motion to dismiss. The application for an injunction, involving as it does the same fundamental questions as the motion to dismiss, should also be granted; and, unless the defendant shall, within ten days, indicate its desire to oppose such application upon grounds not involved in the motion to dismiss, an injunction may go."

The opinion, which is printed in full below, shows that the court has fully considered all the recent Supreme Court cases on the subject, notably *Bauer vs. O'Donnell*, 229 U. S. 1, and *Henry vs. Dick*, 224 U. S. 1, as well as the earlier cases of *Bement vs. Harrow Co.*, 186 U. S. 70, and *Bobbs-Merrill Co. vs. Straus*, 210 U. S. 339, and the *Wall Paper and Dr. Miles Medical Co.* cases, 212 U. S. 233, 220 U. S. 393, as well as certain Circuit Court of Appeals decisions.

Elisha K. Camp, Esq., counsel for the American

Graphophone Co. and Columbia Graphophone Co., who has had charge of the litigation on behalf of the plaintiffs, upon being interviewed at his office in the Woolworth building, said:

"The decision is of far-reaching importance to my clients, and I have every reason to believe that it will be upheld on appeal. Judge Geiger has given the law involved in this case very careful and thoughtful consideration, and the conclusion which he has reached is unquestionably the law on this subject as it exists to-day."

Judge Geiger's Decision.

I shall consider the contract set out in the complaint as though it were entered into between the defendant and the plaintiff, American Graphophone Company. The case is of importance only insofar as it presents the question: Can a patentee, upon a sale of a patented article, by contract require of his immediate vendee the observance of price restrictions upon resale?

Prior to the decision in *Bauer vs. O'Donnell*, 229 U. S. 1, this question now raised upon the motion to dismiss would have received an affirmative answer on the authority of *Victor vs. The Fair*, 123 Fed. 424, the cases therein cited; *Bement vs. Harrow Co.*, 186 U. S. 70; *Henry vs. Dick*, 224 U. S. 1, and certain other cases, particularly the so-called anti-trust cases, which involve patents and patent rights. The determination of the motion, as I think, depends upon the effect, if any, to be given to *Bobbs-Merrill Co. vs. Straus*, 210 U. S. 339, and *Bauer vs. O'Donnell*, 229 U. S. 1, as modifying the views thus heretofore entertained.

Now, in the *Bobbs-Merrill* case, it was held that the exclusive right of vending a publication as secured by the copyright statute, did not confer the right, by notice, to burden the copyrighted article with respect to resale price, in whosever's hands it may come. That is to say, it was held that the right of vending does not include that manner of qualifying title to the thing sold. This seemed to be of the essence of the holding, for the Court said: "The learned counsel for the appellant in this case, in the argument at bar, disclaims relief because of any contract and relies solely upon the copyright statutes, and rights therein conferred." (P. 346.)

Again: "The precise question, therefore, in this case is, does the sole right to vend (named in Sec. 4952) secure to the owner of the copyright, the right, after a sale of the book to a purchaser, to restrict future sales of the book at retail, to the right to sell it at a certain price per copy, because a notice in the book that a sale at a different price will be treated as an infringement, which notice has been brought home to one undertaking to sell for less than the named sum? We do not think the statute can be given such a construction, and it is to be remembered that this is purely a question of statutory construction. There is no claim in this case of contract limitation, nor license agreements, nor control over subsequent sales of the book."

Bauer vs. O'Donnell presented, in respect of a patented article, the identical facts of the *Bobbs-Merrill* case; and twice the Court stated the proposition for decision thus:

(1) "May a patentee by notice limit the price at which future retail sales of the patented article may be made, such article being in the hands of a retailer by a purchase from a jobber, who has paid to the agent of the patentee the full price asked for the article sold?"

(2) "The real question is whether in the exclusive right secured by statute to 'vend' a patented article, there is included the right by notice to dictate the price at which subsequent sales of the article may be made. The patentee relies solely upon the notice quoted to control future prices in the resale by the purchaser of an article said to be of great utility and highly desirable for general use."

The decision in substance is that, when the patentee sells, he cannot thereafter impeach the fact of sale, nor the transfer of title of the article, by claiming that he had affixed a notice thereto which qualified the right of the seller or purchaser on resale to agree upon any price; but the question here is, can a patentee, while in the act of exercising his monopolistic right of sale, lawfully bind his vendee to terms of resale to be respected by the latter? It is the question which in the *Victor* case, 123 Fed. 424, supra, was somewhat more broadly stated to involve these facts:

"The bill very clearly shows that appellants said to the jobbers, 'We are unwilling to part with the whole of our

monopoly. There are no terms on which we will give you an unrestricted right to deal in our machines. However, if you choose to pay our price for a limited right, we will place our machines in your hands to be sold by you or by dealers under you, to the public, at not less than \$25 each, and that the jobber explicitly accepted this offer."

Grant that a patentee cannot, by mere notice, burden an article during the life of the patent with a resale price restriction; that he cannot make a notice attached to the article to discharge the function of a "covenant running with the land" as in real estate sales; that when he sells, he sells; we still have the question, how effectively can he and his vendee bargain respecting the exercise of his exclusive right? If it be the law that he cannot make any bargain with his vendee which involves price restriction, then, of course, in that respect he is on competitive and not on monopolistic ground. He is in the position where he may rightfully withhold the manufacture, use and sale, from the whole public, and yet, when he proceeds to sell, must submit to the every policy which the public, in granting him the monopoly, has surrendered to him.

Now, as to view the recent adjudications, the *Victor* case, supra, has two aspects which are significant: First, it announces the general proposition that the patentee and his vendee may bargain in any way respecting the scope of the former's release of his monopoly right. Therein, it is in accord with the later cases (*Bement*, *Dick* and the *Anti-trust* cases). Secondly, that the notice affixed to the patented article is a sufficient reservation of his right as between himself and the public. Therein, it is clearly overruled by *Bauer vs. O'Donnell*. If the general proposition first above is also overruled it seems difficult to find a foundation for the cases which subsequently affirmed it. That such is not the intended effect of the *Bauer* case seems clear from the language used in stating the question therein to be decided, as well as the direct affirmation of the *Bement* and *Dick* cases, which involves, fundamentally, that very proposition.

It is suggested that the distinction between the *Bement*, *Creamery Package*, *Bath Tub* and *Rubber Tire Wheel* cases and the present case is this:

That the patentee may sell or assign his right to sell, and introduce a covenant for price restriction; that he may sell his right to manufacture and sell, and introduce a covenant for price restriction; but that he cannot sell his own patented article and compel his vendee to observe a covenant for a resale price. This attempted distinction, it seems to me, loses sight of the fundamental notion of the patentee's right. It does not help to say that after a patentee has exhausted his right, he can no longer exercise it; or that when he has once sold to an individual for a full price, the public cannot be barred from the full and unrestricted use and right of resale. Those are truisms. But what distinction is there between selling or assigning the right to sell—to speak plainly, between licensing to sell on terms of resale, and selling on terms of resale. Each is the bargaining away of the right secured by the patent, though the form of bargain or the manner of exercising, may be different. Naturally, an absolute sale by a patentee of his patented article is the highest form of license through which the purchaser and the public are admitted to the inventor's right, so far as they may enjoy it in the use and sale of the particular article embodying the invention. In each case, however, the licensee or vendee acquires the same right, having the same origin, and in no event exercisable without permission of the patentee.

The covenant for price restriction in the *Bement* and other cases referred to, although found in a license to manufacture and sell, was germane to the patentee's exclusive right of sale. It was assumed in all of these cases, that such covenant was prima facie violative of public policy, but that it was met and overcome by the fact that the public through the grant of the patent, had given the articles to be sold a status which enabled monopolistic bargaining; that therefore the rules respecting ordinary sales could not apply. It is impossible, in my judgment, to draw a tenable distinction between the cases above and the case of a direct sale by the patentee of his patented article.

To state it again, in different form: If the patentee may say to the world, "I will confer upon anyone, by license, the right to manufacture and sell my patented article, provided he will observe a price, fixed by me at which the article is sold to another," he can say: "I will manufacture the patented articles myself and I will sell to no one except on condition that he observe a resale price to be fixed by me." And, he can do so for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive, price bargaining; and the *Wall Paper* and *Dr. Miles Medical* cases, 212 U. S. 233, 220 U. S. 393, are most persuasive in supporting such view. The language of the Supreme Court in the *Miles* case (see p. 40) could give no clearer recognition to the full right of the patentee to bargain for price restriction. The statement is almost made in plain words, that if the proprietary medicine were a patented article, the contract there in question would, as between the parties, receive the protection of the patent laws as construed in the *Bement* case.

In view of the language in *Bauer vs. O'Donnell*, which

SALESMEN WANTED

Wanted salesmen who are now visiting dealers in various parts of this country to handle a specialty article of great merit and of interest to talking machine dealers. A big seller and money maker. Liberal commission. Address "Correspondence," care The Talking Machine World, 373 Fourth Ave., New York.

WANT TO ACT AS REPRESENTATIVE FOR line of Talking Machine Accessories in New England, New York, New Jersey and Pennsylvania. Am now calling on all jobbers and dealers in this territory. Address "Representative," care The Talking Machine World, 373 Fourth Ave., New York.

CASH PAID FOR

New, slightly used or discontinued *Victor*, *Edison*, *Columbia*, disc or cylinder records and machines—in any quantity. Give full particulars, how many and price wanted. T. Stapleton, Room 606, 73 Nassau St.

WANTED

Capital to exploit new phonograph invention. Radical departure from anything now on the market. Address "Capital," Talking Machine World, 373 Fourth Ave., New York City.

TALKING MACHINE HARDWARE

Let us figure on making for you the metal parts for your Motors, Turn Tables, Tone Arms, and all other accessories whether made of sheet or wire—brass or other material.

We also have excellent facilities for NICKEL, BRASS and COPPER ELECTRO PLATING

NEW YORK PIANO HARDWARE CO.

168 Southern Boulevard

NEW YORK

Never Put Off Till To-Morrow What You Can Do To-Day

Send in your orders for Victrolas to-day. You may not be able to get them to-morrow.



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



No better

Your machine is no better than its tone—

Its tone is no better than its diaphragm—

Therefore

Its diaphragm should be the best.

MICATONE MICADIAPHRAGMSUSED IN THE BEST MACHINES

MEIROWSKY BROTHERS
106 Broadway Jersey City, N. J.

discloses so clear a purpose to limit it to the precise facts, it is my judgment that it does not, and was not intended to overrule the other cases, which seem so firmly to have established the general proposition upon which the sufficiency of the complaint in the present case depends. In other words, the complaint shows a contract which, against the defendant, as a purchaser from the patentee, is valid and enforceable.

I appreciate that these views may not be in harmony with those expressed in some other districts since the decision in *Bauer vs. O'Donnell*, and for that reason have reduced them to the form of a memorandum.

The conclusions are:

(1) That, *Dick vs. Henry and Bement vs. Harrow Co., Victor vs. The Fair*; and the other cases supra, so far as they permit a patentee, while exercising any of his three coordinate monopoly rights, by proper amendment to reserve such portion thereof as he sees fit, have not been overruled by *Bauer vs. O'Donnell*; but that, after he has once allowed the patented article to pass out of the monopoly without committing, by proper agreement, the one to whom the article comes, to the observance of an obligation on his part, he cannot then recall it or claim that, by a notice, he burdened the article with such reservation.

(2) That an agent or vendee of a patentee may, by direct covenant or agreement, be bound to the observance of price restriction, imposed as a condition upon which exclusive right of sale by the patentee is being exercised. Whether a violation of such agreement be dealt with as for infringement or breach of a contract enforceable in equity, is immaterial as between the patentee and his contractee, save only as it may affect the jurisdiction to be invoked.

(3) That the complainant states a good cause of action against the defendant. If the contract is to be taken as the measure of the defendant's right, it seems to me that a failure to observe its explicit stipulation, constitutes infringement. Certainly the breach of the agreement, if valid, should entitle plaintiffs to relief in equity.

An order may be entered overruling the motion to dismiss. The application for an injunction, involving as it does the same fundamental questions as the motion to dismiss, should also be granted; and, unless the defendants shall, within ten days, indicate us desire to oppose such application upon grounds not involved in the motion to dismiss, an injunction may go.

F. A. GEIGER, Judge.

Elisha K. Camp, New York; Taylor E. Brown (Brown & McElhoope, Chicago) and Daniel W. Kirby (Nagel & Kirby, St. Louis) appeared for the plaintiff, and Hamilton Moses (Moses, Rosenthal & Kennedy, Chicago) for the defendant.

IMPORTANT PATHE APPOINTMENTS.

Joseph F. Collins Becomes Sales Manager of the Pathé Frères Phonograph Co. while A. T. Emerson Is Purchasing Agent.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, announced this week the appointment of Joseph F. Collins as sales manager of the company and A. T. Emerson as purchasing agent.

Mr. Collins is one of the most popular and best informed members of the talking machine trade, having been connected with the industry for the past nineteen years and being familiar with every phase of the manufacturing and sales ends. During his many years' association with the talking machine field Mr. Collins held important positions with the Brooklyn Phonograph Co., Leeds & Catlin, Douglas Phonograph Co., Zonophone Co. and the needle house of John M. Dean. Incidental to his duties Mr. Collins has traveled extensively in all sections of the country, visiting the jobbers and dealers and establishing new agencies for the concerns he represented.

Mr. Collins is also an expert on motor construction, having specialized on this division of the technical end of the industry. He brings with him to his new post of sales manager a broad knowledge of the talking machine field which will enable him to extend to Pathé dealers valuable co-operation that will tend to increase their daily business. The photograph of Mr. Collins, shown on another page of this issue of *The World*, is the first one he posed for in his twenty years' association with the industry.

A. T. Emerson, who is a son of Victor H. Emer-

EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS.

Holds Session in Philadelphia for Discussion of Stevens Bill and Means for Carrying on a Campaign for Its Passage—Excellent Attendance of Officers and Members.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 11.—The executive committee of the National Association of Talking Machine Jobbers held a most successful meeting at the Hotel Bellevue-Stratford yesterday morning, those present being Vice-President Harry Miller, Secretary E. C. Rauth, Treasurer W. H. Reynolds, J. N. Blackman, J. C. Roush and George E. Mickel, all of the executive committee, except President Andrew G. McCarthy, who could not attend through pressure of business.

Besides the executive committee the following members of the association were also present: G. E. Stewart, Indianapolis; Louis Boehn, Philadelphia; Louis J. Gerson, New York; A. A. Trostler, Kansas City; French Nestor, Altoona, and Perry B. Whitsit, Columbus.

After the regular routine business the question of actively supporting the Stevens bill for price maintenance was discussed from every angle, and it was the sense of the meeting that the committee be increased to sixteen and that an assessment of \$100 per member be made, payable \$50 at once and \$50 upon demand, to defray the legitimate expense of said committee in bringing the bill to the attention of the various Congressmen and Senators through the co-operation of the other jobbers and dealers in the various sections.

After the executive meeting a special meeting was held by the special legislative committee, and

the following were present: George E. Mickel, chairman; Messrs. Blackman, Buehn, Nestor, Roush, Whitsit, Stewart, Reynolds, Rauth and Trostler, all members of the committee, and also E. A. Whittier, secretary American Fair Trade League; L. F. Geissler, general manager Victor Talking Machine Co., and George D. Ornstien, manager traveling sales department, Victor Talking Machine Co.

After a very interesting discussion showing what progress had been made in giving the Stevens bill publicity, etc., and upon retirement of Messrs. Whittier, Geissler and Ornstien, the following parties, in addition to those mentioned above, were added to comprise the special legislative committee: Messrs. Whitsit, Parmenter, A. M. Stewart, J. F. Boers, E. F. O'Neill, George Mairs, G. W. Walz, Lester Burchfield and President Andrew McCarthy.

The country is to be divided into districts, and each of the above committeemen will call together the jobbers and dealers in his territory. Every Congressman and Senator will be visited personally, and the protection of the smaller dealers throughout the United States be placed fairly and squarely before them, and they will be asked for their support strictly on the merits of the bill.

The funds raised by subscription are to be used only for the absolute traveling expenses, postage, printing, etc.; no salaries or any other expense to be contracted.

ADD TALKING MACHINES.

Doyle Bros., furniture dealers of Galesburg, Ill., have added a talking machine department to their store, and will sell Columbia machines and records

Breed ideas of your own, but don't get bull-headed about them, otherwise you may breed contention that will lead to trouble.

INCREASE YOUR RECORD SALES BY USING A MODERN FILING SYSTEM

Especially designed for the Record Business, one that will locate any Record instantly, show you the valuable "sellers" and "cut out" the "dead ones."

The Code Color System classifies records, and positively prevents the loss of sales, although you may not have the record called for.

GET READY FOR THE BANNER RECORD SEASON

— THE OGDEN SYSTEM —

TO GROW

COMPELS YOU

SIZE BUSINESS

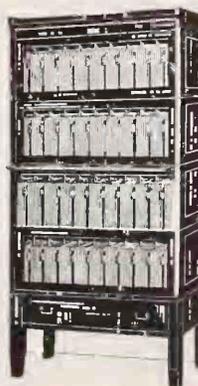
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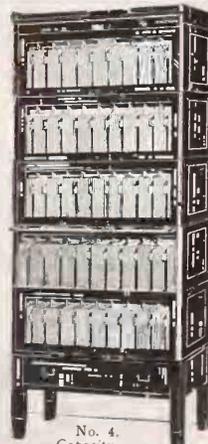
No. 1. Capacity, 600 Records. Models: Nos. 1 and 3.....\$24.25 No. 6.....16.00



No. 2. Capacity, 900 Records. Models: Nos. 1 and 3.....\$33.00 No. 6.....20.50



No. 3. Capacity, 1,200 Records. Models: Nos. 1 and 3.....\$41.75 No. 6.....25.00



No. 4. Capacity, 1,500 Records. Models: Nos. 1 and 3.....\$50.50 No. 6.....29.50

Models Nos. 1 and 3 have glass doors and locks. Models Nos. 2 and 6 have Roll Curtains to protect your stock. Patented features prevent warping. File your stock in smallest possible space. GUARANTEED TO SATISFY YOU. And pay for itself in a few months by increasing your business.

High-grade Cabinet Work. Matches your fixtures and adds dignity to your business. Order now and be ready for the busy season. Name your jobber.

J. B. OGDEN

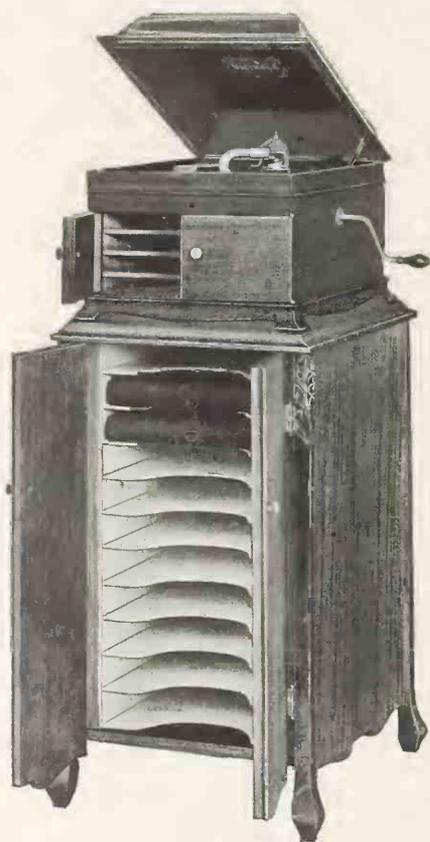
LYNCHBURG

VIRGINIA

Salter Quality Cabinets—The Original Can't-Scratch Kind

Get Ready NOW For Rush Business!

Remember the *early bird!* Don't wait until our stock on hand is *depleted* by the holiday rush and *you* and your retail trade *have* to wait.—Don't depend on a catalog when the best salesmen are the cabinets themselves! Protect your profits and your customer's *patience* by getting your order in *NOW* for



STYLE 20 OPEN

Made especially for new Victrola IX. Has built-up top. Interior arranged for albums. Same cabinet also made with felt compartments.

Finished to match all Victor colors.

SALTER FELT LINED CABINETS

Protect Records. Save Time and Trouble

Stock Salter Cabinets *not merely* to meet the demand for this more practical, more convenient and vastly more economical *type* of cabinet—

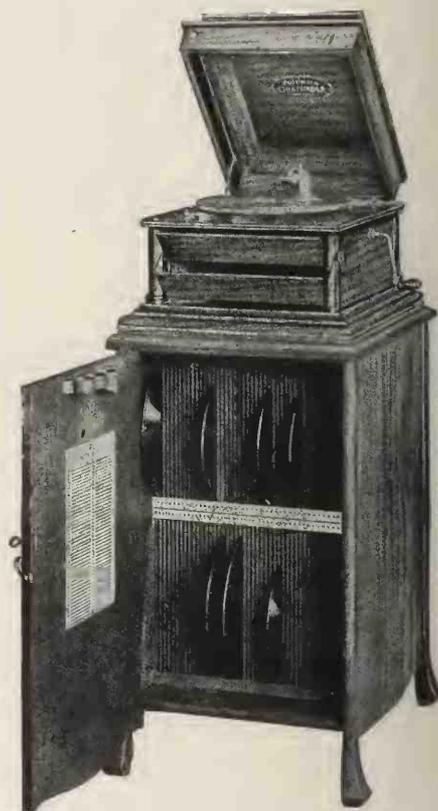
Stock them *not merely* because they are the Pioneers of the felt-lined feature—the best and widest known felt lined cabinets on the market—

Stock them *not merely* because they *sell* easiest and most profitably—But stock them because they are *sure* to boost your sales of *talking machines!*

Whenever you sell a talking machine you can, 99 times out of 100, sell a Salter Felt Lined Cabinet, and the Cabinet is a tremendous help in selling the talking machine, for the reason that it adds materially to its *attractiveness* and *makes it complete!*

Every Salter Cabinet is a masterpiece of quality, and is fully guaranteed.

Order right from this ad. Order right NOW.



STYLE 111 OPEN

Made for Columbia "Favorite" with built-up top that exactly fits the machine and gives the combination the appearance of one article.

Finished to match all Columbia colors.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

General Offices and Factory: 339 N. Oakley Blvd.

CHICAGO

Salter Quality Cabinets—The Original Can't-Scratch Kind

Send For Our Complete Catalogs

Get posted up on Salter Felt Lined Cabinets—know all about their *variety* of design and type. Our Catalog with pictures and prices describes the largest, most interesting line on the market—shows you how you can clean up BIG on the increasing demand for talking machines and the right kind of talking machine equipment.

Push The Cabinets
That Need Least Pushing

SALTER CABINETS—THE QUALITY KIND

Salter Cabinets lead the field in *quality* and value. In design material and construction. They are absolutely and admittedly **UNEQUALED**.



STYLE 787 OPEN

Will hold Victor IX or Columbia "Favorite" and all similar or smaller machines.

Made in several sizes and all finishes and holds from 90 to 150 records.

We have been concentrating on the manufacture of talking machine cabinets for over 15 years, and have brought this useful adjunct of the talking machine to a point of perfection attained by no other manufacturer.

Hundreds of foremost retail establishments—both big and little, both within and without the large cosmopolitan centers—give Salter cabinets the preference; and *only* for the reason that they mean more business, bigger profits and better satisfied customers.

Note in this ad four of the Salter *best sellers*. Then send for catalog giving the low prices and describing other Salter business getters. Write for catalog *today*.



STYLE 8 CLOSED

Made especially to hold the Victor VIII. Top edge of cabinet is built up so that machine is securely held in place and also gives the appearance of one article. Capacity with felt-lined compartments, 84 records. With wood rack compartments, 144 records.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

General Offices and Factory: 339 N. Oakley Blvd.

CHICAGO

SYMPHONY MACHINES READY.

New Concern Offers Some Attractive Models to the Trade—To Feature Junior Model—Those Who Are Back of the New Company.

One of the latest additions to the field of talking machine manufacturers is the Symphony Talking Machine Co., at 47 West Forty-second street, of which D. Fraad is president, J. P. Gottlick is vice-president, H. Segal, treasurer, and H. Lobschatz, secretary. Mr. Segal is well known as a practical man, and designed the various machines in the Symphony line, while Mr. Gottlick and Mr. Lobschatz will take care of the sales end of the business.



The Symphony Junior.

The World this month. The majority of the machines, and all the higher priced models, are designed to play both lateral and horizontal cut records through the medium of a very clever arrangement whereby a sapphire point is fixed in the set screw holding the needle and is placed in playing position by swinging the sound-box around so that the diaphragm face is parallel with the record.

One of the novelties of the Symphony Co.'s line is the Symphony, Jr., illustrated herewith, and which is designed particularly for the children's playroom or nursery. In general appearance the Junior closely resembles the more expensive standard models for grown-ups, and contains on shelves in the interior one dozen albums for holding the small Little Wonder records. The Junior is supplied with an eight-inch turntable and with a strong motor that makes it possible to play ten-inch records if desired. The Junior is thirteen inches wide, fourteen inches deep and thirty inches high and is finished in ivory and mahogany.

REST ROOM UNDER PIANO STORE.

(Special to The Talking Machine World.)

ASHTABULA, O., September 6.—B. R. Walker, the prominent piano dealer, has opened to the public a series of rest rooms in the basement of his store. The rooms include two sound-proof booths where people can listen to the music of Grafonolas while resting, a private writing room for the convenience of ladies, and a toilet room.



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.

UNION

ATTACHMENTS

FOR

Victor, Edison, Columbia and Pathé Machines

Union Attachments are guaranteed to be perfect in workmanship, material and reproduction. They present to the Talking Machine Dealer a new talking point, and incidentally a new way to make money. We have just finished doubling our capacity, and are now prepared to fill orders as fast as received. Write today for full information and prices.

Our New Union No. 1 just out, and the best ever, plays Victor and Columbia Records on Edison Phonograph.

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

Union No. 3 Attachment plays Edison or Pathé Records on Columbia Grafonola.

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

We are specialists in Talking Machine parts.
Let us tell you about them.

The Union Specialty and Plating Company
409 Prospect Avenue, N. W. CLEVELAND, OHIO

TO MANUFACTURE PHONOGRAPHS.

Hallet & Davis Co. Now Investigating Manufacturing Methods—To Supply Their Own Trade.

It was announced this week by C. C. Conway, treasurer of the Hallet & Davis Piano Co., 18 East Forty-second street, New York, whose main offices are at 146 Boylston street, Boston, Mass., that the company is at present investigating the manufacturing methods of talking machines with a view to putting a phonograph on the market within the near future, and which will be marketed through the piano dealers.

"It is our intention," he stated to a representative of The World, "to produce a machine with a view of furnishing them to our own dealers. It will be one which will be absolutely the best value for the money, the price being undoubtedly kept within \$100.

"It is our intention to manufacture several different styles at prices which will be attractive to the buying public. At present we are just investigating and studying talking machine construction, and our definite plans as to the styles and prices of the machines will not be absolutely determined until some later date. Personally, I feel that there is a good opportunity and that we can be of great service to the piano merchants who handle the Hallet & Davis instruments in placing at their disposal a medium-priced talking machine."

NEW PATHE FRERES DISTRIBUTERS.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week the consummation of a number of deals whereby the Pathephone and Pathé discs will receive active representation by distributors in a number of important territories.

The Townsend-Wyatt Music Co., St. Joseph, Mo., one of the live-wire piano concerns of the Central West, has arranged to act as jobber for the complete line of Pathé Frères products. It has signed up a large number of dealers' accounts in its territory.

The Des Moines Pathephone Co., Des Moines, Ia., owned by C. C. Donnell & Sons, is another Pathé Frères distributor in the Middle West which is meeting with splendid success.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., stated this week that the company is now sending out to its trade a special supplement of fifty-one new selections, containing all the latest dance numbers recorded under the supervision of Maurice and Florence Walton, the prominent dancers, together with a number of other selections which are in popular demand at the present time.

Taking a vacation away from one's home and work is often the quickest way to better satisfaction with one's surroundings.

The PLAZA-WONDER TALKING MACHINES

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

CLOSED A PROFITABLE MONTH.

The Grafonola Co. of Cedar Rapids, Ia., Has Established Attractive Quarters Which Have Won Wide Attention from Buying Public.

(Special to The Talking Machine World.)

CEDAR RAPIDS, IA., September 8.—The first month of the Grafonola Co. in Cedar Rapids has been notably successful and Charles Gramling, who is responsible for much of the work of establishing the new quarters, is to be congratulated upon the progress he has made.

The Grafonola Co. is a comparatively new organization, having first been established at Lincoln, Neb., only about six months ago. The company is



Attractive Quarters of the Grafonola Co.

distributor for Columbia goods in Iowa and Nebraska, the main offices being at 1541 O street, Lincoln. Here a retail establishment is also conducted which is a duplicate of the Cedar Rapids store.

Both of these shops have been splendidly furnished for the handling of talkers and both are equipped with a concert hall on a mezzanine floor that is tastefully arranged and provided with enough comfortable chairs to seat a large number of people. Concerts are given almost every evening and invariably are favored with a generous attendance. The general interior design of the two

stores is finished in old ivory and gold. They are richly carpeted and furnished with ivory enameled furniture.

The officers of the Grafonola Co. are A. H. Armstrong, president, and F. F. Dawson, secretary-treasurer. Mr. Dawson, who is in charge of the main business at Lincoln, is a talking machine man of long standing in the trade, while Mr. Gramling, whose talking machine experience has been shorter, has an acquaintance in Cedar Rapids that runs into hundreds of people.

KREISLER TO THE VICTOR CO.

Famous Artist Heartily Praises Victor Records —September Literature Sent to Dealers This Week—Some Pertinent Suggestions.

The Victor Talking Machine Co. sent out to its dealers this week its usual monthly batch of literature and trade helps, September's material being of more than usual interest and containing the following individual items: September supplement; two September hangers; newspaper review of September records; sheet of ready-made advertising electrotypes; copy of September magazine and educational advertising; copy of September farm paper advertising; sheet of foreign and domestic numerical pasters; supplements of new Bohemian and Hungarian, German, Greek, Hawaiian, Hebrew, Italian, Cuban and Spanish records; copy of Fritz Kreisler testimonial for framing; new window streamers for September records; two hangers, "Ten records which should be in every home;" copy of double-page spread, Saturday Evening Post, September 4.

The Fritz Kreisler testimonial, written by this eminent artist from his summer home at Seal Harbor, is a remarkable tribute to Victor records, and reads as follows:

"I have listened to the records your company has made of my violin playing, and have more than ever been impressed by the marvelous faithfulness with which they reproduce, or rather recreate the minutest details of phrasing and every shade of tone-color—in short, the personality of the player.

"Truly, the records made by your company are the last word of mechanical reproduction, and quite justly does the civilized world all over the globe today look upon them as an inexhaustible source of pleasure and education."

The opening paragraph of the letter accompanying this matter said:

"Time and tide wait for no man. There is only one way in which a man can get all the business that might be his, and that is by going after it—next week or next month, but now! 'Time and tide will serve again,' you say? Yes, they will, but never again will you have the benefit of to-day's opportunity—and that holds good for every day in the year."

BUFFALO ASSOCIATION PLANS.

Co-operative Activity to Be the Rule This Fall —Next Meeting on October 6—To Elect New Officers.

(Special to The Talking Machine World.)

BUFFALO, N. Y., September 10.—Considerable co-operative activity is promised in the trade this fall and winter by the Talking Machine Dealers' Association, which is gaining more ground and greater membership each passing day. During the summer little was accomplished by the healthy organization, and the leaving of Wade H. Poling, president, for new fields in a degree caused a slight cessation of activity. However, the fall season after the summer adjournment will be opened by a rousing meeting on Wednesday evening, October 6, in the store of W. D. Andrews, in Main street, where plans for the future life of the organization will be formulated.

An important objective of the meeting will be the election of new officers to take up the work of those now in power whose terms run out. Other matters of importance concerning advertising and distribution will be taken up.

O. L. Neal, of the Neal, Clark & Neal store, Buffalo, N. Y., has just returned from a month's vacation, spent on his farm, and B. E. Neal has left for a month of diversion.

LONG CABINETS

These With

Others Comprise the



D 77 Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For Victorolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79 Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For Victorolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

Most Complete Line

of Record Cabinets

Write for Illustrated Catalogue. Kindly anticipate your requirements.

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

HEAVY MACHINE ORDERS FOR FALL BOOKED IN DETROIT.

Dealers Expect Unusually Active Season—Displays Made at the Michigan State Fair—Music Trades Association Holds First Meeting of Fall—News of the Month.

(Special to The Talking Machine World.)

DETROIT, MICH., September 10.—There was nothing unusual about the month of August just passed. Everybody in the talking machine business enjoyed better trade than a year ago for that period. Sales for the first seven months of this



**U
D
E
L
L**

"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 is Catalog 47. Send for a copy.

The Udell Works
Indianapolis, Ind.
(1205 West 28th Street)

year also are ahead of last year, so that dealers have reason to congratulate themselves. The best business, however, is still to come. Things start to pick up always in September when people return from their vacations and summer resorts and the schools reopen. October is another excellent month, while the two best months are November and December. From statistics gathered among local dealers, 25 per cent. of the year's business is done in December. From the way dealers are stocked up with machines it looks as though they were anticipating an exceptionally good business this fall. Jobbers of Victor, Columbia and Edison machines also report unprecedented machine orders for early fall delivery, as do the out-of-town jobbers who have had their representatives here.

Max Strasburg, 23 East Grand River avenue, Detroit, is looking around for another location, the reason being that his landlord is asking double the rent at the expiration of the present lease, October, 1916. Mr. Strasburg had plans drawn for extensive remodeling, but when he was advised that his rent would be doubled he decided to abandon the idea. It may be that he will be able to come to some reasonable terms with the landlord, who is out of town for a few weeks, but in order to protect himself Mr. Strasburg has options on a number of good locations. Some decision will probably be made within the next sixty days. His present lease is up a year from this October.

Displays at Michigan State Fair.

The Michigan State Fair at Detroit started Labor Day, September 6, and lasted for ten days. As usual it attracted immense crowds from all over the State. In the main exhibition building were a number of displays of music houses, and among those who demonstrated talking machines were the J. L. Hudson Co., Grinnell Bros. and the Starr Piano Co., showing its new talking machines. Concerts by these concerns were given afternoon and evening. Souvenirs were also distributed. In addition to making sales these firms reported many live prospects. The Starr Piano Co. display was the first real exhibition of the new Starr talking machine, the sample machines arriving from the factory a few days previous to the fair. On account of this machine playing all different makes of records it excited considerable interest.

First Meeting of Music Trades Association.

Secretary F. A. Denison, of the Detroit Music Trades Association, has called a meeting—the first of the fall season—for September 21 at the Hotel Charlevoix. A large crowd is expected. One of the important matters to come up is the report of the special committee regarding the approval plan of sending out records. Mr. Denison, by the way, who is manager of the Detroit branch of the Columbia, returned August 30 from a two weeks' Eastern trip. He visited Baltimore, Washington, Philadelphia, Boston, New York, Atlantic City, and also spent a few days at Bridgeport, Conn. "Our business could not be better," he told The World correspondent. "It really surprises me when I compare the figures for the past seven months with those of 1914. We are not trying to take on any new accounts, instructions from the home office to take better care of the customers we already have."

Robert Barclay's Lucky Month.

The last six weeks have been eventful ones for



This Star on a
**Phonograph
MOTOR**
means
"Made in the
U. S. A."

by an organisation peculiarly
fitted to make good motors

Robert Barclay, manager of the talking machine department of the Ling Music House, 74 Library avenue, Detroit. First came a new automobile. then a new baby girl (the first), and last a fine new home in Highland Park. Is it any wonder that Mr. Barclay is "all smiles" these days and so optimistic? The Ling talking machine department is probably the most unique in Detroit. It is fixed up to resemble a Japanese room, with bamboo rods overhead, Japanese lanterns and Japanese wall decorations. Mr. Barclay says that September

**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.

**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.



Corinne Rider-Kelsey is an artist whose accomplishments place her in the front rank of America's gifted singers. Her first records appear in the Columbia record lists for October. People want records by this remarkable soprano—and a competitor cannot easily satisfy them with substitutes.



(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**

started out with the sale of several large machines the first day. He can see nothing but "sunshine" ahead.

A Record for Quick Alterations.

It took exactly seven days to change the Wallace Brown Edison Shop, 31 East Grand River avenue, Detroit, from a one-store shop to a two-store shop. In that time the wall between the two stores was taken out, new partitions built, new demonstration rooms installed, new fixtures added and other improvements made. The Wallace Brown Shop now has thirty-five feet of frontage on the avenue, which is just double what it formerly had. It was necessary for contractors to work twenty-four hours per day to do the job in that short space of time. "It is because I have the greatest confidence in the Edison diamond disc talking machine that I have doubled my capacity and doubled my running expenses," said Mr. Brown. "The machine is getting stronger every day, and I find that wherever installed it gives splendid satisfaction. I am putting in a big stock of machines and records, and you can wager that they are going to be sold." Mr. Brown attended the convention of Edison retailers at Orange, N. J., during the early part of August, and spent a few days while East in New York and Atlantic City.

Sticking to Old Customers.

Clifford R. Ely, special representative of the Columbia, was a visitor in Detroit on Sept. 2. He told the writer—in fact he showed the writer the letter—that his firm refused to accept a hundred thousand-dollar order because it was from a new customer, the company feeling that it could not consistently guarantee to supply the new customer with that amount of merchandise when old customers were "hollering" for more goods. "While our people feel that they want all the business they can get, they prefer to make better customers out of those they already have rather than foster new ones," said Mr. Ely.

Mr. and Mrs. Max Strasburg and Mr. and Mrs. W. D. Trump, of the Max Strasburg Co., Detroit, spent a week during August at Mackinac Island.

Victrola for Henry Ford's Private Office.

Manager Heath, of the Max Strasburg Co., reports the sale of a \$150 fumed oak No. 14 Victor talking machine to Henry Ford, of the Ford Motor Co., who has had same installed in his private office at the factory. The sale was made through F. C. Leibold, Mr. Ford's secretary. Mr. Heath says that \$75, \$100 and \$150 machines are selling best, hence he is stocking up heavy on machines at those prices.

Emil Pathé a Visitor.

En route to the Panama-Pacific Exposition Emil Pathé, of the Pathé Frères Phonograph Co., stopped off for a day in Detroit. He was met by Henry C. Shea, general manager of the Pathé Phonograph Co., of Detroit, and taken to the new

Pathé store, opened a few months ago at 114 Farmer street. Mr. Pathé told Mr. Shea (in French) that he could feel proud of his store, because he considered it one of the finest talking machine emporiums of all he had seen while in this country. In the afternoon Henry Ford called for Mr. Pathé and took him to the immense Ford factory, where he spent several hours going through the various departments.

Mr. Shea, of the Pathé Co., who is State distributor as well as conducting a retail store, is spending several weeks of each month through the State lining up agents and retailers. He is going about it carefully, desiring to get the very best representatives in each city.

Joe Adcock, of the W. F. Metzger Co., 501 Woodward avenue, Detroit, says that Victrola business in the new store has more than tripled every month. Up to August 6 he did as much business as during the entire month of last year.

Manager E. A. Andrew, of the J. L. Hudson talking machine department, has materially increased his sales force owing to the growth of his department. "It is coming better all the time, and by fall, we believe, this is going to be the most popular Victor store in Detroit." Mr. Andrew was in charge of the Hudson exhibit at the State Fair, where he had on display a full Victor line of machines.

H. R. Burns, of the Hudson talking machine department force, is back after an operation. Harry Wright, also of this department, is back after a business trip to the Upper Peninsula. Heath Balogh has just joined this department.

At the regular monthly meeting of the sales force of the Hudson music department, held in August at the Hotel Statler, Manager E. P. Andrew discussed with his men plans for the coming fall. Each salesman was called upon to make a suggestion. The meeting was preceded by a dinner. The Hudson sales force in the piano, player and talking machine departments get together once a month to talk things over.

Contractors have taken possession of the new Woodward avenue quarters of the Phonograph Co. of Detroit, and expect to have all changes made and ready for occupancy by October 1. As previously reported, the first two floors will be given over to the retailing of Edison diamond disc machines and records, while the other floors will be for the wholesale department and general offices. From what can be learned it is to be one of the finest Edison shops in the country.

Sam E. Lind, assistant manager of the Columbia branch in Detroit, has been with the company for eleven years. Every dealer in the territory is his staunch friend, because "Sam," as he is familiarly known, has the reputation of meaning every word he says. "When Sam Lind tells you anything you can take for granted that it is so," remarked one dealer. One of the reasons why Mr. Lind has proven such a valuable asset to the Columbia Co. is that he gets more enthusiastic about the talking machine business every week. He says he reads every line of matter in *The Talking Machine World* and in this way keeps thoroughly in touch with every section of the country. It is a pleasure to run across such real enthusiasts as Sam Lind.

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

LINDSTRÖM MOTORS
"The Motor of Quality"

RECORDS



Should be the big end of your business. If it isn't, these ideas will help you make it so.

Standard List of Specially Selected Victor Records

Illustrated Mailing Envelopes for Monthly Supplements

Tamaco Record Stock System

Tamaco Delivery Envelopes

Tamaco Colored Label Code Signals

You'll be interested in these ideas—
Write for detailed information.

Is your record stock in shape for your Fall and Winter business?

Our record stock is complete

The Talking Machine Co.

VICTOR DISTRIBUTORS

12 N MICHIGAN AVE. CHICAGO, ILL.

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., September 10.—Talking machine dealers of the West and Middle West, taken as a class, are a pretty keen body of business men. They study, and are learning to study more all the time, the political and economic conditions which have such an important bearing upon the conduct of their business.

Typical of this is a certain successful but very modest talking machine merchant visiting Chicago jobbers only last week. He was filled to the brim with statistics and estimates of what he conservatively expected to do within the next four months, and when he was through explaining his forecasts it was easy to see why jobbers are telling of one of the biggest months in history.

"How can I help but do a big business?" said the man from the Hawkeye State. "Here we have the biggest wheat crop in history—over a billion bushels; a national corn harvest of nearly three billion bushels, and a billion and a quarter of oats. Now, I figure that with the national granaries in such shape my own territory cannot suffer very much from the surplus of rain we've had. Life out our way has become too complex for a little too much rain to spoil, and I am making my plans to fit national and not local conditions. I have already ordered twice the stocks that I sold last year and am getting everything in shape away ahead of time. I've decided on what and how much accessories to stock; I've figured out what stocks I will need of the 'always in demand' records, and I am ordering my advertising matter now. I am a firm believer in an ounce or more of preparation."

Local retail conditions are beginning to show a big improvement, which many say is the forerunner of a big and steady trade that will last until after Christmas.

New Store for Dixon.

Dixon, Ill., that busy little city a short ride west of here, is to count among its business houses a new talking machine shop. It will be opened within a few days by William Smith and will be located at 213 First street. Mr. Smith has not yet decided upon his complete lines.

Big August for Talking Machine Co.

"Our books for August show totals that just double August of last year," said R. J. Keith to The World this week. "I am looking for the biggest year we have ever had and am making

plans for it. Record stocks are in good shape, but there is a bad shortage in all machines of the \$50 size and over. Advance orders for machines and records are, to a great extent, placed in anticipation of the holiday trade, and it is a gratifying thing to note that dealers are ordering big quantities of what we call 'standard' records."

A. D. Geissler, general manager of the Talking Machine Co., is in Chicago on one of his regular trips. He will be joined here by his family, the members of which have been in California.

W. G. Griffiths, who has been floor salesman for the Talking Machine Co. for the past year, has been transferred to the traveling forces and now spends most of his time in calling upon the dealers in Michigan. George Cheatle, who formerly traveled this territory, is now calling upon dealers in the larger cities only.

H. L. Flentye, who has been city salesman, is now floor salesman, and C. L. Morey takes Flentye's old place on the city sales.

Howard Charle in Chicago.

Howard J. Chartle, of the record department of the Victor Co., was in Chicago for a week helping local distributors to make up their orders for fall business. Mr. Chartle is on a trip that takes him to most of the principal cities in the United States and confining his attention to the facilitating of fall record shipments.

Building New Talker Store.

W. H. Sajewski, 1011 Milwaukee avenue, is building a fine new two-story building, which will house one of the best talking machine shops in that part of the city. Work is being pushed rapidly and the building will be occupied by November 1, in time for the big holiday trade that Mr. Sajewski always enjoys. This dealer is said to enjoy the largest trade in Polish records of any of the dealers in the Middle West. He also does a big business in other foreign records, as his store is located in the heart of a large foreign population. Both Columbia and Victor lines are handled.

Pathé Happenings.

H. K. O'Neill, of the Pathé-Pathephone Shop, returned last week from a trip to the East, where he enjoyed a visit to the Pathé factories and took advantage of the opportunity to witness the different processes of manufacture. He also posted himself upon the company's plans for the fall, including the formulation of catalogs of the better

selling records of the Pathé library of 96,000 selections. In addition to the numbers selected the Pathé Co. is putting out about forty new records every month.

A fine new Pathé store is being opened at 4559 Broadway, near Wilson avenue, by Harry C. Meek, formerly of Marshall Field & Co. Three large mahogany and white enameled booths have been installed and a large space fitted up for use as a recital room. Offices are located upon a small balcony in the rear of the store. A large Pathé sign meets the view of the crowds that nightly throng this district. No one can miss the Pathé name, for a large red rooster, done in electric lights, flaps his wings so realistically that many have remarked that the only thing lacking is an automatic crow.

C. H. Kappmeyer, dealer of Chicago Heights, Ill., is a new Pathé dealer, as is P. Mattiotti, of La Salle, Ill., and the J. Herman estate, of Superior, Wis. The latter firm will handle the Pathé exclusively.

J. E. Lee, of Aberdeen, S. D., has opened three Pathé shops—one at his home city, one at Midway, S. D., and one at Fargo, N. D.

Goodwin in Optimistic Mood.

C. E. Goodwin, manager of the Phonograph Co., local Edison distributor, is in more than his usual optimistic frame of mind these days and can see nothing ahead during the coming months but prosperity.

"We are doing a phenomenal business," he said, "and the volume is running twice as large as last year. Our new styles are coming along in good quantities, and all of our dealers seem to be delighted with them. The so-called record situation no longer exists, as there is a constant production and our stocks are being regularly replenished. The regular monthly list of records is constantly showing a decided improvement."

Mr. Goodwin proceeded to prove the latter assertion to The World man by playing for him a piano record by Andre Benoist, which is really an exquisite thing and marks another step in the conquest of acoustic difficulties. The record consists of "Arabesque," Rogers, and Grieg's "Butterfly" on one side and "The Two Larks," Leschetizky, on the other.

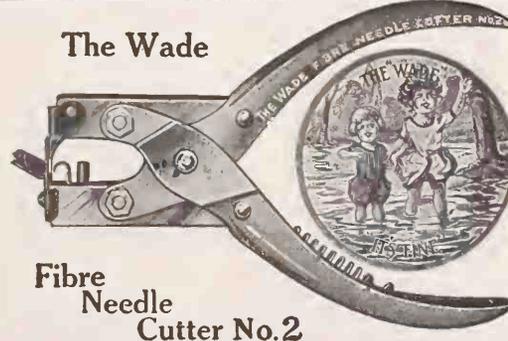
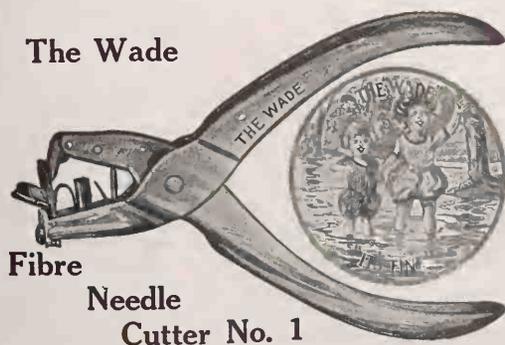
T. R. Johnson, formerly of the Victor forces, is now traveling in Indiana and Michigan for the Phonograph Co.

Tegtmeyer Bros., who conduct an Edison shop at
(Continued on page 51.)

THE WADE

THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE

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



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

WADE & WADE

3807 Lake Park Ave.

CHICAGO

Victrola



MORTON


Not to desire a Victrola is not to love music

Impress this fact upon the public, morning, noon and night, and you cannot fail to obtain plenty of business provided you give service.

We Give Service to Dealers

that makes it easy for them to please their trade.

Orders for Victrolas and Records filled instantly by our unrivalled corps of expert stock clerks, and as completely as factory conditions will permit.

Lyon & Healy

VICTOR DISTRIBUTORS
 CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49).

Increase Your Victor Record Sales!

Pass on the "Do it Now" idea to your customers by mailing your Monthly Supplements in our exclusive Mailing Cover. Begin boosting sales NOW.

This Cover is new, up-to-date and artistic each month and is a *real sales booster*. Live dealers say it is the best thing on the market.

With each month's supply you get a new free seasonable newspaper "adv." similar to the reduced sample on the right.

Write at once for prices and exclusive rights for your city.

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**

As the twig is bent—

The early musical training of every child is very important.

This is the impressionable time of life and childhood influences are never wholly effaced. Accustom a child to hearing good music—not the highly technical—but the compositions of recognized artists of merit and you unconsciously but surely create a musical preference that will always incline to the best.

If your library does not contain records perfectly suited to this purpose, we will gladly aid you in making suitable selections for the children's evenings and Saturdays.

(This space for your name)

6408 South Halsted street, have opened a new store at 921 East Sixty-third street, where Edison goods will be handled exclusively. Besides a large central space the new establishment is fitted with one large and two small booths. William G. Tegmeier is in charge.

New President of Cheney Co.

Charles S. McCoy has been appointed president of the Cheney Talking Machine Co., following the resignation of E. L. Howe. Mr. Howe found it necessary to relinquish the work of the office because of the added duties which a recent promotion in the forces of Marshall Field & Co. brought with it. Mr. McCoy is connected with the wholesale division of the Field interests. No successor has yet been appointed to succeed L. K. Scottford, who resigned as vice-president and manager of the company some time ago.

C. J. Wietz has succeeded Harry C. Meek in the management of the retail talking machine department of Marshall Field & Co.

Columbia Co. Had Remarkable August.

The local offices of the Columbia Graphophone Co. scored on August 31 of this year one of the most notable increases of business that the house has ever witnessed, the total showing being nearly four times that of August, 1914.

"To be exact," said Charles F. Baer, local manager, "the increase registered is just exactly 285 per cent. Mind you, this is increase, so that our complete volume is 385 per cent. compared with last year's 100 per cent. The increase has been in all departments, wholesale, retail and Dictaphone departments. I can ascribe no reason for this wonderful record except the steady improvement in Columbia products and the fact that the parent company is doing extensive advertising in a co-operative way for the dealer's benefit. For instance, our monthly list published in the local dailies gives the new records of the month and the name and address of each dealer in Chicago from whom our goods can be procured. That this work is effective is evidenced by the large number of letters of appreciation received from our dealers.

The call for machines has been equally distributed among all types. Records likewise balance well, although I rather think that dance records are giving way to a certain extent to operatic and high-grade classical compositions.

Our record stocks are in good condition and we do not anticipate any great shortage, as ample provision has been made. However, I would advise the dealer to register his needs with us as soon as possible. We are continuing to produce the same designs in cabinets and there will be no change this year whatever, so that there will be no interference of this sort with either the production or distribution of Columbia goods.

Mr. Baer has but recently returned from a motoring trip through the dells of Wisconsin. He is now leaving on another trip in his motor, during the course of which he will visit a number of Columbia dealers in several towns in Wisconsin

plans are Milwaukee, Fond du Lac, Oshkosh, Appleton, Green Bay, Sturgeon Bay, Marinette, Menominee, Escanaba, Ishpeming, Houghton, Hancock and Calumet. Mr. Baer hopes to help the dealers considerably in their preparation for the holiday rush.

W. C. Fuhr, district manager for the Columbia Co., is on a trip to Indianapolis and Kansas City, Mo.

Cabinet Calls Run Heavy.

Manufacturers of cabinets report that calls for talking machine cabinets are now coming in heavier than ever before so early in the season. John F. Mortensen, of the Salter Manufacturing Co., in discussing the subject, said: "This tendency of the dealers to place their orders early cannot be commended too much, and especially this year. Despite the fact that manufacturers are greatly increasing their output, I still believe that the demand will exceed the supply and that we are going to have a really enormous business. Certainly the dealers who are getting their stocks in now will be free from disappointment and worry and will have just that much more time in the holiday season to devote to their actual sales promotion work.

Dealers Ordering Early.

L. E. Noble, assistant manager of the wholesale talking machine department of the Rudolph Wurlitzer Co., has returned from a two weeks' vacation spent at Lake Koshonong, Wis., where it is alleged he caught a pickerel. The charge has not been

proven, however, but affidavits are being prepared.

"The dealer this year is displaying considerably more foresight than he did in the past season," said Mr. Noble, "and you would be surprised at the large number of big shipments that have been ordered and delivered during the past month and which, mind you, are designed for the holiday trade. Stocks are beginning to drop a little behind now and those who had the nerve to order this early will be glad they did, for they are certainly going to benefit by it. Our books show that the wholesale business during the past month has been nearly 50 per cent. over last year, and that is certainly cheerful."

Vitanola Co. Enlarges Space.

The Vitanola Talking Machine Co., of this city, has leased and is now moving into additional rooms on the same floor as its present quarters at 17 North Wabash avenue. The new arrangements will increase the total floor space some 300 per cent. In discussing the expansion, H. T. Schiff president of the company, said: "Our business has been growing rapidly right along and it has recently become a problem as to how to handle things in the limited space we have had heretofore. We are now shipping all over the country and repeat orders are coming in right along. Naturally we were very much pleased when we secured these quarters, for we know that the holiday trade is going to be immense. We are already being kept busy with fall

(Continued on page 52.)

YOUR COMPETITOR'S STORE

is no place for your customer to buy a talking machine.

Your customer won't think so either after he has found that you carry the

VITANOLA

which plays Edison, Victor or Columbia records without any change of equipment. Its beauty of design, quality of construction and finish and its perfection of tone will make an immediate appeal to your trade.

—And, your generous profit in selling it will make an immediate appeal to you.

BIG DISCOUNTS TO DEALERS

Write now in preparation of the big Holiday trade that is sure to come. Catalog.

VITANOLA TALKING MACHINE COMPANY

17 N. WABASH AVENUE

CHICAGO

deliveries and are working up big stocks in anticipation of one of the biggest seasons that the trade has ever seen."

Prominent Visitors from France.

Chicago was favored some three weeks ago with the visit of two of the most prominent talking machine men of Europe. They were Emil Pathé, head of the varied Pathé industries, and his son, Charles. In company with Eugene Widmann, of the Pathé Frères Phonograph Co. of America, they visited Chicago to become acquainted with the opportunity of the Pathé in the Middle West and the work that has already been done in Chicago.

New Columbia Dealer.

Patterson Bros., dealers in pianos and musical instruments at Evanston, Ill., have taken on the Columbia line and plan a vigorous representation in the exclusive university town on our northern boundary.

To Handle the Sonora Line.

Irving Zuelcke, of Appleton, Wis., will handle the Sonora in that city and will also travel that section in the interests of the company's Chicago office.

Talking Machine Man Marries.

William R. Martin, Western representative of the Sonora Phonograph Corp., whose offices are maintained at 305 South Wabash avenue, has joined the ragged ranks of the married men, taking a wife unto himself on August 17 in the person of Miss Matrice Geisler, of Indianapolis. Mr. Martin has been making regular trips to Indianapolis for the past two years and decided it was enough, so when a party of friends, including Miss Geisler, took the



William R. Martin.

Lakes trip what was more natural than for Romeo Martin to do than to insist on a stop at Duluth long enough for the solemn words?

Mr. Martin has done something besides marry during the past summer, however, as he has spread the name of the Sonora far and wide in the Middle West and appointed a number of new agencies. The newest of these are: Miles Music Co., of Duluth, Minn.; Watson & Lister Piano Co., of Minneapolis; Werve Furniture Co., Kenosha, Wis., and William Strickler & Sons, Polo, Ill.

Rite-tone Attachments.

The Combination Attachment Co., 624 Michigan avenue, this city, is highly pleased with the reception being given its product throughout the country. The Rite-tone attachment for playing Edison disc records on Victor machines has the special advantage of playing the record by a natural method, the sound box retaining its normal position. The tone vibrations travel from the record through the jewel point, through a violin-wood frame and finally through a regulation steel needle to the diaphragm. Excellent tonal results are obtained and with the use of the counter-balance, also made by the company, the surface of the record is not damaged, as the pressure of the jewel point is adjusted to just the right degree. The normal tone procured through the Rite-tone device is exceptionally pleasing in quality, but if a very soft effect is desired it can be obtained by the use of a "soft pedal device," which is applied to the at-

MADE UNIQUE RECORDS.

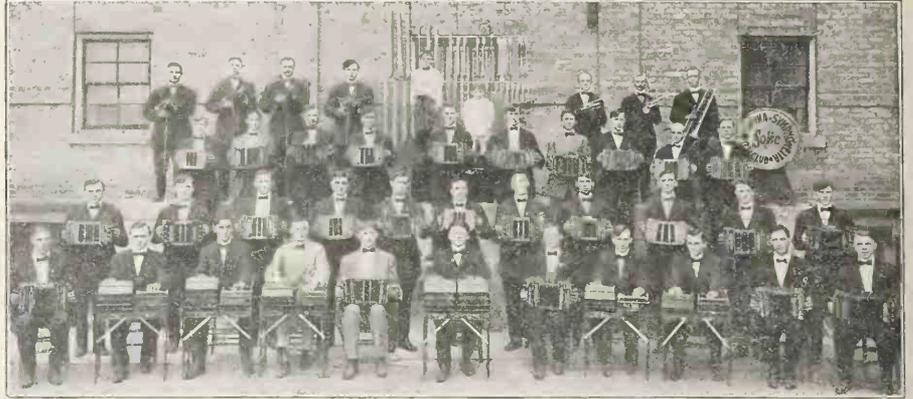
Notable Concertina Selections to Be Given Trade by Columbia Co. as Result of Recent Work in Chicago—Will Excite Some Interest.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 7.—Great interest has been excited in the trade here by the recording done by the Columbia Co. last month, and the article in the August World was read with

and George, aged seven, who are experts with orchestra chimes, recorded "Hearts and Flowers," the Morrison "Meditation" and two numbers, "Flower of Paradise" and "Xenia," by Frank Vogener, a Chicago composer.

Besides the above and the artists mentioned in the story in the August World, notable records were made by Miss Helen Protheroe, the talented daughter of Daniel Protheroe, the director of the Irish Choral Society of this city, who sang a num-



Solar's Concertina Club Which Made Columbia Records.

avidity by those who were able to visit the temporary laboratory while it was in operation.

In some respects one of the most unique instances of recording was that of Solar's Concertina Club, literally a concertina orchestra of thirty-eight pieces—all "accordeons." Louis Solar, the organizer and conductor of the club, is a well-known music and talking machine dealer at 3558 West Twenty-fifth street. The club recorded four Bohemian selections, two marches and a couple of two-steps, and also a couple of American marches. Mr. Solar's two sons, Louis, Jr., aged twelve,

ber of exquisite Welsh folk songs and ballads. Some exquisite violin numbers were recorded by Ivi Stelowski. Norwegian folk and patriotic songs were sung by Carston Woll. Enrico Palmetto, known as the Danish Caruso, recorded the "Prologue" from "Pagliacci." Anton Heindl, the Columbia's "European manager," and Mr. Freiberg, the recording expert, under whose direction the work was accomplished, went back to New York more than satisfied with the results accomplished and greatly impressed with Chicago's foreign musical talent.

tachment itself and, mark you, not the sound box.

The manufacture of the Rite-tone attachments is under the direct supervision of William Tures, the inventor, and who is the vice-president and secretary of the company. Mr. Brace, the president, also devotes his entire time to the business of the company and is a man of wide experience in the manufacturing line.

Solves Lid Problems.

The Chicago Hinged Cover, Support and Balance Co., of this city, is now on the market with a device

that would appear admirably fitted to do away with difficulties experienced by talking machine manufacturers and dealers ever since the time that the horn machine went out. The invention is designed as a balance and support for any hinged cover, but the company for the present is concentrating its entire efforts on the talking machine trade because of its especial adaptation to talking machines and because of the enthusiasm with which its demonstration has been received in this line. In raising the top of a talking machine for the purpose of



RITE-TONE ATTACHMENT AND COUNTER-BALANCE
RETAIL PRICES

Sapphire, Nickel R-T	\$5.00
Diamond, Nickel R-T	8.00
Extra for Gold Plate	1.00
Counter-Balance with R-T Nickel	1.25
Extra for Gold Plate	1.00
Sample to Dealers.	Discount 35%.

RITE-TONE ATTACHMENT

Plays EDISON DISC RECORDS on the VICTROLA. You must hear it to appreciate it.

Use the COUNTER-BALANCE on VICTROLA. Used with all records and preserves them. We especially advise this with fibre needles.

MAKE A HIT WITH YOUR CUSTOMER, PLAY RITE-TONE

It stimulates the machine and record business. Makes satisfied customers.

The talking machine merchant can now sell the owner of a Victor machine a device which will play perfectly Edison records. The Edison dealer can sell records to Victor owners. Free until Oct. 1, we will give one Counter-Balance free with each Rite-Tone either nickel or gold.

How to KNOW Send for full descriptive circular or, better, send cash with order for outfit (35% discount to established dealers) on ten days approval.

COMBINATION ATTACHMENT CO.
SOLE OWNERS AND MANUFACTURERS

624-626 S. Michigan Ave.

Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 52).

adjusting the record it is not necessary when using this invention to actually lift the cover and hold it until the automatic catch secures it, as the tension of a steel spring applied by means of a lever forms an equivalent counterbalance. It only requires a slight touch of the finger to raise the cover or to close it, and the danger is obviated of slamming the cover, with results annoying to the ear, to the machine and oftentimes to the fingers of the manipulator.

It is a very simple and inexpensive device and it promises to achieve wide popularity. Several manufacturers have arranged to use it on their product, and the company is also prepared to supply it to dealers for equipping the machines they have in stock and also those in the homes of the owners. This can be readily done by means of the company's instructions.

F. E. Levanseler, a well-known civil and mechanical engineer of the city, is the inventor, and associated with him in the business of manufacturing and marketing the device is J. L. Abbott, of the John A. Bryant Piano Co., the well-known Wabash avenue piano and talking machine house. C. F. Winegar, a young man of ability and energy, is the sales manager, while C. N. Friend, of large acquaintance with the manufacturers in all lines, will travel in the interests of the company's product. The offices are at 144 South Wabash avenue, this city.

Department H to Enjoy Big Space.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, outlined to a World representative to-day the space that Department H will occupy in the new Lyon & Healy building, now being erected on the northeast corner of Jackson Boulevard and Wabash avenue.

"We will have one-half of the main floor," said Mr. Wiswell, "which will be devoted to display rooms for Victor goods and six inclosed retail machine salesrooms. The first floor will also include a large concert hall, which will be made easily accessible to passers-by. We will also have all of the second floor, which will be devoted to both wholesale and retail record departments and the departmental offices. There will be twenty-six individual rooms for the use of our record customers. The entire ninth floor will also belong to our department, and will be used for the wholesale record and machine stocks.

"We are all very anxious to move into the new building, for the present tremendous business, combined with our somewhat limited quarters, is at times inconvenient. We have had the most wonderful August in our history and our records show a surprising increase over last year, which in turn was bigger than the year preceding, despite the war conditions. Our record stocks are in fine shape now and we are making every effort to keep them so during the fall season; the machine stocks likewise. I have just returned from a short trip through Michigan, and find all the dealers in that section very optimistic in regard to business prospects.

The Chicago Hinged Cover Support and Balance

counteracts the weight of the talking machine top, making it easy for the smallest child to raise it.

No slamming of cover. Eliminates noise. Prevents injury to careless fingers. Avoids damage to machine.

Top can be raised to any desired height where it maintains itself. A slight touch of the finger furnishes enough impetus to either raise or close top.

We have concluded arrangements with several talking machine manufacturers to adopt our device.

We supply explicit instructions to the dealer enabling him to equip machines in stock or in the homes of the owners.

Chicago Hinged Cover Support & Balance Co.

(NOT INC.)

144 South Wabash Avenue

CHICAGO

"We have at last chosen a new man for the head of the large retail record department in the person of William H. Nolan, who was formerly a traveling representative in the educational department of the Victor Talking Machine Co., which is headed, as you know, by Mrs. Frances Clark. Mr. Nolan is a man of wide experience in this business, and under his direction I expect that department to make rapid strides."

Trade Plans Extensive Publicity,

F. K. Anderson, of Hatcher & Young, Inc., is only one of many to notice the remarkable spurt that the month of August has shown. In speaking of this Mr. Anderson said: "Never in our history have we had so many advance orders for Victor cover supplements, electrotypes and other advertising matter. Evidently dealers are preparing for a tremendous year and are planning their publicity accordingly. A very noticeable thing is that they are endeavoring to get their matter into the hands of the public unusually early this year. This is keeping us mighty busy just now, but we far prefer such conditions to that caused by the receipt of holiday orders at the last minute. It takes time to prepare correct expert publicity, and the public is beginning to realize this."

Won Exposition Honors.

John Gabel, president of the Automatic Machine & Tool Co., manufacturer of Gabel Entertainers, and of which Mr. Gabel is the inventor, returned from a trip to the Panama exposition a week or so ago.

Mr. Gabel is duly proud of the fact that the entertainer was awarded the gold medal for automatic talking machines by the exposition authorities, and the official award ribbon, backed by a large banner announcing the award, has been handsomely framed and occupies space on the wall of the company's offices. The exhibit, made by the Gate City Music Co., California representative of the Gabel Entertainer, in the Liberal Arts Building of the exposition, proved very successful from a business point of view, and has had a worldwide effect, judging from the substantial shipments of the Entertainers which have been recently made to Hawaii, the Philippine Islands and Australia.

Personals and Visitors.

Recent visitors to the talking machine trade included H. M. Piggott, of the Piggott Music House, Keokuk, Ia.; Mr. Pophal, of the talking machine department of the Golden Rule Department Store, St. Paul, Minn.; E. A. Vaughn, of Princeton, Ill., and Mr. Fox, of Beardstown, Ill.

The new addition to the family of C. L. Davidson, of the Talking Machine Shop, is getting along fine and his daddy says he is getting stronger every day—that is, his voice. The young gentleman has been named Robert George. This is Mr. Davidson's second child, as he has a daughter, Kathryn, who is a couple of years older.

Richard A. Noelck, of Noelck & Paus, Sturgeon Bay, Wis., was in the city early in the month placing his fall orders for Columbia goods.

Frank Cook, Illinois and Indiana traveler for the Columbia Graphophone Co., and his wife have returned from a two weeks' trip to the East, where he visited the New York offices of the Columbia Co. and the factories at Bridgeport. Washington, D. C., also formed a part of the itinerary. Arthur T. Boland, manager of the retail department, accompanied Mr. Cook and his wife.

W. H. Robinson, of Kenosha, Wis., and A. G. Kunde, of Milwaukee, were visiting dealers of the month.

Frank A. Tatner, of the local Columbia forces, has returned from a visit to his parents at Anamosa, Ia.

John Gronley, manager of the North Shore Talking Machine Co., has just returned from an enjoyable vacation spent at White Lake, Mich.

C. Burns, buyer of the talking machine department at Wiebolt's, was recently married.

A. A. Trostler, manager of the talking machine department of the Schmelzer-Arms Co., of Kansas City, Mo., passed through Chicago last week on his way East.

J. S. Calerad, of Ray Bros., and his brother, Charles, of the Krausgill Piano Co., were two visitors from Louisville, Ky., recently.

R. L. Berry, talking machine dealer of Springfield, Ill., was a recent visitor to Chicago.

Mrs. Frances Clark, of the educational department

(Continued on page 54.)

THE PUR-A-TON NEEDLE HAS PAR-A-MOUNT QUALITIES TONE—VOLUME—PERMANENCY

FOR ALL
LATERAL CUT
RECORDS

Look!
Dealers



TEN DAY OFFER
FREE SAMPLE
ON APPLICATION

EMERALD TALKING MACHINE NEEDLE CO.

428 GRAND AVENUE,

MILWAUKEE, WISCONSIN

ment of the Victor Co., passed through Chicago on her way West.

R. Sonneborn, of R. Sonneborn & Sons, La Porte, Ind., was a recent visiting dealer.

L. C. Wiswell, of Lyon & Healy, is on a visit to the Victor factories. He will stop at Cleveland, Pittsburgh, Detroit and other cities on the way.

James F. Bowers, secretary of Lyon & Healy, has just returned from a vacation spent with his family at Asbury Park, N. J.

FEATURED COLUMBIA IN PARADE.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 5.—Every year the town of Highland Park has what is called "Highland Park Day," when all of the local merchants and other residents boom the town in any way possible for them to do. A parade is always held and each tries to outdo the other in the matter of floats, etc. Here is the float of E. F. Pratt, who handles Columbias exclusively in that silk-stockinged North Shore town. Inside the machine was carried a style "Mignonette" machine with a generous supply of records. It was kept playing



E. F. Pratt's Columbia Float.

constantly during the procession and attracted a good deal of attention. Although the float is not as elaborate as some we have seen, it is said to have been very effective and drew much business to Mr. Pratt's store.

MAKING GOOD IN WEST.

Chester Abelowitz, Manager of the Herz Talking Machine Department in Terre Haute Is a Progressive Young Man.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 5.—There passed through Chicago a few days ago one of the most energetic young men that the Western talking machine trade can boast. Chester Abelowitz is the name and it is one that nearly everyone who lives within fifty miles of Terre Haute is acquainted with. Mr. Abelowitz was passing through town on his return from the East, where he visited, among other places, the Victor factories at Camden. Mr. Abelowitz is yet but a young man, having but recently celebrated his twenty-fifth anniversary, but

Grade "B" \$4 each
Cotton interlining

Grade "A" \$5.75
Felt interlining



When delivering your talking machines use the
LANSING KHAKI MOVING COVER

Heavily Padded and Quilted
(Made in two grades)

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

MADE FOR ALL SIZES OF PHONOGRAPHS

Write for booklet

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

he has applied himself so diligently ever since he first began to learn the business with his father twelve years ago that he has completely mastered all of the ramifications of the retail trade and is better posted in it than many men twice his age.

He first began his work in the trade when he entered his father's store in New York City in 1903. His father, Abraham Abelowitz, gave him every opportunity to learn all of the details, practically letting him manage the business. Later young Abelowitz joined the forces of Fred'k Loeser & Co., in Brooklyn, and later the Musical Instrument Sales Co., where he was connected with the talking machine department of J. N. Adam, of Buffalo. Later he had charge of the dry goods company at Terre Haute, Ind., and from there made his last connection with A. Herz.

The experience that Mr. Abelowitz has enjoyed convinced him of the utter necessity of talking machine merchants standing together, and he has always been an ardent advocate of trade associations. Only recently a meeting of Terra Haute dealers was called at his office, where a skeleton association was formed and a number of restrictive agreements entered into. For one, it was practically decided that 6 per cent. interest be required on all deferred payment sales. It was also tentatively agreed to put a limit of twenty-four hours on all offers by the merchants to release records and machines on approval. Both measures were entered into with considerable enthusiasm by the dealers

in attendance, as there has been much trade abuse in these directions. The meeting had in attendance most of the prominent dealers of Terre Haute



Chester Abelowitz.

and several from surrounding towns. Further steps are planned in making the Hoosier organization one of the strongest in the country.

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

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



(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

HAWAIIAN ARTISTS MAKE RECORDS.

Among the artists who visited the laboratory of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, to record for the Pathé disc library were Helen Louise and Frank Ferera, comprising a Hawaiian troupe of great popularity. These artists spent quite some time at the Pathé headquarters, making a number of selections which will be announced in the near future.

Frank Ferera, the leader of this troupe, is an



Frank Ferera.

artist of unusual accomplishments and recognized as one of the most popular artists on the Hawaiian Island. The Louise and Ferera Hawaiian troupe recently arrived in this country to start on an extended vaudeville tour, and as they will play "big time," their records will prove quite a drawing card for Pathé dealers along the circuit.

DEMAND SHOWS BIG INCREASE.

President McNulty Pleased with the Interest Manifested in the Wonder Talking Machines.

"The demand for our line of machines has been far greater than we had ever anticipated," said H. B. McNulty, president of the Wonder Talking Machine Co., 102 West Thirty-eighth street, New York, manufacturer of the Wonder talking machines. "Although we had every reason to believe that our machine would meet the demands of the trade for a line that combined quality and moderate prices we have, nevertheless, been considerably surprised by a large number of inquiries which we have received to assign dealer territory in all parts of the country.

"All of our Wonder models are sharing in this demand, the Nos. 4 and 5 retailing at \$15 and \$20, respectively, meeting with particular favor. In addition to the orders from dealers in this coun-

try, we have also been receiving inquiries from several foreign talking machine merchants, who have been greatly impressed with the sales possibilities of our products. We are exercising every means at our disposal to ship our orders promptly and co-operate with our trade in every possible way."

SALESMEN VISIT VICTOR PLANT.

In order that its traveling representatives may be fully conversant with the various ramifications of the immense plant of the Victor Talking Machine Co. at Camden, N. J., and the progress being made on the many new buildings now in course of construction, the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, arranged for four members of its sales staff to spend an entire day at the plant last week. The salesmen making this instructive trip consisted of L. W. Bishop, F. R. Burnham, Charles T. Reinhart and Edgar S. Palmer, all of whom thoroughly enjoyed the tour of inspection and were amazed at the tremendous strides that the Victor Co. has made in the past year in the point of new buildings and increased facilities.

MORE ROOM FOR GRESSETT HOUSE.

A Meridian, Miss., paper announces that the Wagner property, adjoining the Citizens' National Bank, was transferred to the Gressett Music House for the sum of \$21,000. This property is now occupied by Ware & Kendall, on the first floor, as a

drug store, and as soon as their lease is out it is the purpose of the A. Gressett Music House to occupy the building, first, however, making considerable improvements and fitting it especially for their line of business. It is also their purpose to add two or three stories to the building later on. The Gressetts own the property they now occupy on Fifth street, which they will continue to occupy until the move is made to the new store. Considerable space will be given to the Victor in the new quarters.

FOR EDUCATIONAL WORK.

The Forseman Educational Record Corporation, of New York, has been incorporated, with a capital stock of \$300,000, for the purpose of manufacturing sound-producing and talking machines for educational purposes, publishing, engraving, pictures, etc. The incorporators are W. B. Hord, F. M. Hemphill and W. D. Ackerson.

NEW VICTROLA XVIII FOLDER.

The Victor Co. has just issued a new folder devoted to its most expensive type of machine, the new Victrola XVIII, retailing at \$300, and the Victrola XVIII Electric, selling for \$350. The folder calls attention to the artistic cabinet work of this new instrument, together with a large illustration, accompanied by detailed specifications.

A four-page circular relative to the Stevens bill was enclosed with this Victrola XVIII folder, urging the dealer to write to his representative in Congress urging its passage.

The Imperial PHONOGRAPH

"Pure and Sweet in Tone"



COLONIAL STYLE TEN \$100.00.

Mahogany and Oak in Satin Finish.



LOUIS XVI. STYLE FIFTEEN \$150.00.

Mahogany and Oak in Satin Finish.



LOUIS XV. STYLE TWENTY \$200.00.

Mahogany and Oak in Satin Finish.

In *The Imperial* talking machine we have not overlooked a single detail which might contribute to its beauty and tone quality, but have aimed to make the ideal instrument for the home to become recognized for its pure and sweet tone.

The elegance of style and finish commend *The Imperial* to those who are particular and want something a little better. It was the idea of improvement and individuality that brought out *The Imperial*.

With the thousands of records that are available and *The Imperial* to reproduce them, the most critical parties can be satisfied.

The excellence of tone is unchallenged and this with the beautiful and artistic case designs puts *The Imperial* in a class by itself. The popularity of our product is linked in the chain of TONE—DESIGN—FINISH.

IMPERIAL TALKING MACHINE COMPANY

Write To-day for Price and Territory

Milwaukee, Wisconsin

LINDSTRÖM MOTORS
"The Motor of Quality"

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—The talking machine business in Philadelphia for August is simply the same old story of every other month of the year—a gain of at least 100 per cent. over last year. It is hardly possible that there is any other business in this country which is forging ahead with the same speed. There seems to be no limit to it, except the limit of the dealers in being able to secure goods. There is a shortage to-day of Victor goods at all the Philadelphia stores, not as much so as has been the case in some years past, but this year I find that there is much less complaint regarding records, for the manufacturers have been able to keep up with the great demand in this line of their business.

During the month of August there has been no change in any of the firms here. It has been a long time since the Victor Co. would accept any more agencies, and the Edison Co. has tightened up on new appointments. The last Columbia dealer here has been the Grant Furniture House, 1025 Arch street, which has already demonstrated, in the six weeks it has had the machine, that it will be able to dispose of a great many Columbias.

Exclusively Wholesale Policy Pays.

Louis Buehn & Co., who recently eliminated the retail business from the firm and are now exclusively distributors of the Victor, note that their August business went way beyond their expectations and their September business has started with a rush. They note that if the business of these two months is to be considered a precedent of what they may expect to follow, they will have the greatest business in their career. Mr. Buehn, who has been spending much of his time during the summer at his cottage at Ocean City, expects to come back permanently to his desk the day after Labor Day. F. B. Reineck, the secretary of the company, has just returned from a two weeks' vacation, spent at Atlantic City. Mr. Reineck states that the firm's stock of records is much larger and in better shape than ever before, but while their stock of machines is not complete at the present time the manner in which they are coming through from the factory is extremely encouraging to them.

The Edison Dictating Machine.

The Edison Dictating Machine Co., on Chestnut street near Ninth, has been having a very active

August. It has placed a number of machines with the firm of John T. Lewis & Bro., with the P. H. Chandler Shoe Co., of Vineland, N. J.; the Automobile Sales Corp. (Cadillac) auto company and others. The Edison Transophone is being purchased altogether for the transcriber, as it proves a great time-saver in making the machine repeat. The company's prospects for September are good.

Plan Extensive Alterations.

The Pennsylvania Talking Machine Co. will start extensive alterations next week. It will make an entire renovation and will materially increase its booth capacity. Its business in August shows an increase over last year of more than 100 per cent. in spite of the very gratifying month it had in 1914. It has every reason to believe that September will duplicate this record, if not advance over it. In fact, before the month started the company had sufficient business on its books for the month to make this record, and it could carry its business through with a 100 per cent. increase up to the first of December if it received no further orders. It will direct its general endeavor to taking care of the firms now handling the Columbia, and is not making much effort to get new agents. During September the firms with which the company was able to place the machine were the J. M. & E. D. Campbell Co., of Allentown and Easton, and the D. Andrews Co., of Williamsport and Sunbury.

Big Increase with Penn Co.

The Penn Phonograph Co. reports that its business in August has been limited only to the amount of stock it was able to secure. It ran more than 75 per cent. ahead of any previous August it has had, and it has started in September with more orders than it can conveniently fill. The company notes a shortage on machines and is entirely out, at present, of certain numbers.

James B. Miller, of the Penn Co., went away on Saturday for a three weeks' vacation, which he will spend at Atlantic City, taking his family with him. T. W. Barnhill, of the same company, returned Monday from an automobile trip to Baltimore, Washington and the eastern shore of Maryland. The firm reports that it has a very fine record stock, the largest it has ever had, and it is very complete.

Burkart & Blake Plan Active Campaign.

Burkart & Blake, the largest handlers here of the Edison, report that their business in August

was very fine and it was very much better than they had anticipated. They are about to put on a couple of extra men and a new man in their repair department. Among the new salesmen will be Gilson Blake, of Jacksonville, Fla., a nephew of Mr. Blake, of the firm, and H. G. Bentley, who was formerly with the company, has again returned to their employ. The Philadelphia Edison dealers will shortly hold a joint convention, at which the eminent contralto, Christine Miller, will be an invited guest. The firm has been doing well with the Edison cylinder machines and in August it sold a number of the new style of machines. The record proposition is improving all the time.

The talking machine department of Gimbel Bros. will be placed adjoining the piano department in the new Gimbel music section as soon as booths, etc., are ready. The department will be removed from the fourth to the seventh floor, where it will have double the space of its present location.

Manager Comerer, of the Wanamaker department, reports that their business was very much heavier than last year and that they have received a number of the new style \$300 and \$350 Electrolas with the electric motor. He says he finds that there is a tendency among record buyers to get back to the Red Seal records.

DESCANTS ON NEW REPRODUCER.

Dr. Alva D. Jones Gives Details of New Reproducer, Which Is Made of a Special Rubber Composition—Makes Important Claims.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—Chatting with Dr. Alva D. Jones, of this city, regarding his new reproducer, he said: "I have accomplished this wonderful achievement after years of experimentation and study, and I have found that if a composition of matter, such as, for instance, in the case of rubber compounds, be properly arranged into a common mass, and each compound being cured to the proper degree of rigidity and a diaphragm such as mica when properly treated to remove its characteristic metallic resonance, but yet



Dr. A. D. Jones.

leaving it in a condition of extreme elasticity, be suspended in a proper manner in this mass, that results can be obtained in the reproduction of sound which are really superior to the original instrument or human voice producing the tones—if the recording is good. This seems impossible, but there is a mechanical reason, and I am demonstrating the above statement daily in my studio.

"To successfully reproduce an original vibration, such as, for instance, in the case of the human voice, the body portion of the instrument itself must be of substantially the same density or varied degrees of density as is found in the human body. The main structure of the instrument must have no resonant qualities in itself and must be capable of yielding to a limited extent in sympathy with the vibrating diaphragm without changing the speed of the control vibrations being transmitted from the record undulations.

"To illustrate more clearly we will take the case of the human chest, which has the densities of bone, cartilage and softer parts. Now let us speak with our hands resting on our chest, and we will feel the vibrations resulting from the sound of the voice distinctly. Still the chest, with respect to its structure, is non-resonant, and the vibrations passing through the chest are in perfect step with the vibrations of the voice. This fact is borne out very substantially in a simple test that anyone may

(Continued on page 58.)

*Pen Your Victor Orders
to Penn*

You are now approaching the busiest season of the year and you ought to secure every machine and record necessary for you to do the greatest volume of business.

So dig hard for business and rely upon us to help you make more profits.

Look over your stock today and "pen your Victor orders to Penn" and become acquainted with our fast service.

Penn Phonograph Company
17 South 9th Street Philadelphia

"My job was to put bolt No. 216 into Ford cars. One day I dropped my wrench and before I could pick it up, I was 12 cars behind. So they fired me." Alleged to have been said by a former worker.

BACK of the amusing side of this story looms the serious importance of specialization. It shows that a man or an organization that can do one thing well, and do it better than any one else, will give better service to those requiring it than could possibly be secured from those with divided interests.

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.

When we dropped the retail Victor department, we did so primarily with the plan of **STRENGTHENING** our wholesale interests. To voluntarily drop a profitable department shows how we regard the interests of the retail Victor merchant.

And to show how the retail man regards Buehn Victor Service, let us say that we have added a number of new accounts since this campaign started. Buehn Service was always good service but when we announced our **WHOLESALE EXCLUSIVELY** policy, it gave these trade members a clearer visualization of just what would be accomplished for **THEIR** benefit when our efforts would be concentrated upon one merchandizing plan.

Even a small fraction of your business will enable us to give you a practical demonstration of Buehn Victor Service.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE
Victor Distributors

DESCANTS ON NEW REPRODUCER.

(Continued from page 56.)

make by placing the mouthpiece of a telephone firmly against the chest and speaking. In this way you may carry on a conversation with the party at the receiving end, who will hear you clearly. But taking the case of the talking machine and dealing more particularly with that part which has to do with the reproducing of the sound impressions on the record—as it has been made in the past—we find its body portion invariably made of metal, which is one of the most resonant of substances, and has a speed of vibrations many times faster than the vibrations of the human voice or vibrations occurring in music which are controlled by human characteristics.

"Every piece of metal has a characteristic low, but yet sharp, tonal quality, which is predominating, and when this tonal quality is approached by musical tones there is an immediate adulteration of the musical vibrations through the well-known laws of sympathy. The destructive effects of metal have been well understood by piano manufacturers for the last fifty years and they have avoided all the possible use of metal in the construction of this instrument. When the piano expert enters your home to tune your piano he frequently finds a piece of metal which has been carelessly left lying about the room which has sympathized with the vibrations resulting from certain tones coming from the piano. When this is removed the piano trouble is removed.

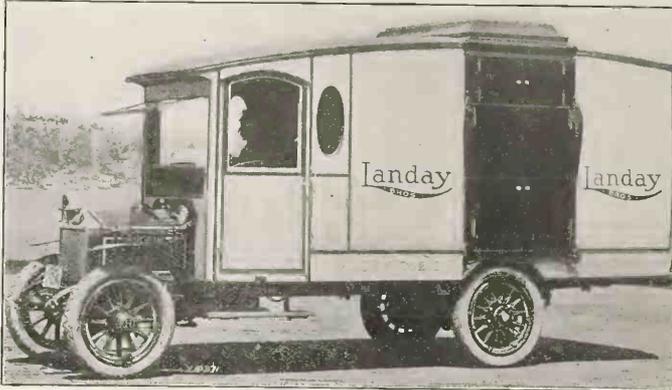
"It is a well-known fact that through the laws of sympathetic vibration a drinking glass may be broken by striking strings on the violin, coming solely from the sympathetic vibratory relations existing between sound-producing elements. In conclusion I will say that when a record is made all of the metal is engraved in the record grooves that is necessary in the case of brass instruments, and if we have a metallic reproducing instrument the sympathy of the metal resulting from the brass instruments through the medium of the record undulations will excite to distress and vibrations

the metal part of the reproducer; then we get a foreign sound, which comes from the reproducer and predominates the original tones. This same condition holds good in the human voice."

LANDAY BROS. NEW MOTOR TRUCK

Has Won Many Compliments Because of Its Original Construction and Advertising Value.

The accompanying photograph will give a fair idea of the attractiveness and general character of the new motor truck put into use by Landay Bros.,



New Motor Truck Owned by Landay Bros., and Much Admired.

Victor distributors, some two months ago. This truck has become a familiar figure in local territory during the past few months, and has invariably caused considerable favorable comment because of its decided originality and many unusual features. The truck is certainly worth all the commendation it receives, as it represents the acme of perfection in the way of maximum efficiency in delivery, and furnishes an ideal medium for high-class Victor publicity.

The new Landay motor truck, as may be readily seen by the illustration herewith, is distinctive to a degree,

as, in addition to its unusually large carrying capacity and limousine body, its design includes on the sides a reproduction of a Victrola XVI. This body is not an imitation built to resemble this popular machine, but is actually constructed of mahogany, with the large doors equipped to open at will and share in the loading facilities of the truck. This feature in itself has caused passers-by to turn around and comment upon the original lines of the truck.

From a practical standpoint the new truck, which was constructed by the Hurlburt Motor Truck Co., is deserving of special mention, as it enhances mater-

ially Landay Bros.' facilities to handle the requirements of their dealers in local and suburban territory. The capacity of the truck is probably larger than any truck now being used for Victor shipping in any part of the country. The truck loads from the sidewalk readily, the Victrola-shaped center permitting of this departure, and this feature saves time and eliminates a considerable portion of the usual wear and tear, as

the doors are much nearer the ground than the average tail-board. Constructionally the truck represents the latest and most up-to-date mechanical ideas in every respect.

IN CHARGE OF NEW DEPARTMENT.

C. M. Dechent has been placed in charge of the newly opened Victrola department in the store of Reid & Hughes, Waterbury, Conn., which is under the direction of the Musical Instrument Sales Co., New York.

THE EIGHTH WONDER OF THE WORLD

"The Wonder" Phonograph

It has heretofore been considered impossible to produce a high grade Phonograph, substantial, full size wood cabinet, staunch and well built motor, 8 to 10 inch turntable, nickel plated parts, silvery tone, from

\$5.00 Up.

We have done it. On the market only two months and an instant success.

Five Styles ranging in price from

\$5.00 to \$20.00

All Standard wood finishes.

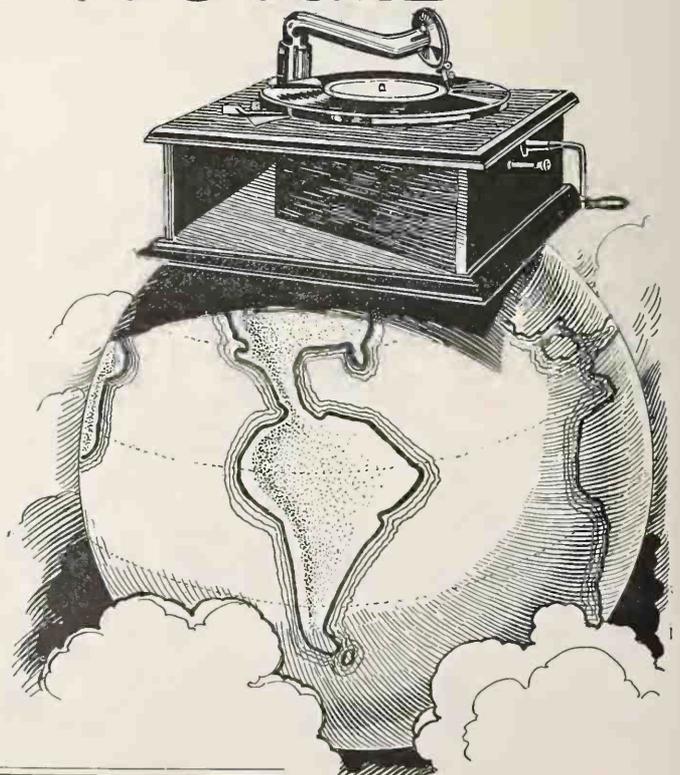
Write for descriptive folder, advertising material, samples and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

Telephone, Greeley 6770

102-104 West 38th St.,

NEW YORK





As surely as Fremstad, Casals, Ysaye, Bonci, Nielsen, Bispham and other artists draw great audiences to hear them, so surely do Columbia Double-Disc records by these self-same artists draw business to Columbia 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

NEW HIGH MARK FOR TALKER TRADE IN MILWAUKEE.

Fall Business Opens Up Propitiously with Dealers and Jobbers—McGreal Appointed Jobber for Pathé Line—Story & Clark Install the Columbia—H. R. Fitzgerald Goes East for Victor Co.—Recent Managerial Changes—Business Outlook Most Satisfactory.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 7.—Fall activity is beginning to make itself felt in all lines of business, the talking machine trade included, and dealers are looking for a rushing business from now on. In fact, there has been a fine business in the talking machine field all summer and sales have attained a new high mark with practically all the local houses. It would seem to be only another indication of the wonderful expansion that is taking place in the talking machine business everywhere.

The shortage of machines seems to be still evident in all the leading lines. Jobbers say that shipments of machines from the factories have been increasing, but that the receipt of new stocks has not kept pace with the insistent demands of dealers all over Wisconsin. Stocks in the hands of dealers have been at a low point for so long that most of the retailers have got to the point where they are determined to get goods, and so they are sending in rush orders. Jobbers say that they do not remember a season when the fall business has opened as early as it has this year. Demands are being made upon most of the jobbers for the location of new dealers, but the shortage of business has made it almost impossible to start new agencies.

General Conditions Excellent.

General business conditions in Milwaukee and about Wisconsin are much more satisfactory than they have been in several months. Practically all the large machinery manufacturing houses of Milwaukee are now operating better than 75 per cent. of their capacity, due in part, of course, to the big orders which have been received by many of these concerns. More men are being employed and the output is being increased, with the result that the money situation is a little easier. Conditions in the smaller cities and towns of Wisconsin are favorable, largely as a result of the fine crop situation. A bumper grain crop was harvested and is now being threshed, while the corn crop, long delayed by the unfavorable weather, is now making good headway.

George F. Ruez, president of the Badger Talking Machine Co., jobber for the Victor goods, says

that shipments of Victor machines from the factory are increasing, but that it is next to impossible to catch up on the orders from dealers.

Harry R. Fitzpatrick's New Post.

Harry R. Fitzpatrick, of Milwaukee, the popular traveling representative of the Victor Talking Machine Co. in Wisconsin and portions of Michigan, Minnesota and Iowa, has received one of the finest sales positions given out by the Victor Co., having been appointed salesman for New York City and portions of the State of New York. Mr. Fitzpatrick has left for the East to assume his new duties. Mrs. Fitzpatrick will join her husband within the near future. Mr. Fitzpatrick has been succeeded as traveler in this territory by Ettore Barilli, who is expected to arrive from New York soon to assume his new duties.

The Badger Talking Machine Co. has appointed R. H. Zinke, a well known business man of Milwaukee, manager of the company's retail Victor store at 312 Grand avenue. Mr. Zinke is meeting with much success in pushing the Victor goods.

Joins Staff of A. G. Kunde.

C. D. Robinson, a well known Eastern talking machine man, has joined the sales force of A. G. Kunde, 516 Grand avenue, jobber and retailer for the Columbia line. Mr. Robinson was formerly with the talking machine department of Kranich & Bach, in New York, and has had wide experience in Europe in furthering the sale of Columbia goods. Mr. Kunde declares that the Columbia business is 100 per cent. better than at this time a year ago. Mr. and Mrs. Kunde have returned from an enjoyable vacation spent at Okauchee Lake, Wis.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, is the owner of a new touring car, which he is using to good advantage in pushing the sale of Victor goods. The Victor business at the Gram store during the month of August showed a decided increase over that of a year ago.

Managerial Change.

J. H. Becker, Jr., one of Milwaukee's best known talking machine men, has resigned as manager of the Victrola department of the Hoeffler Piano Manufacturing Co., where he has been located for

so many years and has assumed charge of the Victor department at the Twelfth and Vliet street department store of the Edward Schuster Co. The Victor and piano departments at the three Schuster stores are under the general supervision of M. Marks. Mr. Becker has been succeeded at the Hoeffler store by Gustave O. Spankus, who had been assistant to Mr. Becker for two years.

McGreal Appointed Jobber for Pathé Line.

Lawrence McGreal, pioneer talking machine man of Milwaukee, who has been engaged in other lines of business since his term as sheriff of Milwaukee County expired last winter, has been made Wisconsin jobber for the Pathé line. The business will be conducted under the name of Lawrence McGreal & Son. Temporary quarters have been opened at 203 Fourth street, but permanent quarters have been leased on East Water street. Mr. McGreal has already secured one new dealer, a contract having been closed with Jacob Meinzer, Jr., 3415 North avenue.

Columbia Agency with Story & Clark Co.

The Columbia agency has been placed with another piano house here—the Story & Clark Piano Co. Manager George H. Eucker took on the Columbia line just at the time the handsome new store in the Camp building at Wisconsin and East Water streets was opened. The Columbia line is being featured on both the first and second floors of the new store. On the second floor three attractive soundproof booths have been installed and new record cabinets have been placed in position. A special display of the Columbia goods has been made on the first floor, where Miss Helen Gunnis, well known young musician of Milwaukee who has been placed in charge of the Columbia department, gives daily afternoon recitals.

The Imperial talking machines, a Milwaukee-made product, have been placed on the market by the new Imperial Talking Machine Co., organized recently by the officials of a well known piano manufacturing concern of Milwaukee. The local retail agency for the new Imperial machines has been placed with the Milwaukee Piano Mfg. Co.

To Make New Talking Machine.

Plans are under way at Oshkosh, Wis., for the organization of a new company which will take up the manufacture of a new talking machine, embodying several devices, invented and patented by J. H. Ellis, formerly a talking machine man of Milwaukee, the inventor of the Real Tone diaphragm. It is understood that several Oshkosh business men are back of the project and that steps are to be taken to open a new factory to manufacture the new machine.

The new machine to be manufactured at Oshkosh will be equipped with the new reproducer invented by Mr. Ellis. After experimenting for several years, Mr. Ellis has perfected a reproducer which he claims will bring out sound and tone colorations, impossible to hear with the ordinary reproducer. Instead of a metal or mica diaphragm, Mr. Ellis uses a disc of specially treated celluloid.

E. H. Steiger, president of the Deltax Grass Rug Co., and several other young manufacturers of Oshkosh, Wis., will be the financial backers of the new company which will take up the manufacture of Mr. Ellis' new machine.

Make Hay While the Sun Shines

The above is good advice for Victor Dealers.

Those who stock up on the good selling Records and Victrolas now, will reap the benefits later.



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



FROM OUR EUROPEAN HEADQUARTERS

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

Business in Gramophone Field Shows a Decided Betterment Despite Terrible Conditions Throughout Europe—Difficulty in Getting Trained Workmen—Reduction in Price of Zonophone Discs—Supplying Accessories of Domestic Manufacture—Mr. Polliack Recent Australian Visitor—New Coliseum Artists—Easy Times with W. H. Reynolds (1915) Ltd.—Using Gramophone for Drilling Purposes—Edison-Bell Factory a Busy Spot—Unique Offer by Makers of Regal Records—Winner Record Co., Ltd., Have Interesting List of Records—News of Month in Detail.

(Special to The Talking Machine World.)

LONDON, E. C., September 2.—Since my last report from the center of this war-stricken continent of Europe, remarkable though it may read, gramophone trade itself has been going ahead to such an extent that one is at times inclined to disbelieve in the existence of a terribly unpleasant fact. Because of the war money is plentiful with the masses, who, as a counter to the effects of long hours of strenuous labor, seek the soothing voice of a favorite artist through the medium of their gramophones. Record sales have therefore gone up at a phenomenal rate, and manufacturers find themselves quite unable to cope with orders. At least one factory is working night and day. Were it not for lack of labor I can safely say that almost every concern would be in operation during every minute of the twenty-four hours. In some factories presses are idle simply through inability to secure workmen. On this ground alone record makers express grave doubts concerning the season's supply, which, they fear, will fall very considerably below actual require-

ments, notwithstanding special efforts to speed up outputs.

Inquiry around the trade goes to show that my suggestion regarding the possibility of employing soldiers unfit for further service is looked upon as feasible. One firm has already tried the experiment so far with no very great result, since the hot atmosphere of record pressing shops is unbearable to men accustomed to an open air and free life, apart from their infirmities. Still there may be some capable of doing the work, if only for a time.

In this country are thousands of Belgian refugees, among whom number a fair sprinkling of males. British firms were asked to find them work, and several record houses expressed willingness to give these men a trial. Here again the result is not altogether pleasing, on the ground of the work being too hard or not otherwise to their liking, many of the men giving up!

With it all a very large trade is being done, and that, these days, must be considered as extremely fortunate compared to anticipations when war broke out.

On the instrument side much the same conditions exist. There is still a great shortage of machines, but the supply is improving every month. **A Zonophone Sensation.**

It has been "all-season" with the British Zonophone Co. this last twelve months; in fact, a real busy time. But if one is guided by the calendar the company's latest pronouncement must be described as a pre-season move of sensational importance to its dealers in particular and the trade in general. It is no less than a wholesale reduction in the price of Zonophone half crown 10-inch double discs to 18d. and the 12-inch double record

to half a crown. This applies to the whole Zonophone repertoire outside the records of Harry Lauder and a few others of celebrated rank, which will in future be maintained as a separate supplement. In conformity with the spirit of the movement price reductions are also in force on other Zonophone products, notably grand opera records.

Dame rumor had foreshadowed some such radical change of policy as the Zonophone Co. has now adopted, yet the most sanguine traders never anticipated the generous manner in which it has been carried out. That the company has treated its agents handsomely in the matter of rebates on stock held is generally acknowledged, and I may take this opportunity of proffering my quota in publicly recognizing this fact. Borne by the Zonophone Co. the loss under this price reduction scheme is said to approximate £15,000! It is a big sum on the debit side, which, in view of enhanced trade arising from the price revision, we are not so sure should fall so low. Dealer and factor will reap probably more benefit on future sales than the manufacturer, and I cannot help feeling it would not have been unreasonable to spread the cost among all parties to the Zonophone selling contract. However, present conditions of competition considered, in standing the whole cost the Zonophone people but enhance their reputation for straight dealing, and in conformity with their patrons' best interests set an example which merits unqualified appreciation. Such a large and important move cannot, of course, pass without criticism. No reasonable trader can take exception to the fact that to obtain full rebate on the whole of his present stock it is necessary to order a similar quantity—at, of



"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

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnen, Copenhagen.

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

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

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

RUSSIA: The Gramophone Co., Ltd., 45, Nev-
sky Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanov Dvor, Moscow; 9, Golo-
vinsky Prospect, Tiflis; Nowy-Swiat 30, War-
saw; 33, Alexandrowskaya Ulitsa, Riga; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lghatta 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, Jo-
hannesburg; 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., Lourenco
Marques.

HOLLAND: American Import Co., 22a, Am-
sterdam Veerkade The Hague.

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

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



DOMINANT

GRAMMAMVOX

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.

SPECIAL
POINTS

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



BANKERS:
London & South-
western Bank, Eng.
Cables: Grammavox,
London.

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

course, the reduced price less the amount of rebate, whatever it may be. But the stipulation "for immediate delivery," we think, may fall hardly on some dealers who may have the bulk of their floating capital thereby tied up. In such cases the dealers' future freedom is restricted, and this is obviously not in the best interests of the gramophone trade.

Capturing the Trade in Accessories.

In response to my request for an expression of opinion regarding the prospect of capturing German trade in springs, needles, etc., a well-known manufacturer has been good enough to comply as hereunder:

"Dear Sir:—So far as talking machine springs are concerned, I see no reason why we should not keep a good share of that trade.

"Emphasis must be put on the fact that English manufacturers are working under serious difficulties, and to expect deliveries and prices to be the same as in normal times is, to say the least, unreasonable. Spring steel for springs is becoming increasingly difficult to obtain at any price.

"Needles—Let me say at the outset we cannot hope to capture this trade. The most serious drawback both English and American manufacturers have to contend with is the lack of skilled labor. A first class skilled workman is never out of employment in the needle industry. Such a thing is absolutely unknown. In Germany they suffer no dearth of skilled labor.

"The explanation is simple. In Germany the youth of the nation, after leaving the public elementary schools, are compelled to undergo a certain amount of technical training. This gives them early in life a leaning or an inclination, or, if you wish, a bias toward mechanics and mechanical processes. Also the very fact of receiving a certain amount of technical training gives the German workman a natural advantage as a scientific workman over his competitors. Give us

an equal supply of technical trained workmen to that of our German competitors and we can capture the trade. Not until. When the reader is told there are six different processes, which means five distinct trades, through which a talking machine needle must pass, assuming you buy the wire already manufactured in the coil, it will be readily seen that skilled labor plays the most important part in the production of a needle. We have the machinery and we have the material, but we lack the skilled labor.

"In conclusion I would strongly urge dealers and factors to order at once the whole of their season's requirements, especially of needles and springs, without delay. By ordering immediately you may get some. If you delay any length of time you will get none."

Interesting Zonophone List.

In introducing its new record list for September the Gramophone Co. justly proclaims its "even" high quality throughout that to mention particular records would be unfair to the equally meritorious remainder. The uniform standard of tonal and artistic quality emphasizes "the message of supremacy that the trade associates with His Master's Voice autumn supplements." Of variety and charm throughout, it is certainly a list of which to be uncommonly proud. On disc 2-0553, the New Symphony Orchestra (Laudon Ronald), contributes a particularly fine interpretation of "Godak," from the Russian operatic work by Moussorgsky. "Beloved, It Is Morn," seems naturally appropriate to Evan Williams, whose sweetly expressive rendering makes for a little of that record supremacy for which "His Master's Voice" is renowned. A new "H. M. V." artist is Ivor Walters (tenor), whose first contribution, "Where Go the Boats?" merits him a permanent place in the ranks of this company's contributors. There is to be noted further selections by many old favorites, which dealers welcome as being sure of

a good demand from discriminating buyers. Melba, Caruso and others who occupy a place on the pinnacle of universal favor figure prominently in the supplement under review, with contributions which but once again throw into bold relief the musical and artistic attainments of "His Master's Voice."

In continuation of its praiseworthy policy of presenting the operating works of eminent composers in English, the Gramophone Co. offers this month another remarkably choice collection of some of its best artists. Items from "The Magic Flute" (Mozart), "Carmen" (Bizet), and "Romeo and Juliet" (Gounod), will excite the enthusiasm of all music lovers, for, being of educational value aside from their musical interest, they specially appeal to a much larger public than records in a foreign tongue.

Altogether a list upon which one is fully justified in tendering very hearty congratulations to the "His Master's Voice" directorate.

Important Australian Proclamation.

By proclamation the commonwealth prohibits trading with any company the shares of which are wholly or mainly owned by persons of enemy nationality or resident or carrying on business in an enemy country, or which has been notified in the Commonwealth Gazette as managed or controlled, directly or indirectly, by or under the influence of such persons.

A similar provision in England would undoubtedly meet with general approval.

Opportunities in South Africa.

One of the most enterprising of talking machine traders in South Africa is H. Polliack, whose business ramifications extend in all directions of that colony, in which a large and thriving record and machine trade abounds. A recent visitor to London, Mr. Polliack spoke enthusiastically of the scope for British trade and its development

(Continued on page 62.)



Making ready for the Fall and Winter Campaign, are you? Well, don't forget your Store is Incomplete without Full Stocks of the

WINNER RECORD
The World's Super-Disc

Don't be bull-dozed into buying higher priced goods that have a lower standard of recording.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.
Willowbrook Grove, Camberwell, London, 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 61).

since the war broke out. General Botha's success had opened up new ground of great trade promise, and South African business men have not been slow to take full advantage of it. With headquarters at Cape Town and Johannesburg, Mr. Pollack is in an ideal position to handle British trade interests throughout the whole colony and, appreciating this fact, the Columbia Co. has made arrangements with him to represent it in South Africa. The agency will doubtless prove mutually satisfactory and result in placing Columbia goods on a plane of even greater eminence than formerly. Kaffir and Taal record issues will be a special feature of the Columbia campaign, and no stone is to be left unturned to secure records in conformity with native requirements. Accordingly Mr. Pollack is sanguine of success, and predicts a veritable boom in Columbia products over South Africa. To which end The World tenders its hearty good wishes.

New Companies Incorporated.

The Renoplex Manufacturing Co., Ltd.; private company; capital, £2,000. Business: General merchants, manufacturers and shippers, engineers, gunsmiths and manufacturers of ammunition, etc., at Craven street, London, and at Harrow and elsewhere. Registered office, 75 City Road, E. C., London.

W. H. Reynolds (1915), Ltd.; general merchants; capital, £5,000. Office, 45 City Road, London, E. C.

A New Coliseum Record Artist.

In conversation recently Mr. Cooper, of the Coliseum Record Co., drew my attention to the increasing number of "star" artists the firm is now listing, and especially emphasized the work of a new contributor in the person of George Crowther, whom the public regard as a second Billy Williams. In clarity of enunciation, style and general characteristics the comparison is undoubtedly remarkable. The late Billy Williams

possessed a splendid recording voice, which he utilized in an exceedingly happy manner. George Crowther is his double, and we predict for him an equal popularity. He is but twenty-two years of age. His salary on the hall's has risen in five short months from 30s. to £25 per week, which in itself is a splendid tribute of merit. George is the son of the redoubtable Morgan Crowther, a one-time champion heavyweight boxer of England. Both, in their respective arts, have scored a "hit" with the public, so you see the relationship between boxing and singing is not so far removed after all. George is exclusive to Coliseum records. His great song "hits" are "I Wish I was Mr. Jones," "Seaside Trip," "Why Do They Do Such Things at the Seaside" and "What O' Tonight." It may be mentioned that the late Billy Williams' song writer, Harry Carlton, has undertaken to write new songs for George Crowther. An irresistible combination, to be sure. Record lists, etc., may be obtained by bona fide dealers upon application to the Coliseum Record Co., 17 Clerkenwell Road, London, E. C.

Apt quotations and topical references serve the good purpose of our Belfast friend, Thos. Edens Osborne, in a series of excellent "reader" advertisements which have been utilized of late in Irish journals to make known the entertaining power of modern gramophones. In one announcement information is conveyed anent the historical associations of certain establishments located on Wellington place, two of the names mentioned being musical instrument firms, while "last, but not least" is, of course, the great talking machine emporium at No. 11—that bearing the name Osborne. An effective advertisement, surely!

Edison Bell Activity.

A recent visit to the factory of J. E. Hough, Ltd., of Peckham, indicated to me that this well-known British firm was about as busy as it possibly could be. A veritable hive of industry is Edison-Bell

Town, situated on the banks of the Surrey Canal, one of London's busiest and most convenient waterways. From the immense activities of this company in the way of ordinary commercial development one can hardly imagine that Great Britain is at war, and such conditions are only suggested when we learn that the Edison Bell Co. is turning out munitions as fast as it is able, and this in addition to its everyday work. J. E. Hough, Ltd., by the way, is just issuing a new catalog of double-sided records. This, we believe, will be an "eye-opener" in the direction of classification and general utility of arrangement. The company's VF record is one of the leading English makes and with the new material which is being used in connection with the manufacture of the new series something absolutely startling is about to be put upon the market. More anon!

Busy Times at 45 City Road.

W. H. Reynolds (1915), Ltd., is well ahead this season with new lines of machines, parts and record numbers. It is a concern which invites confidence, for, accidents apart, it is there with the goods all the time, and at the right price, too! Owing to the more or less general uncertainty in the delivery of supplies this season, few firms have ventured upon the production of new catalogs, and it must therefore be a measure of satisfaction to dealers that they may rely upon a new Reynolds catalog, as usual. This, we learn, is in course of preparation along improved and enlarged lines, its contents covering practically everything—and that is saying a lot—stocked by this enterprising house. The catalog will probably be ready for review in our next issue. Meantime dealers interested should register their names for a copy.

Having taken up a new agency for gramophone motors, W. H. Reynolds, Ltd., is in a position to fulfil orders of almost any quantity. In the matter of records Mr. Gilberg informed me of the production of a new list of the popular

THE EDISON - BELL VELVET-FACE (VF) RECORD

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

DOUBLE-
SIDED,
NEEDLE-
CUT
10in. & 12in.

It is far and away above all others.

Each and Every Record has to pass a crucial test before it is released for sale. That's why there are no bad VFs.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply



J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 62).

"Favorite" discs comprising up-to-date vocal and instrumental numbers in pleasing variety. Evidently the 1915-16 season is going to beat all records for W. H. Reynolds (1915), Ltd.

Winner Record Boom.

The Winner Record Co., Ltd., of Camberwell, has issued an admirable list of titles for September. These include two brilliant selections by Jessie Broughton, four numbers by the band of H. M. Irish Guards, two of Harry Lauder's songs, "Jean" and "Doughie the Baker;" selections and waltz from "Betty," the Daly's Theater sensation, and selections and waltz from "To-night's the Night," the wonderful Gaiety production which is nightly drawing phenomenally large London audiences. The help this company proffers to the dealer in the direction of publicity matter is very generous, and the extended advertising campaign which it has recently inaugurated is thoroughly appreciated by the trade over here. The Winner record, since its inception on the British market some few years ago, has proved a marvelous selling line and traders throughout the British Islands are finding it a rapid-fire proposition. Colonial dealers would therefore be well advised in considering an agency for this excellent disc, since the terms the manufacturers offer are most interesting.

Drilling by Gramophone.

Old Nelson has seen many strange sights from his column in Trafalgar Square, but he has never looked down upon a more remarkable scene than was witnessed on Friday, August 13.

The occasion was a recruiting meeting organized by Captain A. T. Rees, of the Second Battalion, the London Regiment (Royal Fusiliers), and the feature of the meeting, which was arranged for the lunch hour, 1 to 2 o'clock, was the drilling of squads of men by a graphophone. A crowd of some two or three thousand assembled. A space 50 feet square between the plinth and the fountains was cleared. The instrument (it was the Columbia No. 6 on a cabinet) was brought forward, but beyond a few straggling soldiers chatting at ease, no drill squad was to be seen. The soldier-operator set the needle on the record, a bugle call, "Fall in," rang from the horn, and the stragglers came into the open space on the double and closed ranks. "Now, then," came from the instrument, "fall in smartly, squads in two ranks, by the right, cover off correctly your front-rank man," and then came in stentorian voice a word of command, "Squad number!" There could be no mistaking it. The men obeyed the command with beautiful precision. It was incomprehensible. They "sloped arms," presented arms and formed fours. Right on through various evolutions they went—quick march—right wheel, left wheel, right

wheel, mark time—left—left—left—right, left—change step—and so on until there came the words, "Squad, dismiss," and it was a very warm squad that walked off the ground to the applause of the spectators.

A few minutes later, after a recruiting speech, the same squad went through another drill, this time without arms, at the command of the graphophone. The sight of these fine youngsters obeying the bidding of a machine was extraordinary.

Judging by the substantial number of recruits enrolled, the innovation proved so successful that it is to be repeated.

Captain Rees (whose idea it was and who himself recorded the words of command) says that the men themselves thoroughly enjoy the innovation, and after the record has been played over to them two or three times to familiarize them with the sequence of the movement called for, they execute the evolutions with a celerity and smartness that prove indisputably the practical scope of this method of drilling.

The records were originally made for experimental purposes, but at the suggestion of Captain Rees, who pointed out that they would prove invaluable to new officers and N. C. O.'s of the regular, territorial and volunteer forces in showing how the words of command should be given and also for the purpose of assisting newly joined recruits to accelerate their training by drilling in their own homes or when no officer is available, the Columbia Co. is placing the record on sale. The number is 2585, and to simplify its use a printed leaflet which accompanies the record gives not only the commands as uttered but references to the section and paragraph in the official manual, "Infantry Training, 1914," in which details of every movement are to be found.

Talker Music for the Fighting Men.

A pleasant reflection on the lighter side of naval and military warfare is the picture of our lads behind the firing line, and aboard "the ships of gray"



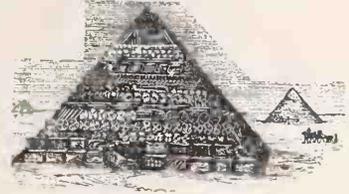
James E. Hough.

enjoying a well-earned relaxation listening to music of a diverse and all-soothing nature—the best of gramophone art. In which respect our troops are fortunately placed by the generosity of record manufacturers, who one and all have contributed a musical quota of joy to those who are fighting the common enemy.

By far the largest consignments of records have emanated from the Edison-Bell factory, and I now learn that J. E. Hough, Ltd, recently dispatched, in addition to the many thousands already sent, a load of 24,000 to France, this number representing only half of the consignment allocated for the use of the British troops across the channel. If each one of that colossal total relieves for a moment the nerve-racking ordeal of existence under war conditions along that line where each minute ticks off a human life, and but brings one ray of comfort to its khaki audience, then the amount of time, cost and trouble

(Continued on page 64.)

Reno
The Man of Many Parts



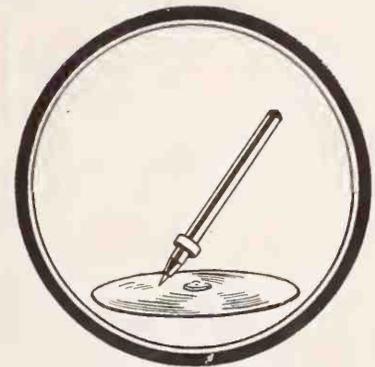
Accessories for any Machine Ever
Made from the Year Dot to 1915

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

The Princess RIFANCO-PHONE No. 216

Fine drawing room Gramophone completely enclosed as shown.



Price \$20.00
SPECIFICATION:

CABINET is made in oak or in mahogany color, well polished, the front is inlaid with Sheraton lines. The legs stand on casters.

The HEIGHT is 3 ft. 8 ins.

The WIDTH is 1 ft. 5 1/2 ins.

The DEPTH is 1 ft. 7 1/2 ins.

MOTOR.—Best Swiss double spring, worm-driven and nickel plated.

TURN TABLE, 12-in., perfectly flat and true.

FORCE ARM.—Inverted Swing, nickeled.

INDICATOR.—Numbered nickeled disc.

TWO SOUND BOXES for Needle and Sapphire Records.

HORN is concealed behind the upper doors.

Twenty other Models from \$4 each, also Records, Needles, Motors, and all accessories. Immense stock.

80 pages of Illustrated Lists Free.

See RIFANCO-PHONE Transfer on Machines. Refuse substitutes.

THE REGENT TALKING MACHINE CO.

(Manufacturers and Exporters) Telephone: 3203 London Wall
Estab. 1903. 120, OLD STREET, LONDON E.C.1.

involved is generously repaid.

Animated by this thought, J. E. Hough—a snapshot of whom in a characteristic pose we are privileged to publish—has divided the resources of his huge factory with the grand object of maintaining a continuous outflow of comfort and joy, canned and packed for release only in the war camps across the water. The interests and welfare of our fighting men Mr. Hough has at heart; there is little or nothing within his power that he does not find a real pleasure in doing to ease the trials of our soldiers and sailors, from whom "The Grand Old Man of the Gramophone Trade," as Mr. Hough is appropriately known, treasures the receipt of many expressions of fervent gratitude.

The Regal "Great Hundred."

One of the most ambitious supplements we have seen in the matter of rank of artists is the Regal "Great Hundred" list, just announced by the manufacturers for the purpose of inaugurating the 1915 season. Its extent is to place in the hands of dealers an absolutely up-to-date and comprehensive list of new recordings by some of the most popular artists available, and so to eliminate, say the manufacturers, any doubt as to whether this season will be a "war" record one or not by concentrating with the most extensive advertising on this "Great Hundred." Certainly the names that go to make up the list guarantee the selling strength of the records.

Here, for instance, is a handful of popular figures, headed by Gertie Gitana and Marie Lloyd, and backed up by Vesta Tilley, Ella Shields, Daisy Dormer, Beth Tate and Pynkie Whyte. Comedians are strong in the persons of Neil Kenyon (who here makes his first record), Harry Weldon, Jack Lane (the Yorkshire rustic), Mark Sheridan, Jack Judge (composer of "Tipperary"), Whit Cunliffe and Joe Hayman in new "Cohen" sketches.

In the ballad and instrumental class there is a singularly happy choice of titles by established Regal favorites as well as exclusive new artists. Much more could be written of this Regal "Great Hundred" and the numerous features that hinge on it, but after digesting them all one can only feel that the thoroughness which characterizes this stupendous issue justifies the confidence with which the manufacturers address the dealers when they say, "Together we will go through the entire season on the wave of a record boom that will leave everything else in the shade."

The Regal Art Gallery.

The manufacturers of Regal records announce a unique offer of an art gallery of popular artists, obtainable free by purchasers of those records.

This Regal Art Gallery, as it is happily styled, comprises a series of genuine oil paintings, specially executed by Allan Davidson, of ten of the most famous artists of the day.

Every purchaser of three Regal records will be entitled to a magnificent reproduction in colors of any one of these oil paintings. Coupons will be attached to all Regal record bags, and the coupons sent to the manufacturers by the public in exchange for the pictures. The dealer will be put to no trouble at all except in selling the records.

Any dealer can obtain free of charge a complete set of the Regal Art Gallery pictures, mounted ready for framing, for exhibition in his shop. The following are the artists in the Regal Art Gallery: Marie Lloyd, Ella Shields, Beth Tate, Gertie Gitana, Vesta Tilley, Daisy Dormer, Neil Kenyon, Harry Weldon, Mark Sheridan, Bandmaster Wood of the Scots Guards.

Journalism Disgraced.

A paragraph in our June issue, criticising the inadequate and by no means impartial representation of the gramophone industry at the Blackpool music convention, has evoked a childish attack upon our London representative by a paper, which, deserving to remain unknown, has gratuitously established for itself under the protective cloak of popular passion, a sort of tribunal before which even British-bred subjects are required to explain their opinions; others their very existence. To fair-minded Englishmen it is beneath contempt.

Whatever the policy of the journal in question may be, it is not improved by personal attacks; rather the contrary. The person who cannot disagree with the views of other folk without descending to the gutter for inspiration loses all respect. For our part, the attack passes as water from a duck's back. Its chief object, which, reading between the lines, is self-evident, has also failed to achieve success.

Lower Cable Rates Announced.

The Commercial Cable Co., 63-64 Gracechurch street, London, E. C., announces a new cheap cable service between Europe and certain points on the Pacific Coast of North America. Full details may be obtained from the company.

New Parcel Post Service.

Full particulars of a new parcel post service between England and Russia, via Archangel, may be gleaned upon reference to any post-office. Parcels up to £400 value can be insured.

PLACES ORDERS FOR PATHE GOODS.

Jesse Rosenstein, manager of the National Piano Co., Baltimore, Md., recently spent a few days in New York, arranging for stock deliveries for the coming season. The National Piano Co. is a distributor for the products of the Pathé Frères Phonograph Co. in its territory, and Mr. Rosenstein while in New York conferred with Managing Director McMenimen, of the Pathé Frères Phonograph Co., relative to securing good sized shipments for fall trade. Mr. Rosenstein was enthusiastic regarding the progress which the Pathé products are making in Baltimore.

CITY OF DETROIT BUYS TALKERS

For Furnishing Music for Folk Dances at Public Playgrounds.

Folk-dancing is popular on Detroit's forty playgrounds. Among the most popular folk-dances which are taught on all playgrounds are Russian and Italian steps, the French minuet and the milkmaids' dance. The necessary music for these

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.

dances is supplied by talking machines which the Recreation Commission of the municipality purchased only recently.

NEW DEPARTMENT IN LOS ANGELES.

Zellner Piano Co. Plans to Feature the Columbia Line Extensively in That City.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., September 4.—The Zellner Piano Co., 808 South Broadway, installed a talking machine department the first of this week. The Columbia line is handled, and an excellent display of all the different sizes and styles is being made. A portion of the Zellner store was formerly occupied by the local branch of the Sonora Phonograph Co., and when this agency was transferred to the Broadway Department Store the Zellner people naturally fell heir to the demonstrating booths. Therefore, no improvements in the store became necessary when the company decided to add a talking machine department of its own. Leo H. Nolte, manager, says the business is starting out very encouragingly.

HERBERT ROYER IN NEW YORK.

Herbert Royer, manager of the Victor business of the M. Steinert & Sons Co., Boston, Mass., Victor distributors, was a visitor to New York recently, calling upon a few of his many friends in the trade. Mr. Royer was enthusiastic regarding the outlook for fall, predicting the biggest season that the Victor talking machine industry has ever experienced.

A man secures prestige for himself in the same way that it is obtained by a business firm—by establishing a reputation for quality and dependability.

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.



TRADE POSSIBILITIES EXCELLENT IN KANSAS CITY.

Basic Reasons Why the Talking Machine Will Be a Greater Factor Than Ever—Farmers Big Purchasers Because They Recognize the Educational Value of the Talking Machine—Household Fair Takes on Talkers—Schmelzer-Arms Co. Activity—Other News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., September 8.—The opening of "fall" in Kansas City brought a spurt in the talking machine business that further stimulated the belief that soon every home in Kansas City will have an instrument. Such statements about the automobile trade are very greatly exaggerated, but the fact that talking machines are found now in almost every class of building, from the million dollar hotel to the humblest cottage, supports the confidence in their ultimate universality. The complaint of dealers that they can't keep up with orders makes one wonder what the distribution would be if a sufficient supply were on hand! Then dealers would be reaching out even more energetically for new business and would be doing real development work on the market. The tremendous effect of the national advertising, with which the local dealers now co-operate, is recognized as constituting a permanent and unceasing development of all fields simultaneously, of course—and this is recognized especially by piano men, who are wishing there was some way to secure the same broad influence on piano sales.

The breadth and evenness of this "development" work is nowhere more emphatically illustrated than in the Kansas City territory. Farmers have money now, and they will have more; and they are spending money for talking machines. Not only are the machines going into the farm homes, where they constitute perhaps the most important single influence toward contentedness and the solving of the problem of keeping the young folk—and the older folk—on the farms, but the rural communities are insisting on the use of phonographs in their country schools. The machine, as the intelligent farmers themselves realize from hearing the records in their homes, provides the same excellent advantages for elocutionary and musical instruction that the boys and girls have who live in the centers of those arts and can hear the masters themselves. One who has not himself visited on Kansas farms and observed the longing for the opportunities of opera and stage that the farmers and their wives have had for so many years, cannot appreciate the boon the talking machine is to them. And the discovery that the delights of those old years in the city or the school can be renewed with the talking machine makes every one of the owners a missionary for the invention for private and public use.

The new type of machine that the Columbia Co.

recently introduced has been selling well, according to E. A. McMurtry, manager of the company in Kansas City. The effort to keep at a minimum the number of dealers in the territory has resulted in better trade for those handling the machine, better satisfaction and more enthusiasm, and a higher level of results all around.

M. M. Blackman, manager of the Edison Shop at Kansas City, is delighted with the large business his shop shows—and he pleads for an adding machine to count the instruments sold. Mr. Blackman is that kind of an advertiser who believes in persistent hammering at an idea. He does that with his window display, which invariably impresses the Edison diamond disc attractively and emphatically.

The Carl Hoffman Music Co. has been enjoying a mighty good business in Columbia and Victor instruments. The company also sees a big advantage to itself in its record department, through the handling of both lines of records.

Miss Edith Baker is now in charge of the talking machine department of the Nowlin Music Co. and is handling the trade with a style and grace that is winning custom. Miss Baker has become a real Columbia enthusiast and expert.

Edwin S. Hall, of the Hall Music Co., was elated with the report of the talking machine jobbers on their return from the Pacific Coast. He has so much pep himself that he likes to respond to it when it appears in others. He has been doing a fine business in electric Victrolas.

The Columbia Graphophone Co. recently furnished a machine for an act at the Century Theater. Richard Craig, the character comedian, used it, asking questions and cracking jokes which were responded to by the records. The turn nearly broke up the show—so popular was it that encore followed encore—and Mr. Craig ran out of fresh records long before the crowd tired of it. The full advertising value of the "appearance" was secured—everybody knew it was a Grafonola.

Miss Frances Mooney, of the Mooney Music Co., is particularly pleased with the success of the Rag Time Rastus dancing dolls as an advertising feature—she says they have sold a great many of the Columbia machines for her. Miss Mooney has been quite successful in the talking machine and piano business since she bought the interest of E. Segerstrom and assumed the management.

Harry Wunderlich, of the Wunderlich Music Co., has been traveling in the Northern States with his wife on a month's vacation. The well-laid ad-

vertising and sales plans have been efficiently continued through the month, however, by his competent assistants. The store handles both Columbia and Victor machines.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., jobbers of the Victrola, plunged with new energy this fall into the problem of getting more machines. He has to do it—for with large confidence he is planning to care for a greatly increased trade.

The prospects for a rapidly increasing trade in the Oklahoma territory is thoroughly recognized by the Columbia Co., which is working the district carefully. One of the new Columbia stores in the State is that of the Elk City Mercantile Co., which has been doing well in that department since its installation.

Harry Bibb, formerly connected with the Dallas office of the Columbia Co., recently was given charge of the talking machine department of the Jones Store Co. This is one of the largest department stores in Kansas City. The talking machine department of Jones' is said to be one of the largest in the Southwest, handling both Columbia and Victor.

E. A. McMurtry, manager of the Columbia Co. at Kansas City, had plans laid to take a vacation in August—but he didn't get away. Fortunately for his good nature, it was increasing business that kept him at home.

Keene R. Dudley, a druggist at Thirty-fourth street and Woodland avenue, is located in an excellent residence neighborhood and has developed a fine trade in Victrolas and records. Mr. Dudley has recently added to his menage Miss Ruby Ashbury, to work out a few new ideas on neighborhood selling of machines and records. Miss Ashbury, for instance, will frequently call patrons on the telephone, telling them of particularly good records recently received, or of records which might be especially appropriate for occasions. She is well acquainted with the people of the district, joining in social affairs and becoming aware of its news. She will therefore be able to give an intimately personal service in behalf of the machine and record department.

R. Bardwell, formerly connected with the Columbia Co. in Brooklyn, N. Y., has recently taken charge of the talking machine department of the Household Fair, one of the largest furniture stores in the city. This company handles only the Columbia line. The Famous Furniture Co. also handles the Columbia and has been doing a fine business.

A manufacturers' exhibition is to be held at Electric Park as a closing feature of the amusement resort late in September, in which the Columbia Co. in two booths will uphold the interests of the talking machine business. Each line of trade is to have representation in the booths.

A BIG volume of Victor machine sales during the coming three months means that you have excellent prospects for an increased record business for ALL of 1916. Every possible machine should be sold and delivered, and you will require the services of the Silas E. Pearsall Co. to help you secure the MOST business.

Efficiency in machine and record deliveries is the keystone of our service, particularly on "shorts." So, no matter how small your order is, telephone or mail it and you will see in a small way just how you will be handled when you need goods for the PROTECTION of the profits from sales already made.

SILAS E. PEARSALL CO.

18 W. 46th St. (near 5th Avenue), New York, N. Y.

PEARSALL VICTOR SERVICE



Every Columbia record carries a **quadruple** guarantee of better quality, better service, greater endurance of material and better quality of reproduction. Don't *you* lose sight of this: we'll see that record buyers are kept reminded of 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

NORTHWEST PROMISES WELL FOR FALL TRADE.

Dealers in Minnesota Busier Than They Have Been for Years—Opening of New St. Paul Talking Machine Store Awaited with Interest—Exhibitors at the Minnesota Fair—Talking Machine Dealers Plan to Regulate the Approval Evil—Month's News in Detail.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., September 7. —It's good to be a talking machine dealer in the Northwest. There is good business right now and better is coming, unless all trade signs fail ignominiously. Without exception, the dealers aver that they are busier than they have been for years, and business only has started, as far as they are able to discern coming events. It is not only that crop conditions far surpass any record ever known, but the war talk and all other pessimistic subjects have now been relegated to persons who are not now engaged in active business affairs.

Minneapolis for the past week has had the honor of entertaining Prince Lei Lani, tenor of the original Hawaiian quintet in the "Bird of Paradise." He had a two weeks' engagement at Donaldson's in the tea room and in the Victor room, and made quite as much of an attraction as any member of European royalty might have created. He discovered an old friend in Eugene F. O'Neill, of the Beckwith-O'Neill Co., who knows the Pacific and the Orient as some know their Broadway. The prince also sings as E. K. Rose.

Dealers already having accounts with the Victor Co. are favored as those who have sought connections have been refused—possibly with regret—for

the company has all that it can do to supply the demands of its old customers, and does not always attain that end. All orders for special designs and special finish cannot be filled at present, and little hope is held out for the future in this direction.

The Northwest is awaiting with interest the formal opening of the talking machine department in the Golden Rule, St. Paul, which is expected to be the last word. The opening is set for October 1. J. L. Pofahl, manager of the department, was called away from his preparatory work by a summons from his home in Kenosha that his mother was critically ill. When he arrives home he will be greeted by Pofahl, Jr., who came to earth during the former's absence from home.

The Minnesota Fair, which of course was greater and grander than ever, opened September 6 with three talking machine displays, namely, those of the Minnesota Phonograph Co. with the Edison line, the Cable Piano Co. with the Victor line, and the New England Furniture Co., general dealer.

Many of the visitors to the bankers' and druggists' conventions and to the great Speedway week, with the first 500 mile race in history, remained in the Twin Cities for the State Fair.

Congressman George R. Smith, of the Minneapolis district, in his talk to the druggists, placed him-

self on record in favor of the Stevens bill, but explained that many people will need education on the one-price system.

A meeting of the Associated Talking Machine Dealers of Minneapolis was set for the middle of September to consider the matter of regulating the approval evil. All conceded that it is an evil, but few are willing to go as far as the St. Paul dealers, who have cut out the approval system entirely and like the innovation so well that not one is willing to return to the old guerilla days.

More attention should be paid by the record makers to the Scandinavian taste. These people are highly musical and purchase readily good music, but it is only natural that they want something of their own. The records so far available hardly rank in merit with what is available for other nationalities, and there is a decided dearth, if not total absence, of church and hymn records. It should be remembered that the Scandinavians are deeply religious.

Archie Matheis is off again, this time to inspect his fruit orchard near Lewiston, Idaho.

Among visitors during the past month were Edward Lyman Bill, of The Talking Machine World; Leslie C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Arthur D. Geissler, managing director of the New York Talking Machine Co.

If Laurence H. Luckner, president of the Minnesota Phonograph Co., had not been afflicted with hay fever, the Edison paragraph would have been a long one this month. It is learned, however, that the new styles are filling the country dealers with admiration. During the druggists' convention sixty-five Edison dealers visited the wholesale rooms, and many more were on the books for the State Fair week.

Two additional men have been added to the retail force in Minneapolis.

PUBLICITY FOR THE DEALER.

A service in disc record needles that is rendered by the New York Disc Needle Co., 110 Worth street, New York, is that of furnishing needles in metal boxes with the dealer's name at no extra charge. The advertising value to a dealer of being able to distribute needle boxes bearing his name is apparent to those who are helping to increase the sales of Truetone needles. Truetone needles are made in this country and come in many styles and shapes.

ADVERTISE ON SCORE CARDS.

Ray Bros., the Victor talking machine dealers of Louisville, Ky., who recently changed the name of their corporation to The Talking Machine Shop, have been advertising on the score cards at the local baseball park with much success. In its advertising the company uses the phrase "Don't say I can't get it" until you have tried.

The Louisville, Ky., store of the Columbia Graphophone Co. has purchased a motorcycle for the use of its repair and service department. It is a move along the lines of efficiency.

W. D. Andrews Service

632-634 Main Street, Buffalo, N. Y.

VICTOR and EDISON Cylinder Distributors

Our prompt shipments will convince you that we have both goods and Service. Our two large stocks of Victor and Edison Cylinder Machines, Records and Supplies enable us to prove all we claim for our unsurpassed Service. A trial will convince you.

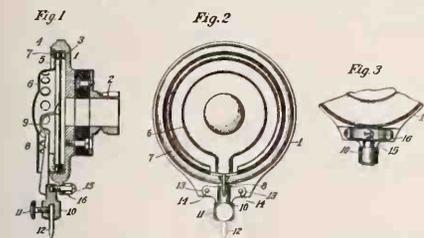
SEND YOUR ORDER NOW

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., September 9.—SOUND-BOX.—William E. Parker, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,133,883.

This invention relates to sound-boxes for talking machines, and consists of novel means for fulcruming the stylus-bar upon the sound-box. The invention comprises a novel arrangement of cone-bearings, novel means of applying adjustable



and yielding pressure to hold the parts together, and various features of construction and arrangement.

Figure 1 is a sectional view taken transversely through a sound-box employing the present invention; Fig. 2 is a face view of the same, and Fig. 3 is a rear view of a detail.

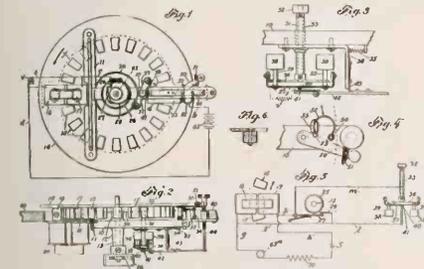
PHONOGRAPH.—George S. Tiffany, Summit, N. J. Patent No. 1,136,739.

This invention relates to electrically-driven phonographs, and more especially to the motor apparatus of phonographs of that type in which the record body is in the form of a flat disc.

The object of the invention is to provide an electrically-driven phonograph by which the record body shall be moved with the greatest possible constancy of speed and smoothness of operation and without vibration or noise, thereby securing the best results both in the character of records made and in the clearness and quality of reproduction.

The invention aims further to secure these results with a motor mechanism which is extremely simple in construction and efficient in operation, and which shall operate with very small consumption of current.

In the accompanying drawings: Figure 1 is a bottom plan view of an approved embodiment of the invention as applied to a phonograph of the disc record type, the circuit connections being indicated diagrammatically; Fig. 2 is a side elevation of the apparatus shown in Fig. 1, most of the



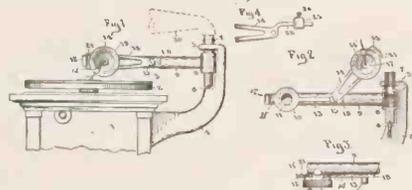
circuit connections being omitted; Fig. 3 is a side elevation, on a larger scale than Figs. 1 and 2, of a part of the motor apparatus showing the governor by which the speed of the record support is controlled. Fig. 4 is a detail view on the scale of Fig. 3 of the combined starting and stopping brake and switch. Fig. 5 is a diagrammatic view illustrating another arrangement of the circuit connections and a modified construction of the governor. Fig. 6 is a detail view showing one of the armature bodies of the most desirable form.

TALKING MACHINE.—Eldridge R. Johnson, Philadelphia, Pa., and Wilburn N. Dennison, Camden, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,146,260.

The main objects of this invention are to provide in a talking machine improved means for supporting a sound box either in co-operative relation with a record or in an inverted inoperative position above the record; to provide improved means for limiting the movement of the sound box downwardly from its operative position; to provide in combination with other elements adjustable means for counter-balancing the sound box.

In the accompanying drawings Figure 1 is a fragmentary side elevation of a talking machine constructed in accordance with this invention, the parts thereof being shown as in operation; Fig. 2, a fragmentary side elevation, partly in vertical section, of a portion of the same, the parts thereof being shown in inoperative position; Fig. 3, a fragmentary top plan view of a portion of the same, and Fig. 4, a fragmentary side elevation, showing a counter-balance for the sound box.

Referring to the drawings, one embodiment of this invention comprises a cabinet 1, above and



upon which a turntable 2 is mounted to rotate about a vertical axis to support a horizontal disc sound record 3, the turntable being rotated by a suitable motor (not shown) arranged within the cabinet 1.

SOUND BOX FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,145,535.

This invention relates to reproducers for talking machines, and has for its object to improve the quality of the sound reproductions obtained by the use of such reproducers, to cheapen the construction thereof, and to provide an instrument of this character which may be subjected to ordinarily rough handling without danger of destroying or injuring the delicate diaphragm thereof.

In reproducers as heretofore constructed a great variety of materials have been employed for the diaphragms, such as metal, mica, glass, etc., all of which were open to more or less serious objections. Mica diaphragms, generally speaking, have given the best results, but they are the most expensive. Some metal diaphragms, and particularly diaphragms of aluminum, have given very superior results, and the same can be cheaply manufactured, but as heretofore constructed they are open to the objection that the metal is easily buckled or distorted by any slight blow on the reproducing needle or needle bar, thereby destroying the same as a means of obtaining reproduction of fine quality. Glass diaphragms have also given good results, but glass is fragile and easily broken.

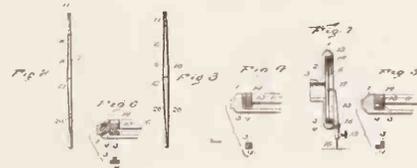
Among the metals, aluminum has long been recognized as possessing very superior acoustic properties, and as being a most excellent substance from which to construct diaphragms, but for the fact that when the diaphragm was made sufficiently delicate to take advantage of the superior qualities of the metal for reproducing purposes, it would become buckled after short use, and, in fact, had to be handled very carefully in assembling the parts of the reproducer to insure desirable results when it was new. So great have been the difficulties encountered in the use of an aluminum reproducer that, notwithstanding its recognized desirable qualities as a metal for giving reproductions of superior quality, its commercial use has in many instances been abandoned for that of the more expensive mica diaphragms.

One of the objects of this invention, therefore, is to provide a reproducer with a metal diaphragm and more specifically an aluminum diaphragm,

thereby taking advantage of the recognized superior quality of this metal for such purposes, and to so construct the diaphragm and other parts of the reproducer that the buckling, distortion and other objections that have heretofore prevented the extended use of aluminum and other metal diaphragms may be entirely avoided.

With these objects in view, the invention consists in a reproducer or other sound-box (such as a recorder) provided with a metallic diaphragm, preferably of aluminum, and preferably thickest at its center and gradually diminishing in thickness toward the periphery of the diaphragm, the periphery being provided with an upturned flange preferably at approximately right angles to the plane of the diaphragm itself. This diaphragm is made of less diameter than the interior diameter of the sound-box itself, and in order to insure that no part of the diaphragm shall come in contact with the metal of the sound-box casing itself, and for the further purpose of holding the diaphragm with great firmness in its position in the sound-box, there is provided an annular gasket of elastic material, such as rubber or cork, which is provided with an annular shoulder whose external diameter is less than the internal diameter of the sound-box casing, which shoulder is engaged by the flange of the diaphragm. When the diaphragm is in position with its flange engaging the shoulder of the gasket, it is held firmly in place by any suitable retaining means, as for example a screw bezel or ring, preferably with a gasket of suitable elastic material, as rubber or cork, interposed between the retaining member and the face of the diaphragm.

In the drawings Figure 1 is a central transverse section through a reproducer embodying this invention, with the stylus bar, the stylus and the retaining screw shown in elevation; Fig. 2 is a central transverse section of a diaphragm on an enlarged scale, in which one face of the diaphragm is a plane surface, while the other face gradually tapers from the center toward the periphery there-



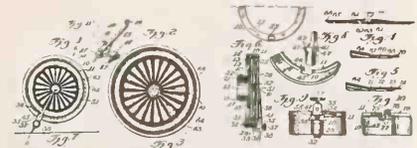
of; Fig. 3 is a like section of a diaphragm in which the thickness of the diaphragm gradually tapers on both faces from the center toward the periphery thereof; and Figs. 4, 5 and 6 show some of the forms which the shouldered gasket may assume.

SOUND-BOX FOR TALKING MACHINES.—Edwin H. Mobley, Roslyn, Pa. Patent No. 1,145,499.

The object is to provide an improved and simplified stylus bar mounting for sound-boxes for talking machines, and particularly with relation to the manner of mounting the stylus bar comprising a part of the sound-box covered by Patent No. 855,326, issued May 28, 1907.

Another object is to provide an improved and simplified mounting for the stylus bar covered by Patent No. 899,256, issued September 22, 1908. Still another object is to provide an improved diaphragm for sound-boxes over that covered by Patent No. 834,629, issued October 30, 1906, and Patent No. 648,975, issued May 8, 1900.

A further object is to provide a support for a stylus bar in the substantially regularly curved



sound box casing proper, without necessitating the addition thereto of an integral or otherwise attached projection.

Another object is to provide a substantially invisible support for the stylus bar, located within the casing.

Figure 1 is a front elevation of a sound-box comprising the preferred embodiment of the in-

(Continued on page 68.)

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 67).

vention; Fig. 2 is an enlarged detail view of the diaphragm employed; Fig. 3 is a diametrical section of the same; Fig. 4 is a fragmentary section of a modified form of diaphragm; Fig. 5 is a similar view of still another modification; Fig. 6 is a diametrical section on the line 6-6 of Fig. 1; Fig. 7 is a fragmentary elevation of a modified form of sound-box casing; Fig. 8 is a fragmentary perspective view of the improved manner of mounting the stylus bar; Fig. 9 is an enlarged fragmentary view of the stylus bar mounting employed in the modification shown in Fig. 7, the same being partly in section; Fig. 10 is an enlarged detail sectional view of the manner of mounting the stylus bar of Patent No. 899,256 in accordance with the present invention, and Fig. 11 shows a form of stylus bar adapting a sound-box to either laterally or vertically directed record undulations.

SOUND-RECORD AND THE PRODUCTION THEREOF.—Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,145,360.

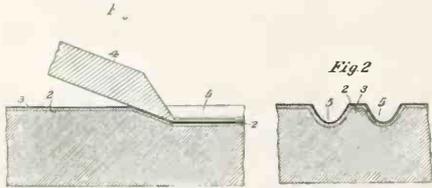
This invention relates primarily to sound-records having laterally-undulating sound-grooves and known as "zigzag records," and consists of a new recording material, a new arrangement of devices for producing the record-grooves, a new process of producing the grooves, and the new sound-record itself.

Sound-records have hitherto been made by the use of cutting-tools whose sharp edges operate to cut the material out and remove it from the tablet leaving cleanly-cut record-grooves. It has also been proposed to make sound-records by a tool which should merely plow, or otherwise trace, its path through the surface of the tablet without cutting out and removing the material; but such plowing-action, or displacement, causes an upheaval of the material in the form of ridges forced up on both sides of the groove, which have to be removed by subsequent treatment.

The object of the present invention is to employ the displacing operation without producing upheaval of the material above the normal surface of the tablet.

In carrying out the invention the body of the recording-tablet is formed of a yielding and compressible material that can be forced downward (with slight tendency to upheaval); and this is covered with a cohesive surface or skin, which prevents or smoothes any tendency to upheaval; and a sharp-edged recording-stylus is used—not, however, in the usual manner, but by being dragged backward—to provide sharply defined indentations in the sides of the grooves.

The invention may be practiced in different ways and with different materials, but will be best



understood by reference to the accompanying drawings and the annexed description, which relate to a preferred embodiment thereof for producing a zigzag record groove upon a flat tablet, preferably a disc having the record-groove arranged spirally thereon.

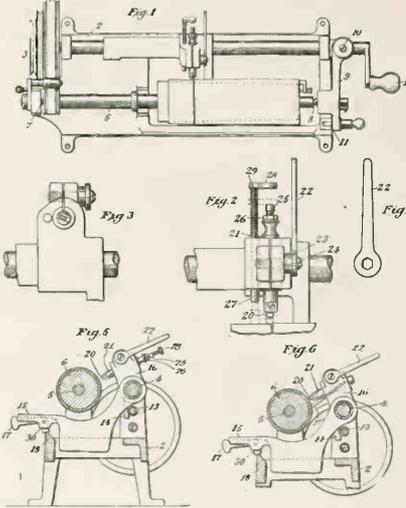
In the drawings, Figure 1 is a sectional view, greatly enlarged in size, taken longitudinally through a partly finished record-groove and a fragment of the tablet, showing the lower portion of the recording-stylus in operative position; and Fig. 2 is a sectional view, on the same scale, taken transversely through two record-grooves and a portion of the tablet.

MACHINE FOR SHAVING GRAPHOPHONE BLANKS.—Henry P. Roberts, Brooklyn, N. Y. Patent No. 1,147,441.

This invention relates to a machine for shaving wax and other record blanks of graphophones, and similar machines for recording sounds, etc.

The principal object of the invention is to pro-

vide a machine of this class having means for positively locating the working face of the cutter relatively to the surface of the blank each time the cutter is to be brought to its working position, and to do this as perfectly when the operator is inexperienced or careless as in the case of the best and most careful operator. In order to accomplish this result a cutter locating device is provided, the working face of which when in its operative position for determining the position of the working face or edge of the cutter is at a predetermined distance from that of the cutter,



this locating device being so combined with the other parts of the machine that when, for example, its working face is brought into contact with the surface of the blank to be shaved the working face of the cutter will then be spaced a short but predetermined distance from the surface of the record blank and may be brought to its working position for taking a chip by shifting the cutter-carrier from an idle to a working position, the former corresponding, in the commercial graphophone, to the position of rest of the blank, and the latter corresponding to the position of the parts when the blank is rotated.

An important feature of the invention is the provision of means for varying the predetermined relation between the working face of the locating device and the working face or edge of the cutter for the purpose of regulating the depth of the cut to be made and consequently the thickness of the chip taken. This means preferably comprises a device for effecting a fine adjustment of the relation between the working faces of the locating device and cutter, which predetermined relation is maintained throughout all other movements of the parts until it is desired to change such relation and take a chip of another thickness.

Figure 1 is a plan and partial perspective view of a shaving machine embodying the present invention; Fig. 2 is an enlarged detail illustrating substantially in plan a cutter and locating device and co-operating parts in operative relation with a blank; Fig. 3 is an elevation of the same, looking toward the edge of the cutter; Fig. 4 is a detail of a clamping device for securing the cutter in its located position; Fig. 5 is an end elevation, partly in section, of the shaving machine, looking from the right in Fig. 1, and Fig. 6 is a similar view of a modification of the invention.

UNIVERSAL TONE-ARM FOR TALKING MACHINES.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro. Patent No. 1,147,143.

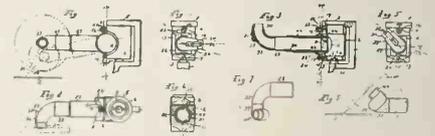
This invention relates to tone arms for talking machines using the well-known form of disc record, and is designed especially for use in making such tone-arm adjustable in a plane perpendicular to the plane of the record disc, so that sound-boxes of different sizes may be used to reproduce records upon the same talking machine. Such sound-boxes are now being made in different sizes to reproduce different classes of records and for different purposes; for example, the concert sound-box is made exceedingly large,

sometimes as large as twice the diameter of the ordinary sound-boxes. If different sized sound-boxes are placed upon the same tone-arm, unless some special adjustment is made for the vertical adjustment of the tone-arm, the stylus of the sound-box will not track properly in the record groove.

It is essential in correct production that the tone-arm, swinging as it does in a plane parallel to the plane of the disc should have the sound-box so located that its stylus will swing through an arc which passes through the center of rotation of the disc. It is readily seen, therefore, that unless some provision is made for the adjustment of the tone-arm in a plane perpendicular to the plane of the record disc, with the use of sound-boxes of different sizes having the points of their styluses more or less remote from the center of the diaphragm of the sound-box, the result will be that the point of the stylus will not swing in the arc passing through the center of rotation of the disc. This invention, as indicated, contemplates the provision of means for such vertical adjustment of the tone-arm.

Another feature of the invention resides in the provision of means whereby a section of the tone-arm may oscillate so that the point of the stylus needle may follow any undulatory movement of the face of the record disc which may be due to inaccuracy in the driving shaft. The same means also permits the oscillation of a section of the tone-arm upon its axis, and with it the sound-box through an angle of about 150 degrees into a position to permit the easy replacement of the stylus needle when necessary.

Figure 1 is a side elevation of the improved tone-arm, showing diagrammatically the positions occupied when sound-boxes of extreme sizes are used. Fig. 2 is a plan view of the same. Fig. 3 is a sectional view of the tone arm and support showing the tone-arm rotated through an angle of about 150 degrees. Fig. 4 is an end elevation of the tone-arm showing the extreme outer end



in position normally occupied for reproduction. Fig. 5 is a similar view showing the tone-arm with its extreme end thrown out of playing position and into position for the removal and replacement of the stylus needle. Fig. 6 is a section on line 6-6 of Figs. 1 and 3. Figs. 7 and 8 show, respectively, plan and side elevations of an adapter for use upon the improved tone-arm.

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60 YEARS' EXPERIENCE

PATENTS

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RECORD BULLETINS FOR OCTOBER, 1915.

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC RECORDS.

No.	Popular Hits for October.	Size.
A1792	It's Tulip Time in Holland (Whiting). Soprano and Baritone Duet, orch. accomp.	10
	Ethel Costello and Andrea Sano	
	The Sweetest Girl in Monterey (Paley) Tenor and Baritone Duet, orch. accomp.	10
	James Reed and James F. Harrison	
A1800	All I Can Do is Just Love You (Monaco). Tenor Solo, orch. accomp.	10
	Henry Burr	
	When You're in Love with Someone Who is Not in Love with You (Fantadosi). Soprano and Tenor Duet, orch. accomp.	10
	Miriam Clark and Henry Burr	
A1798	Where's the Girl for Me (Kern). Bass Solo, orch. accomp.	10
	Frederick Wheeler	
	I Will Always Love You As I Do To-day (Friedman). Soprano and Tenor Duet, orch. accomp.	10
	Frances Fisher and Henry Burr	
A1804	Little Gray Mother (De Costa). Tenor and Baritone Duet, orch. accomp.	10
	James Reed and James F. Harrison	
	Painting That Mother of Mine (Sturgis and Gilbert). Tenor Solo, orch. accomp.	10
	Henry Burr	
A1801	Follies of 1915 (Hirsch) Hello Frisco. Contralto and Tenor Duet, orch. accomp.	10
	Sam Ash	
	Come Back, Dixie! (Wenrich). Tenor and Baritone Duet, orch. accomp.	10
	Billy Burton and Herbert Stuart	
A1806	Scaddle De Moch (Mack and Smith). Tenor Solo, orch. accomp.	10
	George H. O'Connor	
	Gasoline Gus and His Jitney Bus (Gay and Brown). Tenor Solo, orch. accomp.	10
	George H. O'Connor	
A1807	Down in Bom-Bombay (Carroll). Baritone and Tenor Duet, orch. accomp.	10
	Arthur Collins and Byron G. Harlan	
	Tell Me Some More (H. Von Tilzer). Baritone Solo, orch. accomp.	10
	Arthur Fields	

OCTOBER DANCE RECORDS.

A1802	O Those Days (Romberg). Fox Trot. Accordeon Solo.	10
	Guido Deiro	
	Hop a Jitney with Me and My Little Girl (Donovan and Von Tilzer). One-step. Accordeon Solo.	10
	Guido Deiro	
A5705	Hold Me in Your Loving Arms (Hirsch). Fox Trot.	12
	Prince's Band	
A5706	Feist Medley introducing "Firefly" and "Come Back, Dixie". One-step.	12
	Prince's Band	
	Witmark Medley, introducing "Sweet Kentucky Lady," "Sprinkle Me with Kisses," "I Love Them All," "Auntie Skinner's Chicken Dinner." One-step.	12
	Prince's Band	
A5707	Omar Khayyam (Romberg). Fox Trot.	12
	Prince's Band	
	Illusion Waltz (Nove).	12
	Prince's Orchestra	
A5708	Shapiro Medley introducing "Played by a Military Band," "Down in Bom-Bombay" One-step.	12
	Prince's Band	
	My Little Dream Girl (Gilbert and Friedland). One-step.	12
	Prince's Band	
A1803	Rube Quartet (Reed). With orch. accomp.	10
	Peerless Quartet	
	Sailor Song (Reed). With orch. accomp.	10
	Peerless Quartet	
	A Tenor Coupling of Standard Scotch Airs.	
A1799	Ye Banks and Braes of Bonnie Doon (Words by Robert Burns). Old Scotch Medley. Tenor Solo, orch. accomp.	10
	Henry Burr	
	Bonnie Wee Thing (Words by Robert Burns). Tenor Solo, orch. accomp.	10
	Henry Burr	
A1796	Silver Threads Among the Gold (Danks). Cella Solo.	10
	Charles Adams	
	When the Swallows Homeward Fly (Abt). Cella Solo.	10
	Charles Adams	
	"Uncle Josh" Once More in Up-to-the-Minute Humor.	
A1797	War Talk at Pumpkin Center (Original). Song at finish, "Gosh, I Wish I Was a Belgian." Comic Sketch, organ accomp.	10
	Cal Stewart	
	Moving Pictures at Pumpkin Center (Original). Comic Sketch.	10
	Cal Stewart	
	Instrumental Recordings by Favorite Artists.	
A5704	Humoreske (Dvorak). Violin Solo, orch. accomp.	12
	George Stahl	
	Tyrolean Echoes (Stell). Violin, Flute and Harp Trio.	12
	Stell, Henneberg and Schuetz	
	Light Classics by Prince's Orchestra.	
A5703	Scenes Pittoresques—Angelus (Massenet).	12
	Prince's Orchestra	
	Scenes Pittoresques—Fete Boheme (Massenet).	12
	Prince's Orchestra	
	An Inspired Reading of Lassen's Overture.	
A5693	Festival Overture (Lassen). Part 1.	12
	Prince's Orchestra	
	Festival Overture (Lassen). Part 2.	12
	Prince's Orchestra	
	Well Balanced Quartet Arrangements of Two Favorite Ballads.	
A1808	The Vacant Chair (Koot) Song, unaccompanied.	10
	Columbia Stellar Quartet	
	Tenting To-Night on the Old Camp Ground (Kittredge). Song, unaccompanied.	10
	Columbia Stellar Quartet	
	An Attractive Trio Coupling of Standard Compositions.	
A1809	Old Black Joe (Foster). Instrumental Trio.	10
	Cella, Violin and piano.	
	Taylor Trio	
	A Perfect Day (Carrie Jacobs-Bond). Instrumental Trio—Violin, Cella and piano.	10
	Stell, de Jager and Weinstein	
	A Pair of Songs Full of Spirit of Comradeship.	
A1810	Comrades (McGlennon). Baritone Solo, orch. accomp.	10
	A. Wiederhold, and Columbia Stellar Quartet	
	Happy Three (Roedel). Baritone Solo, orch. accomp.	10
	Albert Wiederhold	
	New Flute Solos by George Barrere.	
A1785	Serenade (Haydn). Flute Solo, orch. accomp.	10
	George Barrere	
	Serenade (Pierne). Flute Solo, orch. accomp.	10
	George Barrere	
	Famous Hawaiian Melodies by Native Players.	
A1812	Hilo—Hawaiian March.	10
	Irene West Royal Hawaiian Troop	
	Kohala March. Hawaiian Guitar Duet.	10
	Palle K. Lua and David K. Kailli	
	Sacred Numbers of Unusual Interest.	
A1782	One Sweetly Solemn Thought (Ambrose). Soprano and Contralto Duet, orch. accomp.	10
	Grace Kerns and Mildred Potter	

Dreams of Galilee (Morrison). Violin, Flute, cello and piano accompaniment.

Columbia Mixed Quartet 10

SYMPHONY DOUBLE-DISC RECORDS.

A5711	Killarney (Balfe). Soprano Solo, orch. accomp.	12
	Alice Nielsen	
	Barney O'Hea (Lover). Soprano Solo, orch. accomp.	12
	Alice Nielsen	
	The Famous "Rigoletto" Quartet and "Lucia" Sextet in English.	
A5709	Rigoletto (Verdi). "Beauteous Daughter of the Graces." Soprano, Contralto, Tenor and Baritone Quartet, orch. accomp. in English.	12
	Grace Kerns, Mildred Potter, C. W. Harrison, and Albert Wiederhold	
	Lucia di Lammermoor (Donizetti). "What From Vengeance." Soprano, Contralto, 1st and 2d Tenors, Bass and Baritone Sextet, orch. accomp. in English.	12
	Grace Kerns, Mildred Potter, Reed Miller, Chas. W. Harrison, Frank Croxton and Albert Wiederhold	
	First Records by Corinne Rider-Kelsey.	
A5710	Absent (Metzcl). Soprano Solo in English, with orch. accomp.	12
	Corinne Rider-Kelsey	
	A Dream (Bartlett) Soprano Solo in English with orch. accomp.	12
	Corinne Rider-Kelsey	
	More of Pablo Casals' Wonderful Playing.	
A5697	Bourree from C major Suite (J. S. Bach). 'Cello Solo.	12
	Pablo Casals	
	Mazurka (Popper). 'Cello Solo, piano accomp.	12
	Pablo Casals	

VICTOR TALKING MACHINE CO.

THE OCTOBER DANCE RECORDS.

No.		Size.
17817	Fox Trot Day (F. W. McKee) (Frank W. McKee, Conductor)	10
	McKee's Orchestra	
	When the War is Over—One-step (F. W. McKee) (Frank W. McKee, Conductor)	10
	McKee's Orchestra	
35480	Alabama Jubilee Medley—One-step.	10
	Victor Military Band	
	Trily Rag among the Sheltering Palms—One-step.	10
	Victor Military Band	
35487	Dribby Bag—One-step (Carey Morgan) (Patrick Conway, Director)	12
	Conway's Band	
	Setting the Pace—One-step (Chester W. Smith; arranged by R. L. Halle) (Patrick Conway, Director)	12
	Conway's Band	
	Two More "Old-Time" Medleys.	
35483	Songs of the Past—No. 3. Victor Mixed Chorus 12	
	Victor Mixed Chorus 12	
	Two Fine Military Marches.	
35472	National Airs of the Allies. Victor Military Band 12	
	Spirit of Peace March (Edwin Franko Goldman) Victor Military Band 12	
	POPULAR SONGS FOR OCTOBER.	
17836	Come Back, Dixie (Jack Mahoney) (Henry Wenrich)	10
	Peerless Quartet	
	Firefly, My Pretty Firefly (Murphy-Glogau-Piantadosi)	10
	Peerless Quartet	
17837	Hello, Frisco! (I Called You Up to Say "Hello," from "Follies of 1915") (Gene Buck-Louis A. Hirsch)	10
	Alice Green-Edward Hamilton	
	When It's Peach Pickin' Time in Delaware (Kent-Kendis-Robbins)	10
	Victor Mixed Chorus	
17838	Gasoline Gus and His Jitney Bus (Byron Gay Charles Brown)	10
	American Quartet	
	Circus Day in Dixie (Jack Yellen-Albert Gumble) (Imitations by Gilbert Girard)	10
	American Quartet	
17830	The Little Gray Mother (Who Waits All Alone) (Bernard Grossman-Harry de Costa)	10
	Victor Mixed Chorus	
	Painting that Mother of Mine (Frank Sturgis-L Wolfe Gilbert)	10
	Henry Burr	
17841	Down in Bom-Bombay (Ballard-MacDonald-Harry Carroll)	10
	Collins and Harlan	
	Just Try to Picture Me Back Home in Tennessee (Wm. Jerome-Walter Donaldson)	10
	Collins and Harlan	
	An Orchestra Rendition of the Famous "William Tell" Overture.	
17815	William Tell Overture Part 1—"At Dawn" (Rossini; Arr. by C. J. Roberts)	10
	Victor Concert Orchestra	
	William Tell Overture Part 2—"The Storm" (Rossini; Arr. by C. J. Roberts)	10
	Victor Concert Orchestra	
	Two Favorite Songs by Two Popular Trio Organizations.	
17816	Silver Threads Among the Gold (Rexford-Danks) (Violin, Flute, and Harp with Bells)	10
	Neapolitan Trio	
	Oh, Promise Me, from "Robin Hood" (Reginald deKromen) (Violin, 'Cello and Harp)	10
	Venetian Trio	
	Two Attractive Medleys of Old Songs.	
17823	War Song Medley.	10
	American Quartet	
	Old-Time Song Medley.	10
	Will Oakland	
	Two Movements of Mozart's G Minor Symphony.	
35482	Symphony in G Minor—Allegro molto (1st movement) (Mozart).	10
	Victor Concert Orchestra	
	Symphony in G Minor—Andante (2d movement) (Mozart).	10
	Victor Concert Orchestra	
	Two Rousing Instrumental Medleys.	
35485	The Grand Slam—Medley Overture (Witmark Popular Medley) (Arr. by M. L. Lake; Patrick Conway, Director)	12
	Conway's Band	
	Remick's Hit—Medley Overture (Arr. by I. B. Lampe; P. Conway, Director)	12
	Conway's Band	
	NEW EDUCATIONAL RECORDS.	
55055	Sweet the Angelus is Ringing, from "King Rene's Daughter" (Frederick Fench-Henry Smart). With chorus and cymbal.	12
	Lucy Marsh-Elsie Baker	
	Song of the Vikings (Gibney-Fanning-Arr. by A. H. Ryder)	12
	Victor Male Quartet	
45069	Intorno all' idolo mio (Aria) ("Caressing Mine Idol's Pillow") from "Anthology of Italian Songs," Vol. 1 (Marco Antonio Cesti) in Italian.	12
	Lucy Marsh	
	Euridice—"Non piango e non sospiro" (Not Crying Am I) (Canzone) (Giulio Caccini) (Voices from Golden Age of Bel Canto) in Italian.	12
	Reinold Werrnhernt	
17840	Hornpipe, from "Dances of the People" (E. Burchenal) (English Folk Dance)	10
	Victor Military Band	
	Rinnee Fada (Top of Cork Road) from "Dances of the People" (E. Burchenal) (Irish Folk Dance)	10
	Victor Military Band	

BLUE LABEL RECORDS.

45068	Two Songs from the "Tribby" Revival. A Breath o' Bloomin' Heather from My Little Highland Home. (Especially written for and sung by George MacFarlane in "Tribby") (J. Keirn Brennan-Ernest R. Ball)	10
	George MacFarlane	
	To the Lass We Love—A Toast! (Especially written for and sung by George MacFarlane in "Tribby") (J. Keirn Brennan-Ernest R. Ball)	10
	George MacFarlane	
	Two New Harp Solos.	
45070	Romance (Rubinstein) (Op. 44, No. 1) Arr. by V. Ciarlone. Harp Solo.	10
	Ada Salsoli	
	Gavotte in B minor, from "Second Sonata for Violin" (Joh. Seb. Bach; Arr. by Saint-Saens) Harp Solo.	10
	Ada Salsoli	
	Two Favorite Song Classics by Two Admirable Singers.	
55056	Die Lorelei (The Loreley) (Franz Liszt) In German.	12
	Christine Miller	
	Du bist die Ruh' (My Sweet Repose) (Franz Schubert) In German.	12
	Florence Hinlike	
	The Victor Engages Taylor Holmes.	
55057	Gunga Din (Kipling). Recitation. Taylor Holmes Boots (Kipling). Recitation. Taylor Holmes 12	

NEW RED SEAL RECORDS.

64308	Mighty Lak a Rose (Stanton-Nevin) Soprano Solo in English.	10
	Frances Alda	
64490	The Vacant Chair (Geo. F. Root-Washburn). Tenor Solo, with Male Chorus, in English.	10
	John McCormack	
64503	Serenade Espagnole (Spanish Serenade) (Chaminade-Kreisler) Violin Solo; pianoforte by Carl Lamson.	10
	Fritz Kreisler	
64519	Ich grolle nicht (I'll Not Complain) (Op. 48, No. 7) (R. Schumann). Baritone Solo in German.	10
	Clarence Whitehill	
87203	I Need Thee Every Hour (Anne S. Hawks-Robert Lowry) Soprano and Contralto Duet, in English.	10
	Alma Gluck-Louise Homer	
87218	Cielo Turchino (Neapolitan Song) (G. Capaldo-M. S. Ciociano). Tenor Solo in Italian.	10
	Enrico Caruso	
87237	The Rosary (Nevin). Soprano Solo with Violin, in English.	10
	Alma Gluck and Efrim Zimbalist	
8846	Kathleen Mavourneen (Irish Ballad) (Mrs. Crawford-F. N. Crouch). Soprano Solo in English.	10
	Johanna Gadski	
	Five More Records by the "All-Star" Carmen Cast.	
88531	Carmen—Je t'aime encore (Let Me Implore You) (Scene from Act 4, Part 2) (Bizet). Soprano and Tenor Duet in French, with Metropolitan Chorus.	12
	Geraldine Farrar-Giovanni Martinelli	
88533	Carmen—C'est toi! (You Have My Love) (Scene from Act 4, Part 1) (Bizet). Soprano and Tenor Duet in French.	12
	Geraldine Farrar and Giovanni Martinelli	
88534	Carmen—Voyons que j'essaie (Let Me Know My Fate) (Card Song, Act 3) (Bizet). Soprano Solo in French.	12
	Geraldine Farrar	
88536	Carmen—Halte là! qui va-t-il? (Scene from Who Goes There?) (Third scene from Act 2, Part 1) (Bizet). Soprano and Tenor Duet in French.	12
	Geraldine Farrar-Giovanni Martinelli	
89086	Carmen—Si tu m'aimes (If You Love Me) (Act 4, Scene 1) (Bizet). Soprano and Baritone Duet, in French, with Metropolitan Opera Chorus.	12
	Geraldine Farrar-Pasquale Amato	
	New Double-Faced Records.	
35453	Cavalleria Rusticana—Part 1 (Prelude and Easter Hymn) (Mascagni)	12
	Vessella's Italian Band	
	Cavalleria Rusticana—Part 2 (Introduction to Act 1) (Mascagni)	12
	Vessella's Italian Band	
35474	Forgotten (Cowles)	12
	Eugene Cowles	
	Gypsy Love Song, from "The Fortune Teller" (Victor Herbert)	12
	Victor Herbert's Orchestra	
35484	Hallelujah Chorus, from "Messiah" (Handel)	12
	Arthur Pryor's Band	
	The Heavens are Telling, from "The Creation" (Jos. Haydn) (Patrick Conway, Director)	12
	Victor Herbert's Orchestra	
65054	Naughty Marietta Intermezzo (Conway's Band) (Personally conducted by Victor Herbert)	12
	Victor Herbert's Orchestra	
	Babes in Toyland—March of the Toys (Victor Herbert) (Personally conducted by Victor Herbert)	12
	Victor Herbert's Orchestra	

PATHE FRERES PHONOGRAPH CO.

No.		Size.
30230	The Maurice Glide (W. Gus. Haeschen)—One or Two-step.	11 1/2
	American Rep. Band	
	Millicent (F. W. McKee)—Hesitation Waltz.	11 1/2
	American Rep. Band	
30231	Winter Nights (Jean Schwartz). One or Two-step.	11 1/2
	American Rep. Band	
	By Heck (S. R. Henry)—Fox Trot.	11 1/2
	American Rep. Band	
30232	When Its Night Time in Dixie Land (Irving Berlin)—One or Two-step. Amer. Rep. Band	11 1/2
	Bayside Fox Trot (Jesse Winne)—Fox Trot.	11 1/2
	American Rep. Band	
30233	Highlanders! Fix Bayonets (George Prescott)—One or Two-step.	11 1/2
	American Rep. Band	
	Bayside Fox Trot (Jesse Winne)	11 1/2
	American Rep. Band	
30234	Auntie Skinner's Chicken Dinner (Theo. Morse)—Duet with orch. accomp.	11 1/2
	Collins and Harlan	
	Doodle Oodle Dee (Theo. Morse)—Duet with orch. accomp.	11 1/2
	Collins and Harlan	
30235	Cotton Blossom Time (Jack Mahoney)—Solo with orch. accomp.	11 1/2
	Arthur Collins	
	I Want to Go to Tokio (Fisher and McCarthy) Solo, with orch. accomp.	11 1/2
	Henry Burr	
30236	Don't Take My Darling Boy Away (Albert von Tilzer)—Solo, orch. accomp.	11 1/2
	George Prescott	
	I'm on My Way to Dublin Bay (Stanley Murphy)—Solo, with orch. accomp.	11 1/2

RECORD BULLETINS FOR OCTOBER—Continued from page 65).

- My Little Girl (Albert von Tilzer)—One or Two-step.....Pathé Dance Orchestra 11½
- 30242 I'm Going Back to the Farm (Irving Berlin)—One or Two-step.....Pathé Dance Orchestra 11½
- Zum (Don Richardson)—Polka—One step.....Pathé Dance Orchestra 11½
- 30243 Weep No More My Lady (L. Wolfe Gilbert)—One or Two-step.....Pathé Dance Orchestra 11½
- Dancing 'Neath the Irish Moon (Harry Puck)—One or Two-step.....Pathé Dance Orchestra 11½
- 30244 American Greeting March (Alfred G. Sharpe) American Republic Band 11½
- Scotch Patrol (Alfred G. Sharp)—"Characteristic".....Played by American Rep. Band 11½
- 30245 Pigeon Walk (James V. Monaco)—Fox Trot.....American Rep. Band 11½
- Al Jolson's Tennessee (Jeff Godfrey)—One or Two-step.....American Republic Band 11½
- 30246 My Bird of Paradise (Irving Berlin)—Solo with orch. accomp.....George Prescott 11½
- Circus Day in Dixie (Albert Gumble)—Solo with orch. accomp.....George Prescott 11½
- 30247 Maybe a Day, Maybe a Year (Jas. V. Monaco)—One or Two-step.....American Republic Band 11½
- "Jane" (Halsey K. Mohr)—One or Two-step.....American Republic Band 11½
- 30248 My Little Dream Girl (Anatol Friedland)—One or Two-step.....Pathé Dance Orchestra 11½
- Good-Bye, Girls, I'm Through (Ivan Carvill)—Fox Trot.....Pathé Dance Orchestra 11½
- 30249 My Little Dream Girl (Anatol Friedland)—Solo with orch. accomp.....Hughes Macklin 11½
- When I Leave the World Behind (Irving Berlin)—Solo with orch. accomp.....Hughes Macklin 11½
- 30250 My Bird of Paradise (Irving Berlin)—Fox Trot.....American Republic Band 11½
- The Little House Upon the Hill (Harry Puck)—One or Two-step.....American Republic Band 11½
- 30251 Shooting the Bull Around the Bulletin Boards (Jean Schwartz)—Solo with orch. accomp.....George Prescott 11½
- Rufe Johnson's Harmony Band (Shelton Brooks and Maurice Abraham)—Solo with orch. accomp.....George Prescott 11½
- 30252 By Heck (S. R. Henry)—Solo with orch. accomp.....Arthur Hill 11½
- Mosha From Nova Scotia (Malvin M. Franklin)—Solo with orch. accomp.....Arthur Hill 11½
- 30253 Goofy Dust (Chris. Smith)—Solo with orch. accomp.....Arthur Hill 11½
- Weep No More, My Lady (L. Wolfe Gilbert)—Solo with orch. accomp.....Arthur Hill 11½
- 30254 Demi Tasse (Henry Lodge)—One or Two-step.....Pathé Dance Orchestra 11½
- Roll Dem Cotton Bales (J. Rosamond Johnson)—Fox Trot.....Pathé Dance Orchestra 11½
- 30255 I Want to Go to Tokio (Fred Fischer)—One or Two-step.....Pathé Dance Orchestra 11½
- Ragtime Temple Bells (Ivan Carvill)—One or Two-step.....Pathé Dance Orchestra 11½
- 30256 When Irish Eyes are Smiling (Ernest R. Ball)—Cornet Solo.....Sergeant Leggett 11½
- The Sunshine of Your Eyes (Lillian Ray)—Cornet Solo.....Sergeant Leggett 11½
- 30257 The Sailors Horn Pipe—Piccolo Solo, orch. accomp.....George Ackroyd 11½
- The Keel Row—Piccolo Solo, orch. accomp.....George Ackroyd 11½
- 30258 Casey at the Wake (Hunting).....Russell Hunting, the original Michael Casey 11½
- Casey Taking the Census (Hunting).....Russell Hunting, the original Michael Casey 11½
- 30259 Casey at the Telephone (Hunting).....Russell Hunting, the original Michael Casey 11½
- Casey as a Judge (Hunting).....Russell Hunting, the original Michael Casey 11½
- 30260 Casey at Home (Hunting).....Russell Hunting, the original Michael Casey 11½
- Casey Home From the Front (Hunting).....Russell Hunting, the original Michael Casey 11½
- 30261 Dixie Medley—Old Time Reels and Jigs—Banjo Solo with Piano accomp...F. Van Eps 11½

- Smiler Rag (Percy Wenrich)—Banjo Solo with piano accomp.....Fred Van Eps 11½
- 30262 Pearl of the Harem (H. P. Guy)—Banjo Solo with piano accomp.....Fred Van Eps 11½
- Whitewash Man (Jean Schwartz)—Banjo Solo with piano accomp.....Fred Van Eps 11½
- 30263 Omena—"Intermezzo" (Belle Hart)—Banjo Solo with piano accomp.....Fred Van Eps 11½
- Ragtime Episode (Paul Eno)—Banjo Solo with piano accomp.....Fred Van Eps 11½
- 70118 Old Black Joe (Stephen Foster)—Baritone Solo with orch. accomp.....James Stevens 11½
- The Lost Chord (Sullivan)—Baritone Solo, orch. accomp.....James Stevens 14
- 70119 Columbia, the Gem of the Ocean (David T. Shaw)—Baritone Solo with orch. accomp.....James Stevens 14
- Maryland, My Maryland (E. E. Blackman & Bro.)—Baritone Solo, with orch. accomp.....James Stevens 14
- 70120 Minuet (Beethoven)—Violin Solo, piano accomp.....Louis Rich 14
- A Dream (Bartlett)—Violin Solo, piano accomp.....Louis Rich 14
- 70121 The Maurice Glide (W. Gus Haenschel)—One or Two-Step.....American Republic Band 14
- Bayside Fox Trot (Jesse Winne).....American Republic Band 14
- 70122 Winter Nights (Jean Schwartz)—One or Two-step.....American Republic Band 14
- When Its Night Time in Dixie Land (Irving Berlin)—One or Two-step.....American Republic Band 14
- 70123 Highlanders, Fix Bayonets (Geoffrey O'Hara)—One or Two-step.....American Republic Band 14
- Millicent (Frank W. Clark)—Hesitation Waltz.....American Republic Band 14
- 70124 By Heck (S. R. Henry)—Fox Trot.....American Republic Band 14
- Highlanders, Fix Bayonets (Geoffrey O'Hara)—One or Two-step.....American Republic Band 14
- 70125 Meadowbrook Fox Trot (Arthur M. Krauss).....American Republic Band 14
- The Maurice Glide (W. Gus Haenschel)—One or Two-step.....American Republic Band 14
- 70126 By the Beautiful Sea (Harry Carroll)—One or Two-step.....Pathé Dance Orchestra 14
- By Heck (S. R. Henry)—Fox Trot.....American Republic Band 14
- 70127 Fizz Water (J. Hubert Blake)—One or Two-step.....Pathé Dance Orchestra 14
- The Music Box Rag (C. Lucky Roberts)—Fox Trot.....Pathé Dance Orchestra 14
- 70128 The Bell Hop Rag (Frederick M. Ryan)—Fox Trot.....Pathé Dance Orchestra 14
- Sugar Lump (Frederick M. Ryan)—Fox Trot.....Pathé Dance Orchestra 14
- 70129 Georgia Grind (Ford T. Dalney)—Fox Trot.....Pathé Dance Orchestra 14
- Maurice Fox Trot (Emil Coleman).....Pathé Dance Orchestra 14
- 70130 American Greeting March (Alfred C. Sharp).....American Republic Band 14
- The Chevy Chase (J. Hubert Blake)—Fox Trot.....Pathé Dance Orchestra 14
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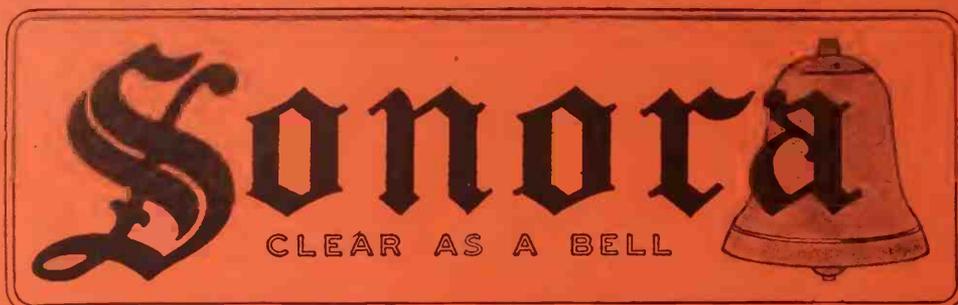
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