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, some nine months ago, there have been more than 500,000 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.
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., 60 Pryor St.
Baltimore, Md., Columbia Graphophone Co., 800 E. Broadway.
Birmingham, Ala., Columbia Graphophone Co., 1512 Thirty Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Bronxville, N. Y., Columbia Graphophone Co., 602 Main St.
Cincinnati, Ohio, Columbia Graphophone Co., 117 Fourth Ave.
Cleveland, O., Columbia Graphophone Co., 1257 Euclid Ave.
Dallas, Tex., Columbia Graphophone Co., 420-422 S. Broadway.
Denver, Colo., Columbia Stores Co., 500-507 For- tont St.
Des Moines, Iowa, Columbia Graphophone Co., 114 Des Moines Ave.
Detroit, Mich., Columbia Graphophone Co., 603 Fourth Ave.
Indianapolis, Ind., Columbia Graphophone Co., 111 W. Washington St.
Kansas City, Mo., Columbia Graphophone Co., 1512 Main St.
Lincoln, Neb., Grafophone Company, 1515 O St.
Livingston, Mont., Sherman Store Co.
Louisville, Ky., Columbia Graphophone Co., 602 Main St.
Minneapolis, Minn., Columbia Graphophone Co., 174 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 10 Church St.
New Orleans, La., Columbia Graphophone Co., 202 Canal St.
New York City, Columbia Graphophone Co., 19 Federal St.
Pittsburgh, Pa., Columbia Graphophone Co., 115 E. Liberty St.
Providence, R. I., Columbia Graphophone Co., 118 Washington St.
Sacramento, Cal., W. H. Geary & Co.
Salt Lake City, Utah, Daynes-Robinson Music Co., 614 Main St.
Savannah, Ga., C. A. Tait, 222 E. Hull St.
Seattle, Wash., Columbia Graphophone Co., 421 First Ave.
St. Louis, Mo., Columbia Graphophone Co., 1008 Broadway.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Twy Hardware Co.
Terre Haute, Ind., 407 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 228 Superior St.
Wichita, Kans., D. H. Steinway & Sons Phono-
correlations Co., 1130 S. W.

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

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

Southern Victor Dealers

Latest Stock VICTROLAS and RECORDS. Prompt Shipment and Less Freight Rate.
WALTER D. MOSES & CO., Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.
THE STEVENS BILL SHOULD WIN HEARTY TRADE SUPPORT.

Members of the Talking Machine Trade Are Working Hard for Passage of This Measure at Next Session of Congress—Interesting Remarks of Dr. Lee Galloway—Text of the Bill.

The members of the talking machine trade, both manufacturers, jobbers, and dealers, are in the hands of experienced leaders with the purposes and objects of the Stevens Price Maintenance Bill, to be introduced again in the next Congress. The members of the national and local associations throughout the country, as well as those on a store-to-store basis, are getting in close touch with Members of Congress and presenting arguments and important data whereby the passage of this bill, so much desired by the trade, may be made possible.

It is interesting to note that at a recent meeting called by the Conference of the Independent Retailers of the Metropolitan District, Inc., of New York, there was an interesting discussion regarding the Stevens bill, the principal address being made by Dr. Lee Galloway, professor of commerce and industry of New York University, who spoke favorably of the terms of the Stevens bill. He said there was no reason why a manufacturer should not have the right to place certain restrictions around the sale of his merchandise, indicating in this connection the restrictions which frequently are embodied in real estate contracts.

"The basic principle of the Stevens bill," said Dr. Galloway, "is that it would give the manufacturer the right to make a contract in selling his goods such as he formerly possessed, but which has since been denied by him. Under the proposed law, the manufacturer through such a contract would be able to insist that his goods be resold at a certain price and would be able to impose certain penalties if the contract were violated. As to the manufacturer, the bill has so resolved itself into a guarantee that the manufacturer may retain his property in a trade-marked name.

At the request of many members of the trade, we print herewith the full text of the Stevens bill, the passage of which is so much desired by the members of the trade.

**Full Text of Measure Known as the Stevens Bill.**

A Bill to prevent discrimination in prices and to provide for prices of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trademark or trade-mark; to each carton, package, or other receptacle inclosing the same.

"The retailer," said he, "is serving his own interests when he supports the measure.

He denied that the bill was contrary in any way to the public, pointing out that the handicaps it may be obliged to surmount.

"The retailer," it was said, "must be protected from any Act of the handicaps it may be obliged to surmount.

The accompanying photographs will give a fair idea of the efforts of the New York Talking Machine Co., New York, Victor distributor, and its desire to extend its dealers all the possible service and cooperation, regardless of the handicaps it may be obliged to surmount. These pictures were taken shortly after a disaster, which had totally destroyed the store's Victor department, who may be seen in the photograph speaking volumes for Mr. Davin's untiring energy.

FIRE NO HANDICAP TO SUCCESS.


The following conditions are complied with:

1. Such vendor shall affix a notice to each article of commerce or to each carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract of sale stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such article to the public, and the name and address of such vendor, and bearing the said trademark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages or other receptacles enclosing the same.

"Such vendor shall file in the Bureau of Corporations a statement setting forth the trademark or special brand owners or claimed by such vendor in respect of such article or articles of commerce to be covered by such contract of sale, and also, from time to time, as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of $36. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendor shall be a dealer at wholesale or a dealer at retail, and the uniform price of sale thereof to dealers at wholesale, and the uniform price of sale thereof to be resold at from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of $36. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendor shall be a dealer at wholesale or a dealer at retail.

"Provided, That the said uniform price of sale thereof to dealers at wholesale shall be one of such uniform prices to wholesale and to retail dealers according as such vendor shall be a dealer at wholesale or a dealer at retail, and the uniform price of sale thereof to dealers at wholesale, and the uniform price of sale thereof to be resold at from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of $36. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendor shall be a dealer at wholesale or a dealer at retail.


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FIRE NO HANDICAP TO SUCCESS.

EDISON WEEK A BIG EVENT IN SAN FRANCISCO.


SAN FRANCISCO, CAL., November 2—The temporary closing of the Panama Canal to traffic inconveniented the local talking machine distributors to a considerable extent. Several large shipments were held up at the canal and immediate measures had to be taken by local firms to prevent a serious shortage in stock. In some instances duplicate orders were wired at once to come by rail, and the situation is now being relieved by the arrival of these goods. Other lots have been rerouted to come through the Straits of Magellan. Such shipments are due here about November 20, in ample time for the holiday trade, so no further serious difficulties are anticipated.

Celebration of Edison Week.

While Edison Week was celebrated generally throughout the United States, it probably meant more in San Francisco than in any other city of the entire country on account of the presence of the great inventor. He and his party arrived on Monday, October 18, and remained until the 26th. They spent much of their time at the exposition, and numerous social events and special programs were arranged in his honor. Greater interest has not been shown in anyone's presence at the exposition during the entire period than in Edison's. The crowning event was the observance of "Edison Day" on the 21st. If any proof of his popularity was needed it would have been found on that occasion, when thousands of exposition visitors gathered at Festival Hall, where the formal exercises were held. Before the exercises Mr. Edison was President Moore's guest of honor at a luncheon in the Administration Building. A feature of the afternoon program was the presentation of an exhibition commemorative medal to Mr. Edison by President Moore, Samuel Insull, of Chicago, life-long friend of the inventor, delivered the oration of the day, following a vocal solo by Miss Christine Miller, a young artist who assists Mr. Edison in his testing experiments. After the ceremonies she gave a free recital with a pianophonograph, reproducing her voice to demonstrate the accuracy of the records made in the Edison laboratory. A special edition of Edison's inventions in the Palace of Transportation was crowded all day. The day's festivities were brought to a fitting close by a great illuminating display, including an "Edison Salute" of rockets which consumed a half-ton of explosives; an exhibition drill by the fireboats, and an illuminated aeroplane flight.

T. A. Edison Visits Downtown Shops.

While in San Francisco Mr. Edison visited the downtown talking machine establishments, at all of which handling Edison products special window displays were featured. Mr. Edison spoke enthusiastically regarding the outlook for holiday trade. He said he thought there would be ample Edison records, but he was afraid the machine supply would hardly be sufficient for all requirements. In speaking of his future plans, he said: "We are going to have scientific music next. I am going to produce all the symphonies of Beethoven through so orders can be handled quite promptly during the rush season.

Getting Victor Goods by Rail.

Andrew G. McCarthy, of Sherman, Clay & Co., says they have a quite a bit of Victor goods held up at the Panama Canal when the slide came, but that they are getting shipments through by rail, so they can handle orders quite promptly again. He looks for a record holiday business. He enjoyed a duck hunt recently with Leon F. Douglas, of the Victor Co., who makes his home in San Rafael, Cal.

Give "I Pagliacci" in Pantomime.

The Victor Talking Machine Co., in cooperation with the Panama-Pacific Exposition, presented Mlle. Louise Le Gai and company in the pantomime form of Leoncavallo's masterpiece, "I Pagliacci," and, for divertissement, "La Scimmia," in Festival Hall, on the exposition grounds, Wednesday day evening, October 27. Lovers of the beautiful in ballet there enjoyed an evening of music and dance unique in its beauty, superb in its perfection of detail, and exceeding in its eloquent and high standards previously established by Victor productions arranged under the supervision of Manager Everett Worthington, of the Victor Temple. The production attracted so much attention that it was repeated the following evening with even greater success than on the opening night.

W. B. Gray Back from the East.

W. S. Gray, Pacific Coast manager of the Columbia Graphophone Co., is back from an extended Eastern trip, and he says he found Columbia stores busy in every city he visited.

F. R. Anglemier, manager of the local branch of the Columbia Co., says the November list of records is meeting with popularity here, especially the Marimba record, which was made at the exposition in this city by the famous Marimba Band that has been attracting large crowds to the Guatemala Building.

Hale Bros. Enlarge Department.

The Victor department, on the third floor of the Hale Bros.' department store, has been greatly enlarged and improved. It is under the management of Miss Mise Springer, and she is arranging many special events to stimulate interest in this part of the business during the winter months, the first being Wednesday afternoon concerts in the Pompion Court on the sixth floor.

H. C. Capwell Co. Opens Edison Department.

A new Edison department is being added by the H. C. Capwell Co., which conducts one of the leading department stores in Oakland, Cal. It will be under the supervision of S. O. Grove, and is being nicely fitted up.

Clarence Amry, son of the general manager of the Wiley B. Allen Co., who has been connected with the talking machine department at the San Francisco store for some time, is now in charge of that part of the business at the Oakland store.

F. B. Travers, manager of the Sonora Phonograph Co., says the holding up of shipments at the Panama Canal inconvenienced his firm for a short time, but that rail shipments are now coming through so orders can be handled quite promptly again. He made a trip down the San Joaquin Valley recently, during which he arranged for several new agencies in that section. He was gone ten days, and in that short time placed the line in eight different towns. About the same time a deal was consummated whereby the Bush & Lane Co. secured the exclusive wholesale agency for Sonora Phonographs in the States of Washington and Oregon. The addition of the new agencies will care for a greatly increased demand for Sonora goods on the Pacific Coast, and Mr. Travers says business at the local store is going ahead very satisfactorily.

Very Sorry, We Haven't That Record In Stock

One of our dealers writes us that by reason of being obliged to say the above to their customers repeatedly last year, their till "missed approximately $500.00," and to guard against a repetition this year they placed with us a stock order for 666 Victor Records of 299 selections which by experience they felt would be difficult to get promptly during the rush season. Upon delivery of the order, this dealer writes us as follows:

"WHY WE LIKE EASTERN SERVICE"

"We wish to congratulate your efficient Wholesale Department upon the delivery of our order for 666 Victor Records, selected from 299 title numbers. Every Record we desired was sent us—in other words, the order was filled 100% complete."

While We Do Not Claim To Be Able To Fill All Orders Complete We Do Claim That Eastern Service Is The Best Successful New England Dealers Are Using It, Why Not You?

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East
“Will there be a Victrola in your home this Christmas?”

This important question is confronting the people of the whole country.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor dealers everywhere.

It will help to make this the biggest holiday season you ever had—even ahead of the phenomenal business of last Christmas.


Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequaled Victor tone.
NEW BUEHN HOME IN PITTSBURGH.

The Buehn Phonograph Co. Leases Six-Story Building at 513 Wood Street Which Will Be Occupied Early Next Month—Frederick Enlarges Victrola Department—Edison Week Celebrated—New Talking Machine Dealers—Schroeder's Enlarged Quarters.

(Special to The Talking Machine World.)

PITTSBURGH, PA., November 9—Business with the Pittsburgh talking machine trade has been highly satisfactory, and the month of November promises to set a fine mark in sales of both instruments and records. A number of concerns have found it necessary to enlarge their space and add to their forces recently in order to care for increasing business. Dealers throughout this territory are sharing in the general prosperity due to the activity in iron and steel industries.

The Buehn Phonograph Co., Inc., 713 Penn avenue, has leased for a long term of years the six-story building at 513 Wood street, formerly occupied by the Kleber & Bro Piano Co., and will move to that location as soon as the establishment is remodeled. The Buehn Phonograph Co. is the jobbing agency for the Edison talking machine in the Pittsburgh territory. Founded in 1911, the concern has experienced a rapid growth and now has one of the largest businesses of its kind in the country. Within the past year the expansion in trade has made the present quarters of the company inadequate for its needs. The building just leased is located in the busiest part of the downtown section and is admirably fitted for the requirements of the Buehn Co. The first floor is being fitted up as a salesroom with four unit-construction demonstration booths. The second floor will be used as a recital hall and the rest of the building will be occupied by offices and warerooms. The contract has been let for remodeling the front of the structure, and it is hoped to have the new quarters ready for occupancy early in December.

The Buehn Phonograph Co. reports the following new Edison dealers starting business in western Pennsylvania during the past few weeks: The Scott Furniture Co., Pittsburgh; John Bonner, Juniata, and W. B. Pfieghardt, Charleroi.

The talking machine department of the Schroeder Piano Co. is now comfortably established in its recently enlarged quarters, which are among the finest in the city. The six sound-proof parlors, two of which are new, have been richly carpeted and furnished throughout in a tasteful manner. This concern handles the Columbia lines exclusively and has just added a new stock of the Columbia electric, which is meeting with marked success. Manager George Remensneider has added to his sales force recently.

The W. F. Frederick Piano Co. is enlarging its Victrola department by the addition of five sound-proof booths, which will be completed within the next few weeks. Through the responsiveness of the public to the charm of the Victrola and Victor records the number is being increased to thirteen. This department of the W. F. Frederick store now occupies the entire main floor for display and demonstration purposes and the third floor for warerooms. Manager George Hards has added a number of experienced salesmen to his force recently.

Edison Week, October 17-23, was observed in a fitting manner by all the local Edison dealers. Lively interest was manifested in the window display contest, and many striking and very artistic exhibits resulted. There were thirty-two contestants.

TheTalking Machine Shop, Jenkins Arcade Building, is doing an excellent volume of business, both in Victrolas and records, and Manager H. N. Rudderow reports a steady increase in trade during the past month. Daily Victrola recitals are attracting many visitors.

Spear & Co., prominent furniture dealers of this city, have recently added a tastefully arranged Victrola department. Miss Stover, formerly with the Bogs & Buhl talking machine section, has assumed the management.

The W. F. Dufford Co., a leading furniture house of New Castle, Pa., near Pittsburgh, has recently established a new talking machine department in its store and carries the Edison, Columbia and Sonora lines as well as records.

Harvey U. Tobias, music dealer of 11 West Main street, Grafton, W. Va., has recently acquired the agency for the Edison phonographs and records.

CONCERTAPHONE CO. INCORPORATED.

The Concertaphone Co. was incorporated last week at Albion with a capital stock of $15,000 for the purpose of making and handling talking machines and appliances. The incorporators are: W. C. Rittenberg, A. Shashewolitz and H. Goldstein, New York.

PATHE DISTRIBUTING AGENTS.

The Pathé Frères Phonograph Co., New York, announced last week that the Berkhoel Music Co., Salt Lake City, Utah, becomes distributing agent for the Pathéphones and Pathé discs in its territory. This concern is one of the best known piano houses in the West, and is well prepared to handle a large Pathé business.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE safe IF THE STEVENS BILL PASSES THE NEXT CONGRESS.
"Will there be a Victrola in your home this Christmas?"

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas. We get the people thinking "Victrola," and then it is easy for you to get action.

And there's going to be plenty of action this coming holiday season.

With every Victor dealer doing his part, the volume of Christmas business will be unprecedented even for the Victor.


Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.
The cut-raters are carrying on an extensive campaign, and every man who believes in price maintenance should realize that he must do something to combat this systematic work, which is country-wide in its influence, that is being carried on against price maintenance, as typified in the proposed law.

It should be understood that this opposition comes largely from the people who are interested in cut-rate offerings, but unless the talking machine men wake up to the seriousness of the situation, there is no doubt but that the cut-raters are going to make their efforts felt in many quarters.

There is no industry that would be more benefited by price maintenance than that to which The World directly appeals.

Price maintenance means business stability, and it means the upholding of those principles which are of vital interest to the public and are recognized as an incentive in the promotion of business efficiency among merchants.

Without price maintenance talking machine men will find a depreciation in their present stock values. Depend upon it, the cut-raters, if they can, will place this industry in such a position that every man whose investments to-day are batted around with every element of protection in the talking machine trade, will be seriously weakened.

THERE is no question of greater importance which confronts the trade than the one of price maintenance.

Not only is the manufacturer injured by the destruction of fixed prices, but the jobber and the dealer likewise, and straight through to the public, because the public will lack that protection which it receives to-day through standardized articles which are maintained, the manufacturer of which is conducted on the highest lines, insuring the public a quality standard which it cannot secure in bargain counter purchases.

No manufacturer can maintain the excellence of his product in the face of cut prices. Price maintenance means protection all the way through, and price cutting means the destruction of conditions which make for business stability, and we may add all of the incentive to increased excellence.

In this connection we might quote from the opinion of the Supreme Court of Washington in the Fischer Flouring Mills case:

The court said: "The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut prices by the sale of other articles, at, or above, their reasonable price. It is a fallacy to assume that the price cutters pocket the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product.

The public makes it up on other purchases.

The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product.

Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence."

A GOOD many talking machine men like to cherish the belief that somebody is going to save them without exertion on their part. That is a most selfish position, and one which if followed broadly would mean victory for the price cutters.

Every man whose interests are involved should see to it that he relies upon no one else save himself to impress the men who represent him in Congress regarding his views concerning the Stevens Bill.

It is not a question to ignore, because it is most vital, and every man who reads The Talking Machine World should call upon his Congressman personally if he can.

If not, wire him his opinions and his reasons, and be ready to face the man who represents him at the next Congress.

Various arguments are being prepared, some of which to the superficial reader seem fair and plausible.
interests of talking machine men are alike involved in price maintenance.

Take all subjects which have come up for consideration in this trade for years, and there is not a single one which has such deep bearing upon the future of the industry as has price maintenance. Then see to it that your influence is thrown the right way, and do not unnecessarily postpone action.

Act now!

THAT great American, Thomas Alva Edison, has received distinguished honors on the Pacific Coast and other points which he has visited during the past month.

The personality of Edison is always of interest to the American people. He is one of them—plain, democratic, intensely human, always a worker. He has won a warm place in the hearts of Americans. He has won it fairly and honorably by years of toil, by inventive genius and by marvelous skill in varied lines. A representative of a great daily newspaper said recently: "The source of news supply most closely watched, next to the White House, is the Edison laboratory."

"Edison Week" has been celebrated in all parts of America. Representatives have profited in a business way by the tremendous publicity which "Edison Week" has received all over this continent. This we have seen in various ways in the different forms of publicity adopted.

"Edison Day," in which the great inventor was honored by the officials of the Panama-Pacific Exposition, was one of the most remarkable days in the entire history of the exposition. One of the events of this day, as reported elsewhere in this paper, was Mr. Edison's conversation over the telephone wires with his friends at his laboratory in Orange, N. J. Greetings were sent across the wires to him in San Francisco, and he had the pleasure of listening to Edison's conversation over the telephone wires with his friends at his laboratory, and then the great inventor gave a return record from California.

There is no personality more interesting or possessing greater charm for the people than Thomas A. Edison, and if he should contribute nothing further to the talking machine industry in the way of inventive ideas, his name would still be an asset of incomparable value. The name of Edison possesses a drawing power that is beyond power of estimate.

Edison jobbers and dealers should fully appreciate their position and what their association with this distinguished American means in a business building sense.

OCTOBER was a record-breaking month in talking machine circles. Reports from the distributing forces for the month show an unprecedented expansion. Jobbers and dealers are enjoying a season of activity which annihilates all previous records.

Certainly the talking machine business is a live one from every viewpoint. It is moving constantly ahead and the indications point to a vastly increased output through the enlargement of the physical properties of the various companies.

The influence of newcomers is also beginning to be felt, so that the production during the next twelve months is going to be of a magnitude which will be paralyzing when viewed from the standpoint of a few years ago.

Verily, the talking machine trade is moving on at a pace that is creating new standards all the while.

IT will be seen that a number of articles appear in The World relating to salesmanship. Salesmanship requires special training and ability, and, yet, steady and systematic training seem absolutely lacking in some salesmen.

It is difficult to understand how men who have the intelligence necessary to close sales should not improve their knowledge in the profession of salesmanship so that their earning capacity would be materially increased.

The science and art of selling is an interesting one. It consists of first knowing how, then actually making the sale.

Salesmanship is the art of successful selling and it means the disposal of wares at a profit to the owner.

In this particular trade, where fixed prices prevail, salesmanship is easier than in some other trades where cut-rate methods exist, but even when surrounded by fixed prices there are always possibilities for advance in the selling art which should be heeded by every man who is interested in selling talking machines. There is the musical side; the psychological side; the educational side, and so on without limit almost, so that salesmanship in the talking machine field affords the application of intellectual concentration which will reward every man who devotes his individual powers in this particular direction.

IT is estimated by William Woodhead, of the Advertising Clubs of the World, that over $600,000,000 was invested in advertising of various kinds in this country last year. This is absolute and final proof, not only of its marvelous growth, but of the wonderful results achieved.

Gerald Stanley Lee, author of that very remarkable and worth-while book, "Crowds," says: "Success in business in the last analysis turns upon touching the imagination of crowds. The reason why preachers in this present generation are less successful in getting people to want goodness than business men are in getting them to want motor cars, hats and Pianolas, is that business men as a class are closer and more desperate students of human nature, and have bowed down harder to the art of touching the imagination of crowds." That is what advertising does—it touches the imagination of crowds, and that is why successful advertising is dependent on a knowledge of human nature.
TRADE NEWS FROM TORONTO.


SPECIAL TO THE TALKING MACHINE WORLD.

Toronto, Ont., November 5.—The resignation of A. G. Farquharson as manager of the Columbia Graphophone Co.'s business in Canada is a surprise to Columbia retailers and distributors. Since coming to Toronto in 1912 he has made many warm personal friends in and out of the industry, and his removal will be regretted by many who knew him. Mr. Farquharson has accepted the management of the Western Gramophone Co., Winnipeg, distributor of the Victor lines in western Canada, and himself with the lines and factory policy will remove his family to that city. Mr. Farquharson came to Canada from Los Angeles, the newly vacant position being filled by P. Bradt, now the company's general sales manager, with headquarters in New York. He is an Englishman, and spent a number of years in the States. As mentioned before in this column, he is a member of a British military family. One brother, Lieut. Charlie Farquharson, of the London Scottish, was killed in action in France last November. His oldest brother, Col. D. H. Farquharson, served as liaison to the French and British staffs at the Dardanelles and was present at the landing at Gallipoli. He was rewarded with the French Military Cross and was present at the landing at Gallipoli. He was rewarded with the French Military Cross and was present at the landing at Gallipoli. He was rewarded with the French Military Cross and was present at the landing at Gallipoli. He was rewarded with the French Military Cross and was present at the landing at Gallipoli.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., recently visited the Edison factories in Orange, N. J. He was struck with the enthusiastic activity and general optimism in all branches of the Edison corporation's interests. There were also evidences of considerable enterprise in getting the Edison diamond disc class to the public. Various plans are in effect to co-operate with the dealers in getting the attention and patronage of the household. These plans also apply to Canada, and already there have been splendid results accruing from the Edison system of demonstrating to back up its advertising. The enlarged factory facilities indicated that the Edison management anticipated great returns from its campaign for fall and winter business, and its enterprise in this direction has already been more than justified. As a result of Mr. Stanton's visit his firm will be still better equipped to take care of the interests of Edison dealers in Canada.

There is every indication of the mail order system of doing business in Canada, already well established, growing at a rapid rate. Rural delivery and the parcel post are a couple of the interests at work to advance the schooling that has already been done in this respect. There is no getting away from the fact that the large department stores have been immense factors in building up a liking for and a faith in mail order buying.

"We have it" is our slogan.

Mr. Bradt, general sales manager of the Columbia Graphophone Co., with headquarters in New York City, visited the Canadian branch at Toronto to see the new Canadian manager, Ralph Cabanas, installed in succession to Mr. Farquharson, resigned. Having been manager of this same branch and traveled several times from coast to coast, Mr. Bradt takes a personal interest in the development of his firm's business in this country. He has also many warm friends in and out of the trade who are always glad to learn of his progress.

"The continued increase in demand for Columbia products in the United States and Canada is highly gratifying," said Mr. Bradt, "and is taxing to the utmost our manufacturing resources, although these are being constantly increased. A forecast of jobbers' demands indicates that a phenomenal Christmas trade is being anticipated." Mr. Bradt spent several days with his first local branch and the Ontario distributors, Sabine & Leake, proprietors of the Music Supply Co., before returning to New York.

The Music Supply Co., Columbia distributor in Toronto, is preparing for an extraordinary Cohen demand, one Toronto dealer figuring on a special sale to account for 1,000 records.

I. Montagnes, of I. Montagnes & Co., Toronto, Ont., importers of special musical merchandise, recently returned from New York, where he went to arrange for the Canadian distributing rights of the Sonora phonograph. Mr. Montagnes is very much impressed with the musical merit of the Sonora, which machine plays any record, whether steel needle, diamond or sapphire. The Sonora phonograph is well known in the United States, where it has been vigorously featured for several years, but hitherto no serious attempt has been made to market it in Canada. Montagnes & Co. have also arranged for the distribution of the Sonora needle. Samples of the Sonora can be seen at the headquarters of the Montagnes Co., Ridge, Borden, Yonge and Shuter streets.

The Columbia Graphophone Co.'s local house is receiving many compliments on the issuance of its very artistic new monthly record supplement. It is distinctly along new lines.

MORE records are sold during the next month than in the previous two months. This means twice the record business and three times the record profits. Now you ought to spend a day on your record stock; look over the record sales for last year, and then send us your record order.

Have the order read "Rush" and we will take pride in seeing to it that you get these goods promptly.

Albany is convenient for wiring, telephoning, writing or shipping. It is the logical centre for good eastern shipments.

"We have it" is our slogan. "You can have it," so we write you.

GATELY-HAIRE COMPANY
John L. Gately, President
James N. Haire, Treasurer
Albany, N. Y.

Albany for Capital Service
UNICO DEMONSTRATING ROOMS

Sound-Proof Elastic Dust-Proof
COMpletely FINISHED, GLAZED AND FITTED BEFORE SHIPMENT
PATENT SECTIONAL UNIT CONSTRUCTION
NO EXPERT LABOR NECESSARY FOR QUICK INSTALLATION
IMMEDIATE SHIPMENTS FROM STOCK

YOU CAN ORDER BY MAIL—BUT WRITE TODAY

Design No. 3—$184.50 upwards

CALL AND INSPECT THE UNICO MODEL SHOP—BUT DO IT TODAY

Design No. 5—$142.00 upwards

Wire or Write Nearest Distributor TODAY for Folder Giving
216 Plan and Price Combinations

UNICO DISTRIBUTORS

AUSTIN, TEX. The Talking Machine Co., of Texas.
BALTIMORE, MD. E. F. Disney & Sons Co.
HANCOCK, MS. Andrews Music House Co.
BROOKLYN, N. Y. G. V. Williams Co.
BUFFALO, N. Y. Neal, Clark & Neal.
CHICAGO, ILL. Lyon & Healy, The Talking Machine Co.
CINCINNATI, O. Rudolph Wurlitzer Co.
Cleveland, O. Eclipse Musical Co.
COLUMBUS, O. Perry R. Wurzil Co.
DALLAS, TEX. Rogers Bros.
DENVER, COLO. Knight-Campbell Music Co.
DES MOINES, IA. Choice & West Talking Machine Co.
DETROIT, MICH. Grunewald Bros.
INDIANAPOLIS, IND. Stewart Talking Machine Co.
KANSAS CITY, MO. The Phonograph Co.
SEISMIC, WASH. Badger Talking Machine Co.
MINNEAPOLS, MINN. Beckwith, O'Neill Co.
NEW HAVEN, CONN. Henry Horton.
NEW ORLEANS, LA. Philip Wreiner, Ltd.
NEW YORK, N. Y. Blockman Talking Machine Co. C. Bruno & Son, Inc.
PORTLAND, ME. Crescent & Allen, Inc.
PORTLAND, OR. W. J. Dyer & Bro.
SALT LAKE CITY, UT. Consolidated Music Co.
SEATTLE, WASH. J. R. House Co.
TORONTO, CANADA. Music Supply Co., Toronto, Ont.

The Unit Construction Co.
121-131 South 31st Street, Philadelphia, U. S. A.

Bueh Phonograph Co., Inc.

The Unit Construction Company.

The Unit Construction Co.
121-131 South 31st Street, Philadelphia, U. S. A.
UNICO DEMONSTRATING ROOMS
You Order Today
We Ship Tomorrow
You Install Without Delay

The dealer with Unico Equipment will secure the holiday trade

YOU CAN ORDER BY WIRE—BUT WIRE TODAY

Design No. 4—$75.80 upwards

YOU CAN ORDER BY PHONE—BUT PHONE TODAY

Design No. 1—$124.50 upwards

Wire or Write Nearest Distributor TODAY for Folder Giving 216 Plan and Price Combinations

UNICO DISTRIBUTORS

AUSTIN, TEX.
The Talking Machine Co., of Texas.

Baltimore, Md.
H. P. Groop & Sons Co.

BANGOR, ME.
Andrews Music House Co.

BOSTON, MASS.
Oliver Ditmas Co.
Rosten Teling Machine Co.
M. Sturman & Sons Co.

BROOKLYN, N. Y.
G. T. Williams Co.

BUFFALO, N. Y.
Neal, Clark & Neal.

BUTTE, MONT.

CHICAGO, ILL.
Egan & Mundy.
The Talking Machine Co.

CINCINNATI, O.
Rudolph Wurlitzer Co.

CLEVELAND, O.
Erline Musical Co.
W. H. Bronchel & Sons Co.

COLEMAN, O.
Perry & Whitin Co.

DALLAS, TEX.
Stinger Bros.

DENVER, Colo.
Knott-Campbell Music Co.

DES MOINES, Ia.
Clune & West Talking Machine Co.

DETROIT, Mich.
Grinnell Bros.

INDIANAPOLIS, IND.
Stewart Talking Machine Co.

KANSAS CITY, MO.
The Phonograph Co.
Schroeder Arm Co.

MILWAUKEE, WIS.
Badger Talking Machine Co.

MINNEAPOLIS, MINN.
Backwith, O'Neill Co.

NEW HAVEN, CONN.
Henry Hasting.

NEW ORLEANS, LA.
Philip Werlein, Ltd.

NEW YORK, N. Y.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
Silas E. Persall Co.

NASHVILLE, TENN.
O. K. Ilouck Piano Co.

OMAHA, NEB.
T. K. Ilouck Piano Co.

PORTLAND, ME.
Cressey & Allen, Inc.

ST. PAUL, MINN.
F. J. Dyer & Bros.

ST. PAUL, UTAH.
Consolidated Music Co.

PHILADELPHIA, PA.
C. Bruno & Sons, Inc.

PITTSBURGH, PA.
Frederick Piano Co.
Standard Talking Machine Co.

PORTLAND, ME.

PITTSBURGH, PA.

PORTLAND, ME.

PITTSBURGH, PA.

PORTLAND, ME.


The Unit Construction Co.
121-131 South 31st Street, Philadelphia, U. S. A.
The three electric Columbia Gramophones at $150, $200 and $250 are dependable in every respect, and appeal to a wide market all their own. Ask for the circular describing them.

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

NEW TALKING MACHINE MAKES DEBUT IN CINCINNATI

The Crystola Being Manufactured by the Knabe Bros. Co. Will be Ready for the Market Next Month—W. O. Black Has Charge of Selling End—Burial of Mrs. F. J. Empson—Open Offices for the Handling of Pathe Freres Line—Columbia Activity.

(Cincinnati, O., November 4.—Talking machines are to be manufactured in Cincinnati, thereby creating a new industry in this market. The Knabe Bros. Co. last Saturday signed an agreement which results in it being the producer and having charge of the sale end of the Crystola, controlled by the National Talking Machine Co., recently incorporated under the laws of Ohio with a capitalization of $100,000.

The Crystola is a new phonograph, the invention of Dr. A. J. Swing, of this city, and contains some interesting features. One of the most unique is the one from which the machine derives its name, that is the tone arm and tone chamber are molded out of crystal glass. On the theory that smooth polished and rigid surfaces will reflect the sound and give to the listener an exact reproduction of the original sound quality as transmitted to the disc. The inventor says: "In the usual method of constructing phonographs, a sounding board is used to augment and bring the tone out into the air in a manner similar to the sounding board in violins and pianos. In these latter instruments, however, the sounding board wall is put into vibration by the string which has great power, and in this way brings the tone into the air. In the phonograph the sound is already in the air, and if a sounding board is used, a certain amount of the vitality of the sound wave is exhausted in bringing the sounding board into vibration as happens in all the other phonographs, as now generally constructed." There are also departures in a number of details from the conventional phonographs, all of which will be fully covered in a booklet about to be distributed in favor of the Knabe-Crystola. By using a glass rigid surface, like the crystal glass tone chamber in the Crystola, the tone waves are reflected and given to the listener in almost their original quality. Another feature in this machine is that the sound box is in a horizontal position and carries in addition to the needle a diamond or sapphire point, so that by simply turning the sound box one-quarter of a turn either hill and dale or lateral cut records can be used. Another vital point is that the needle arm is mounted in ball bearings, and although rigidly held, it will freely revolve in the direction assumed by the tone waves as recorded on the record, and will therefore gather up many of the thousands of over tones and partial tones.

It is understood that Crystola instruments are now in many of the factories that shortly after the middle of the month large shipments will be ready to meet the retail demand.

W. O. Black, who was general manager of the piano department of the Rudolph Wurlitzer Co., has resigned in order to take charge of the selling end of the Knabe Crystola. The first 100-lot order was secured from the Norwood Music Store Co., which this week opened in the Commercial Savings Bank Building on Montgomery road.

The Stagg Piano Co., a recent entrant in the talking machine field, is now turning out fifteen machines a day and is gradually increasing the capacity. It is also at work on a record department, according to information drifts this way from Richmond.

R. J. Whelen, local manager of the Columbia Graphophone Co., when asked about conditions in Cincinnati, said that October had established a record that was hard to beat for record business, and machines sold were a close second. He further said: "While competition in our business is very keen in this city, the Columbia is more than holding its own, and all indications point to a larger winter business than the company has ever known. The dealers, if we can judge by the way they are ordering, are doing a good business throughout the Cincinnati territory, and we are piling up orders for future delivery."

Although among strangers and in a strange land, there was a complete funeral service in connection with the burial of the wife of Fred J. Empson, inventor of the Gradiola, one of the important constructional features of the Aeolian-Vocalion, in Spring Grove Cemetery, this city, last Thursday. Mrs. Empson met an untimely death through the upsetting of an automobile near Ogburn, Neb., and word of his loss was immediately sent by Mr. Empson to a man bearing the same family name. Although not related, living at Longmont, Colo., who is a former Cincinnati. The latter immediately offered the use of his family burial plot in this city and accompanied the remains to Cincinnati. Relatives of the Cincinnati Empson, under instructions, provided for the funeral, among the pall-bearers being Manager De Vine, of the Aeolian Co. The two Empsons met in Australia, the home of the inventor of the Graduola and there sprang up a friendship which was based on a firm foundation. It was to the American Empson that Fred J. Empson first turned in his hour of need for consolation.

The Pathe Freres line is now part of the talking machine offerings of the local market. It made its advent in the local field less than two weeks ago, the principal managers being Louis W. Spoor, of New York City, and Harry C. Meek, a former Cincinnati. They have opened offices at 426 Elm street under the name of the Southern Pathe Graphophone Co.

Record business experienced a real revival during the past month, due to the coming of seasonable indoor weather. The dealers also found a fairly good demand for the machines, and indications point to a tremendous volume along this line for the holiday business.

Doehler Die-Cast means a more perfect and more economical production of talking machine parts than when machine-finished.

Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When castings are delivered they will have all bores, slots, etc., accurately located, and a smooth surface ready for buffing, polishing, plating or enameling.

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

DOEHLER DIE-CASTING CO.
Court and Ninth Sts.
BROOKLYN, N. Y.

WESTERN PLANT: TOLEDO, OHIO
Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings
New Edison Dealers Are Chosen Carefully

It is hard for you to become an Edison Dealer, and by the same token it is desirable to be one.

The new Edison is in a class by itself. Distinguish actual re-creation of music from the mere mechanical and only approximate reproduction, and you have the distinction.

This distinction is not something to argue about. It is something that has already been proved to the most critical musical critics. It will be proved to the entire public.
Suppose You Were One

If you are an Edison Dealer—a good and loyal Edison Dealer—what does your Edison dealership mean? It means that you are given room to develop; you are not crowded. To be an Edison dealer also means you are free from unfair competition.

If you have any idea of becoming an Edison Dealer, prepare for a rigid investigation. If you are the right man, this investigation is your protection against unfair or unethical competition.

Write for Particulars.

THOMAS A. EDISON, Inc.
279 Lakeside Ave., Orange, N. J.
Mr. Talking Machine

Buy for

Suppose you were not a "talking machine dealer," and you were going to buy the family a "sound reproducing" instrument. Would you buy a "talking machine," or would you buy an Edison Diamond Disc Phonograph?
Dealer: What Would You Christmas?

What Is the Answer?

Figure out what the answer will be in thousands of cultured homes this Christmas—then multiply it several times for next Christmas.

A Complete Range of Styles and Prices

The New Edison Diamond Disc may now be had in a complete range of styles at prices to suit every purse.

Let us supply you with full information regarding our terms of representation in unallotted territories. We will also explain in detail the peculiarities of our efficiency plan of dealer organization.

THOMAS A. EDISON, Inc.
279 Lakeside Avenue, Orange, N. J.
THE TRADE IN BOSTON AND NEW ENGLAND

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

THE TALKING MACHINE WORLD.

Boston, Mass., November 8.—The local business among the talking machine trade has picked up wonderfully in the past few weeks, and there is not a house that is not working on valuable prospects. There is a wide call for high-priced machines of all the leading makes, and several shops state that the increase in the record business has been surprisingly high. Everybody is on the job early and late and the jobbers are besieged with callers who are anxious to get their ware- rooms stocked as fully as possible in anticipation of the holiday trade.

Pardee-Ellenberger Activity.

Frederick H. Silliman, of the local warerooms of the Pardee-Ellenberger Co., of New Haven, says that the Edison diamond disc business throughout New England is of a highly satisfactory character and all the salesmen are as busy as they can be. He says that the new warerooms of the Pardee-Ellenberger Co. at New Haven should be ready for opening some time toward the latter part of the month. These quarters, which were described in The World some time ago, will be among the finest in New England. Several from the Boston headquarters will go down for the opening.

Business Limited Only by Goods.

At the Columbia Graphophone Co.'s headquarters one learns from Manager Arthur Erisman that the house is not signing up any more contracts, as the demand already being made by dealers for goods renders it impossible that any more new houses be taken care of. The October business of the Boston house was limited only by the amount of goods that it was possible to get, and as for November, it is said that if there was enough of supplies to satisfy the demand there would be a 400 per cent. increase over a year ago. Manager Erisman was over in New York lately attending a meeting of the company's managers.

How Meeting of Sales Force Helps.

H. A. Yerkes, the wholesale manager of the Columbia Co., was here from New York lately and spent two days with Manager Erisman. Mr. Yerkes was well satisfied over the present business situation.

Making Good on the Ground Floor.

John Maguire, one of the able employees of the Eastern Talking Machine Co., has been transferred from the Victor record department to the machine sales force on the ground floor, where he is "making good" with the many patrons of the establishment. At the George Lincoln Parker's Edison and Victor warerooms business continues at high speed under the management of John A. Alsen.

Demand for Grand Opera Records.

In order that the sales force of the Eastern Talking Machine Co., may be expertly proficient in the art of selling goods, they hold frequent meet- ings during the year and discuss ways and means of pushing sales. Frequently the company is ad-

MORE is heard today regarding "quality" of phonograph music than ever before, and the Edison Diamond Disc Phonograph started this general conversation by reason of its admitted superiority. The Edison phonograph is also taken as the basis of ALL phonograph comparison and its tone is admitted to be best.

Aside from its tonal perfection, the artisticness of the cabinet designs enables the Edison Diamond Disc phonograph to harmonize with the most expensive interior furnishings of any home. We are "Exclusively Edison."

THE PARDEE-ELLENBERGER CO., Inc.
NEW HAVEN, CONN.

"E.D.P."

Pathophone Finding Many Purchasers.

Manager Warren A. Batchelder reports that the Pathophone, which the house took on a couple of months ago, is finding many purchasers among intelligent people, who are quick to recognize the merits of this instrument. In the meantime the sales of Victors with this house are forging ahead satisfactorily.

The windows of the Columbia Graphophone Co. were most attractively decorated for the Hallowe'en season with orange and black streamers and many curious devices embodying ghosts and goblins which are associated with the season, interspersed with various styles of machines.

M. Steinert Co.'s Great October Business.

Manager W. H. Royer, of the Victor department of the M. Steinert Co., is enthusiastic over business prospects and he sees a big holiday trade ahead. The October business of this house was highly satisfactory and November has started off well. All of Mr. Royer's staff are keenly interested in the bowling which is the feature of the season among the talking machine men, and the Steinert bowlers are highly elated at the high standing of their team up to date and are determined that they will carry off honors at the end of the season.

Fifty-Four Per Cent. Increase.

Manager Wallace L. Carrier, of the Victor and Edison departments of Chickerling & Sons, says that the October business of his department was 45 per cent. bigger than for the same period last year. He also states there is a shortage of Victrola goods and that the call for Edison machines and records is keeping up at a high speed. A recent caller at Manager Carrier's warerooms was Ramon Blanchard, the operatic baritone, who has made many records for talking machines.

Utilize Spalding's Concerts.

Considerable enterprise was displayed by Manager Carrier, of Chickerling & Sons, a few days ago when he took advantage of the wonderful success of the new athletic teams of this city of Albert Spalding, the famous violinist, by incorporating mention of eight of his numbers in his newspaper advertisement the very next day. Mr. Spalding was willing to second Manager Carrier's publicity efforts by going to the Edison and Victor warerooms a day or two later and allowing himself to be photographed with the Edison machines for a background. Quite a clever advertising stunt this, one must admit.
The Need for BAGSHAWE Needles

“Things may come and things may go” for playing records, but Bagshaw steel needles go on forever. Steel is the logical connection between record and sound box, and the way Bagshaw needles are made insures—obtaining the greatest quality, not only of steel, but of the finished needle.

Remember, the advantages of using Bagshaw needles are many; and there are also a number of reasons why you should sell them.

Bagshaw needles—made by the millions for millions of people.

W. H. Bagshaw
Lowell, Mass.

Oldest and Largest Manufacturer. Established 1870.
TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 17.)

the first meeting of the Boston Talking Machine Club have started off with the greatest enthusiasm, and on the two nights a week that the teams, of which there are eight, roll at the Boylston Alleys there are so many trade men on hand that they always monopolize the alleys. The M. Steinert & Co. team just now is in the lead, with that of the Eastern Talking Machine Co. and the Columbia Graphophone Co. close seconds. The highest individual rollers up to this time have been Moody, of George Lincoln Parker's, who totaled 126 a few nights ago; Currier, of Chickering & Sons; Hobbs, of the Eastern, and Bottie, of Henderson & Co., all of whom are averaging more than 90.

The Talking Machine Club is keen over its bowlers, and at the expiration of the twenty-one weeks, which will be the bowling season, there will be several team and individual prizes given, and for these there is eager competition.

NEW QUARTERS IN LAWRENCE.

Kneupfer & Dimmock Making Attractive Its New Home at 254 Essex Street.

(Lawrence, Mass., November 2.—R. G. Kneupfer, proprietor of Kneupfer & Dimmock, of this city, the largest talking machine distributors in Lawrence, is being congratulated on all sides for the handsome quarters he now has at 254 Essex street, which is a full music house where its large number of patrons are always sure of finding a varied line of Victor and Edison diamond disc outfits. Mr. Kneupfer, who has been in the music business for twenty years, has lately enlarged and improved his quarters, several of the rooms being artistically papered and finished in ivory white, and he had an opening of the renovated quarters which attracted many people. Mr. Kneupfer is preparing to make a large exhibit at the Merchants and Manufacturers' Show to be held soon in the State Armory in this city.

"EDISON WEEK" IN BOSTON.

Dealers Handling the Edison Line Made Special Displays in Their Windows and Throughout Their Departments—Those Participating.

(Boston, Mass., November 6.—Edison Week in and around Boston was made the occasion of some unique window displays, in accordance with the program carefully mapped out in advance as to how the week should be observed. In this city, and doubtless elsewhere, there are Edison dealers who have no window facilities, but those who have did themselves proud. Quite the most notable and ingenious display was that in the large window of the C. C. Harvey Co., in Boylston street, where the idea of the "diamond disc" was taken as the keynote of the display. A large square shadow box of black velvet was set up at the rear of the window, and the four sides of the box angled so as to show at the extreme rear a large glass diamond, which, through the medium of a revolving colored disc at the back, scintillates in all the hues of the rainbow. Over and below the shadow box in illuminated letters are the words "Diamond Point Edison." Several Edison disc machines were arranged in the window and a large portrait of the inventor was flanked with handsome palms. It is not surprising that the window was the object of a great deal of interest during the week.

The Shepard, Norwell Co., on the Temple place side of its building, showed a window carefully arranged with a group of Edison machines, many palms and a picture of Edison. Extensive draperies of handsome blue plush served to give just the right touch of color to the scene. The F. H. Thomas Co. in the Back Bay, took good advantage of the occasion and made a creditable Edison display, and even George Lincoln Parker, of the Colonial Building, who has no window of his own, arranged with a haberdashery on the ground floor and placed an Edison diamond disc machine in the window and an announcement that a concert was given at intervals inside, where a machine was operated by a young woman in the balcony. A good many persons found time to run in and hear the machine. The R. H. White Co. also made an Edison showing, although by reason of pianos being included in it was not in for competition for the prize.

Naturally the Boston offices of the Pardee-Ellenberger Co. were interested in the various window displays during Edison Week, and already the house is in receipt of many photographs of windows which are competing for the prizes offered by the Edison Co. In all the centers where the Edison line is on sale there was much interest manifested in these displays, and as fast as the photographs are taken they are being sent to the Pardee-Ellenberger Co., which in turn is sending them to Orange, N. J. The Edison Week everywhere is regarded as a complete success, and it has done a great deal to advertise the Edison phonographs and records.

"PERFECTION" Ball Bearing Tone Arms Fit All Types of 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 renew 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. Arm fitted to Columbia reproducer and all reproducers having bayonet or pinlock.

Pat. Arm fitted to Columbia reproducer, Nos. 6 and 7.

Dealers, send us your names and addresses. We will have more accessories from time to time that will make money for you.
It has been fairly proved that there is positively no instrument in our catalogue, or in any other catalogue, that can sell to the man who has made up his mind to the $50 Grafonola.

(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

DESIDERI PROSPEROUS SEASON IN KANSAS CITY.

KANSAS CITY, Mo., November 10.—The talking machine trade is very evidently entering upon a decidedly prosperous season in Kansas City and surrounding territory, and the dealers are worried only over where to get machines to fill the demands. When the stocks are turned constantly even in this preliminary period to the Christmas trade, the dimensions of the holiday movement itself can be only guessed at.

An instance of particularly provident foresightfulness is that of Harry B. Bibb, manager of the Victrola department of the Jones Store Co. Mr. Bibb has been scouting around the country gathering what machines he could from jobbers wherever he could find them.

The Columbia Graphophone Co. in this city has received a few—all too few—examples of the electric motor-driven Colombias. They are going as fast as they are unpacked.

E. A. McLurtry, manager of the Columbia Graphophone Co. at Kansas City, is preparing to assist in the Irish Musical Festival that is being planned for some day in November, by arranging a list of distinctly Irish music for the occasion. He also grasped the opportunity involved in the celebration of American Music Day, November 7, in a similar way.

Mr. Constance, of the firm of Frederick & Crowe, Okla., handling a large talking machine line, was a visitor in Kansas City recently and called on local talking machine jobbers.

C. L. Kipp, "the talking machine man" of Manhattan, Kan., called on the Kansas City jobbers recently.

The Columbia Graphophone Co., of Kansas City, has done much constructive work the past few weeks co-operating with local dealers. One instance was its large display advertisements of Colombias, in which the names and addresses of local dealers were mentioned.

The Hall Music Co. has found its location at 117 Walnut street very valuable, and is now definitely established there. The company handles Victrolas exclusively—except for the pianos that it takes in trade. A recent visit to the store revealed a peculiar situation—there were more pianos there than talking machines. Mr. Hall, like many of the dealers, is saying that he cannot get enough machines to keep stocked up.

E. F. Guild, a music teacher of Topeka, Kan., devised recently a very effective use of his display window for showing Victrolas and records. Mr. Guild has a turntable in this window. On the turntable is erected a booth in the shape of a circular room with a door occupying only about 3 feet of the circumference. Inside, and therefore visible only occasionally when the turntable revolved, was a handsome Victrola, bedecked with ribbons and flowers. On the outside of the booth were arranged records and some of the literary matter used by the Victor Co. in a very artistic manner. The entire display was very attractive.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is planning some big things for the next convention at Atlantic City of the National Association of Talking Machine Jobbers. He is going to help to make it the most interesting and best attended convention the association has ever held. Mr. Trostler is chairman of the arrangements committee for this convention. He is getting a few ideas in shape already and in January, on a trip East, will take the preliminary steps to put these ideas into effect, so watch for this convention. It will be so well worth attending that the man in business cannot afford to miss it.

The Dobbs-Kiley Dry Goods Co., a high-class department store in Hutchinson, Kan., opened on November 1 its Victrola department. It has three beautiful booths and a large stock of machines and records supplied through the Schmelzer Arms Co., of Kansas City. H. H. Paterson is in charge.

A. H. Krosh, of Muskogee, Okla., came to Kansas City recently on a special trip to see what Victrolas he could get. He declared that he could sell hundreds if he could only get his hands on them.

Edison Week and Edison Day were very elaborately celebrated by many Edison dealers throughout the Kansas City territory. The local recognition was perhaps the most elaborate. M. Blackman had arranged effective programs wherein vocalists and instrumentalists performed duets, trios, etc., with the recreative music of the Edison. At Independence, Kan., the Kars & Meinhardts Co. arranged special programs for the week, and at Olathe, Kan., C. G. Morrison put on very interesting events. Indeed, wherever there were Edison dealers there were special programs.

E. A. McMurtry, manager of the Columbia Graphophone Co., has recently been installed as a director of the Co-operative Club here. He represents the talking machine industry in the organization. The pianist dealer in the club is W. B. Roberts, general manager of the W. W. Kimball Piano Co., which does not handle talking machines.

The Santa Fe Watch Co., Topeka, Kan., had a very unusual window display during Edison Week. In the window were two handsome Edison machines, one on each side of a large picture of Mr. Edison. Grouped by the window, close to the machines, were pictures of Carmen Melis, Lucerella Bori and other singers, ribbons reaching from them to discs and from the discs to the machines.

The J. W. Jenkins Sons Music Co. recently displayed an unusually large and effective window display, in both black type letters, "We nail another tie," followed by this explanation: "It being said by certain talking machine representatives that we were ready to and had asked for the agency of their machines in preference to the Victrola. This is absolutely untrue and false."

The Emahizer & Spielman Co. recently held a rousing get-together meeting in Topeka, Kan., the celebration marking the opening of several hand-some demonstrating parlors for its graphophone department. The meeting was at the store and, following the business session, a buffet luncheon was served. The company has recently added a large stock of Columbia machines. R. E. Davis, a representative of the Columbia Co. at Kansas City, delivered an address at this meeting.

The Starr Piano Co., of this city, has not been able to get enough phonographs to begin to care for the opportunities of its Kansas City trade. W. E. Rupe, the manager, is said to be hoping that he can begin shipping to other branch houses in this territory soon.

H. C. Burget, a salesman of the Victrola department of the George G. Peck Dry Goods Co., has completed his first year in that department, with a record of $20,000 worth of Victrolas sold.

The Carl Hoffman Music Co., which handles Colombias and Victrolas, is holding a closing-out sale, the proprietor, Carl Hoffman, retiring on January 1. All musical goods are being sold at sharply reduced prices except, of course, the talking machines and records.

THE SILENT PROP

The SILENT PROP can be used on covers of all machines, and is a great advance over the rattlers generally in use. Sample postpaid 25 cents. Special prices to manufacturers.

We are offering this month a five dollar sample cabinet for $4.00 net. It fits St. 6 Victrola perfectly.

H. A. Sage Cabinet Works
15 Madison Avenue
DETOJRT, MICH.
Heineman Motors

"THE MOTOR OF QUALITY"

Six different styles playing from one to eight Records with one winding

Write for New Complete Catalog

OTTO HEINEMAN,
45 BROADWAY, NEW YORK
2701 ARMITAGE AVE., CHICAGO
THE TALKING MACHINE WORLD.

TakeS CHARGE AT KNABeS.
John Y. Shepard Heads Victor Department at Wm. Knabe & Co.—Well Equipped as Executive and salesman.

John Y. Shepard, formerly associated with the G. T. Williams Co., Brooklyn, N. Y., Victor distributor, has been appointed manager of the Victor department of William Knabe & Co., 437 Fifth avenue, New York, succeeding George Stanley, who resigned last month. Mr. Shepard is well versed in the retail merchandising of Victor products and has specialized on the machine end of the business, making a "hobby" of convincing prospective Victrola purchasers of the superior tone qualities of the more costly models. During his entire Victor career Mr. Shepard has always talked "tone quality" above all other sales arguments to his patrons, and as a result of his study of the tonal merits of the Victor products he has achieved a signal success in this field. Combined with his Victrola activities Mr. Shepard possesses a thorough knowledge of the Victor record catalog, which he has used to good advantage.

An efficient sales staff is now being assembled by Mr. Shepard, who has already secured the services of Miss Bessie Barnes Steele, former manager of the McCrery Victor department in New York.

The Victor department in the Knabe store is one of the most attractively furnished Victor salons in the country, being arranged to cater to a high-grade, critical clientele. Ten sound-proof booths, finished after the Empire period, are placed at the disposal of patrons, five of these booths being exceptionally large ones and being located on the main floor of the Knabe warerooms.

CHRISTINE MILLER IN LOS ANGELES.
Famous Singer Heard to Accompaniment of Her Own Records on Edison Disc Phonograph.

(Special to The Talking Machine World.) Los Anexes, Calif., November 5.—Something new in the way of musical entertainment was offered; at the Trinity Auditorium on Wednesday evening, when Christine Miller, the famous contralto, appeared in a recital with the Edison diamond disc phonograph and gave the audience the unique experience of hearing an artist sing to an accompaniment of her own records.

To the accompaniment of records made by herself at the Edison plant, Miss Miller sang a number of popular favorites in the way of vocal numbers, like "Bonnie Doon," "My Ain Countrie" and "Old Folks at Home," "Abide with Me" and "O Rest in the Lord," from "Elijah."

Abraham Bond, violinist, demonstrated the striking perfection of the record's reproduction of numbers made by violinists. The Schubert "Ave Maria," played by Carl Fiesch, the famous artist of Germany, was particularly beautiful. After leaving Los Angeles Miss Miller went to San Francisco to take part in Edison Day.

CLOSE BIG PUBLICITY CONTRACT.

(Special to The Talking Machine World.) West Palm Beach, Fla., November 8.—The largest advertising contract that has ever been signed in this county, and probably one of the largest between Jacksonville and Key West, was consummated last week between the Daily Tropical Sun and the West Palm Beach Drug Co. This contract calls for 15,000 inches of advertising display space within a year from date.

A Ten-Day Special Trial Offer of any of our products if ordered before December 1st, 1915.

It is safe to assume that a good proportion of this advertising space will be devoted to talking machines and records, as the West Palm Beach Drug Co. maintains a successful Columbia department, displaying a complete line of Columbia Grafonolas and Columbia records.

FINE EXPOSITION DISPLAY.

Made by the Columbia Graphophone Co. at Merchants and Manufacturers' Exposition Held in Kansas City—Attracted Notice.

(Special to The Talking Machine World.) Kansas City, Mo., November 5.—One of the most attractive booths at the recent Merchants and Manufacturers' Exposition held in Kansas City was that of the local establishment of the Columbia Graphophone Co., 1128 Grand avenue, a photograph of which is shown herewith. This display won the admiration of all visitors to the exposition, and Manager McMurtry received many letters of praise from out-of-town callers.

In the open part of the booth a few Columbia Grafonolas and Dictaphones were displayed. The color scheme and unique form of decorations, consisting in part of ten-inch double-disc Columbia records bolted on the walls, both interior and exterior, combined to make the booth one of the features of the exposition.

How Are We Going to Fill that Order? Have You Stocked Up for the Fall?

Crescent
Tone—Quality
Plays Perfectly Any Type of Record

35c.
D. S.—8 in. Records
(As much music as any
10 in. D. S. Record)

65c.
D. S.—10½ in. Record
A Standard "Sapphire" Record of
REAL MERIT

Without Change of Mechanical Parts
Service—Satisfaction

MARK

New England Distributors
Crescent Sales
Co.
PROVIDENCE,
R. I.

Crescent Talking Machine Co., Inc.
99 Chambers Street, New York City
DEMAND FOR RECORDS HELPED BY ARTISTS' RECITAL.

Opera and Concerts in Detroit Prove Great Stimulant—Grinnell Victrola Salesmen Meet—Association Takes Action on Approval


(Special to The Talking Machine World.)

Detroit, Mich., November 9.—One short paragraph amply describes conditions in the talking machine business in Detroit: "It could not be much worse," said the month of October was far above expectations and far beyond any previous business during the same period. Dealers are not thinking about how much business they can do, but how much good business they can get. The fact is, there is going to be a shortage this fall and winter, and especially at holiday time, is generally admitted, thinking about how much business they can do, but how much good business they can get. The fact is, there is going to be a shortage this fall and winter, and especially at holiday time, is generally admitted.

The Edison laboratories. Detroit, a supper at the Hotel Cadillac followed the ceremony. The bride and groom left that evening for a short trip. Mr. Shea is general manager of the Pathéphone Co., of Detroit, and is well known in business circles.

Miss Christine Miller, under the auspices of the Wallace Brown Edison Shop, gave a recital at the Hotel Statler ballroom on October 11 and attracted a large crowd. She sang directly with the diamond disc records that she has made for the Edison Co. She was assisted by Abraham Bond, violinist, from the Edison laboratories.

The Victrola salesmen from all of the retail stores of Grinnell Bros. gathered at the Hotel Charlevoix, Detroit, on Monday evening, November 1, and discussed plans for the coming season. About seventy-five were in attendance. It was an enthusiastic meeting and there were many topics discussed. One of the important ones was "How to Improve the Service to the Customer." Talks were made by C. A. Grinnell and S. E. Clark. A representative from the Victor Talking Machine Co. was present, and he gave a technical address explaining the manufacture of the Victrola and enlightening the men so that they could talk intelligently to their customers on how the Victrola was constructed.

C. H. Grinnell has been appointed manager of the wholesale department of the Victrola end of the Grinnell Bros. business, and will make his office at the wholesale rooms on Cass avenue. Harry Rupp, who formerly had charge of this department, will hereafter give all of his time to the retail end at the main store on Woodward avenue. The Eeco Talking Machine Co., Peter Smith Building, Detroit, will have its factory at 256 Twenty-first street, and expects to be turning out machines at an early date.

For the sixth consecutive time the Detroit branch of the Columbia Co. has been awarded first prize for being the best in the matter of collections. F. A. Denton, manager, feels confident that he will win this prize again for October.

Several times during the past month Hayna Bazar, Detroit, has devoted one entire window to a display of Columbia talking machines and records. A criticism of the album was added about six months ago and P. B. Lang placed in charge. It has proven a success beyond expectations.

Henry S. Doran, president of the Duran Phonograph Co. of Detroit, exclusive agents for the Edison, will be ready by December 1. It is going to be unique in many respects and one of the finest shops in the United States.

William Maxwell, second vice-president of the Thomas A. Edison Co., was a visitor to Detroit during the early part of October. He called at the Wallace Brown Edison Shop and paid Mr. Brown many fine compliments.

"Coming better all the time," said Wallace Brown to the World correspondent. "Our enlarged store is none too big to take care of our trade. We know that we are going to wind up the year with a record-breaking holiday business if we are fortunate enough to get enough goods to sell. We are more concerned about that than anything else. If we can get the goods we'll sell them." Mr. Brown celebrated his first year in business on October 28. On that date his store was twice as large as when he started.

Manager E. K. Andrew, of the J. L. Hudson talking machine department, has been making a number of out-of-town trips in the past thirty days hunting for stock. Every week at the Hudson store shows a splendid increase in the talking machine department, and Manager Andrew is constantly increasing the force.

Mrs. Clement, of the Charles R. Root Music Co., Battle Creek, Mich., was in Detroit recently looking over the various shops and getting ideas, which she will incorporate in the new Victrola shop which her company will open after the first of the year in an adjoining store.

R. F. Wright, manager of the Cable Piano Co., 219 South Saginaw street, Flint, Mich., is adding more space to his piano department. Raymond Gould, 193 West Goguac street, Battle Creek, has taken the Pathé agency.

The Rex Talking Machine Co. has opened a store at 290 Griswold street, this city.

The J. L. Hudson Co. has installed a recital room on the second floor of the piano building. It is in the front part and has fifty theatre seats. At one end is a small stage on which stands a Victrola, and on either side is draped a curtain, making a very artistic effect. There are recitals every day from 11:30 to 2:30, and they are absolutely free.

The regular monthly meeting of the Detroit Music Trades Association was held November 9. Jacob H. Goldberg, now at 226 Gratiot avenue, has leased the store at 102 Gratiot avenue, where he expects to move as soon as completed. Until after the holidays he will run both stores.

At the October meeting of the Detroit Music Trades Association two new members were taken in —Sidney J. Guest, 341 Dix avenue, and Larry Dow, associated with the Wallace Brown Edison Shop. The approval plan of selling records was taken up, and it was decided to adopt the method of the Cable Piano Co. of putting a red sticker on all approval packages which go out, announcing that records not kept must be returned in twenty-four hours, otherwise a charge will be made for them; also that the customer must keep at least one-third of the records sent out. All of the members of the association who sell talking machines agreed to adopt this plan.

Max Strasburg, now in the Sheriff Building, Grand River and Farmer streets, Detroit, has taken a long lease on the store at 74 Library avenue, just three doors south of his present location, and is now having some remodeled and put into shape. He will open about November 15. He will continue his present store until the expiration of his lease, April, 1919, after which time he will be located at 74 Library avenue. Mr. Strasburg is installing fourteen booths. He reports that October business was 50 per cent. ahead of the same month last year. He reports the sale of two $2,500 Grafsola baby grands, one to Senator Robert Ogg for his Detroit residence, and the other to D. T. Crowley, of the Peninsula Stone Works.

Dealers report a big demand for fanned oak talking machines. They say the demand is even greater than mushy gran some weeks.

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 two months.

Ditson Victor Service
Tone—above all, tone! That’s what sells Columbia Records!

Tireless research and experiment have perfected their manufacture, down to the most minute mechanical and artistic detail. Columbia Double-Disc Records are one of the strongest dealer points in the whole Columbia proposition.

Competitively—remember this—competitively, Columbia Records in tone quality, timbre, rhythm and musicianship never fail to win the judgment. Wherever compared, Columbia Records are demonstrating superiority, and are being demanded more and more by owners of all standard makes of talking machines.

Proof of all this lies in the staggering increase in Columbia business during the past year. And there is no plausible reason why you should not be prepared to satisfy this ready-made demand, instead of seeing your customers go across town or down street.
New Sales Helps fc

A Bigger RECORD
SUPPLEMENT in
Brighter, Better Dress

The new Columbia Record Sup-
plement, issued regularly on the
20th of each month, can most
decidedly be depended upon to
produce customers. Handsomely
illustrated, beautifully typed, a cover in four colors, this supplement
is unqualifiedly the most distinctive and interestingly informative
record booklet that any dealer could send to his customers. The
record stories and descriptions literally sell the records; indispensable
selling talks for your sales staff.

Creation of an
Ever-Growing Demand

Not content with the high
score rung up last year, bigger
demand is being created. See
what is going on in the way of national publicity. Progress is the
keynote. The quality of Columbia advertisements, their beauty
and attractiveness are indeed commensurate with the excellence of
the Columbia product.

COLUMBIA GRAPHOPHONE COMPANY
Columbia Dealers

Record Service—Ever building for the future, new factories have been erected to take care more properly of the large and steadily increasing demand for Columbia Double Disc Records.

New Factories—

Free Advertising
Service and Counsel for Dealers

Prepared advertisements, cuts, and layouts for local display can be furnished you instantly—arranged with skill and forethought, assuring you the most profitable result. Let us send you a catalogue of prepared advertising matter.

Electric Grafonolas

The big demand for the Electric Grafonola is here. For those purchasers who consider that the last vestige of the mechanical disappears with the elimination of the winding crank, we offer three new models. See next page for detailed announcement.

WOOLWORTH BUILDING, NEW YORK
An Evolution—The Electric Grafonola!

Announcement of these Electric Grafonola models has only been made after a long period of tests under every conceivable condition and over a long period of time.

The Columbia motor has always been a marvel of accuracy and precision. And here is an Electric Columbia Motor that drives the turn-table at an absolutely unvarying speed under all conditions, operating perfectly on any current, either alternating or direct, from 110 to 220 volts.

The motor mechanism is mounted on a hinged motor plate. This means that by removing the turn-table, the motor plate can be tipped back and the entire motor exposed to view for oiling, cleaning, etc.

An electric automatic start is an integral part of the general mechanism of each instrument, and not a mere attachment. To start the instrument you simply bring the tone arm over to playing position. For the present, the Electric Motor is furnished only in Mahogany finished Grafonolas listing at $250, $200, $160 and $150.

These new, Columbia Grafonolas are one of the outstanding opportunities in the talking machine industry to-day.
The only electric motor of the efficiency required for operating a phonograph on dry batteries, and therefore the only electric motor which can be used in a phonograph under all conditions of service, independent alike of the crank for winding or outside electric current.

**TIFFANY MOTOR COMPANY**

Manufacturers of Electric Motors for Talking Machines

75 Fulton St., New York City

No gears or belts automatic stop

Tiffany motors are made with a careful regard for mechanical perfection, which assures long life and satisfactory service.

Price samples, with square metal motor board and all parts associated with a phonograph motor, including dry batteries, Retail $25.00. Samples for the trade only—$12.50 without batteries. Discounts on quantities.

If you Really Want a Record Service that gives you What You Want When you Want it

Try Standard Talking Machine Co.

Victor Jobbers Wholesale Only

Pittsburgh, Pa.
CLEVELAND CONTINUES TO BE A BUSY TRADE CENTER.


(Special to The Talking Machine World.)

CLEVELAND, O., November 8.—Little by little the talking machine business in this city has been gaining more momentum, and from the numerous interviews with the managers of talking machine houses it seems that a most phenomenal season is in store for everybody. Economic conditions are very good since there is plenty of work, and consequently a willingness of the working class to purchase talking machines and records.

The numerous recitals, demonstrations in churches, etc., helped to incite more public interest in talking machines during the past month. Many dealers are already complaining about the shortage of goods for the summer months. Goods seem more scarce than for the same month a year ago.

The Stream Co. has recently taken on the entire Pathé line. C. H. Johnston, manager of the department, formerly of the Fischer Piano Co., Pathé distributors, is very optimistic, and states that he has the finest equipped Pathé department in the city. With the fine location and unique window displays, Mr. Johnston anticipates good results.

The Eclipse Musical Co., Victor distributor, has shown wonderful expansion during the past few months. The earnest efforts of C. K. Bennett, general manager, and E. B. Lyons, sales manager, are now bearing substantial fruit, far in excess of anticipations. The service extended to dealers has caused the large increase, so that the company now has more orders than it will be able to fill during the rest of the year. C. K. Bennett and T. H. Towell are about to start on a trip to the factory and the East, where they expect to spend a few days with the view of picking up Victrolas and records.

Three prominent members of the staff of the Eclipse Musical Co. are shown herewith: C. K. Bennett, E. B. Lyons, P. J. Towell, who entertained a "live" one, J. F. Quinn, from Philadelphia.

The Euclid Music Co. has just completed additions to two more handsome salesrooms. This makes a total of eight beautiful rooms. A. W. Witter, sales manager of the company, is beginning to reap the benefits of his strenuous efforts derived from his house-to-house canvassing during the summer. James G. Card, president of the company, is very optimistic concerning the winter prospects. October business was the largest the company has experienced during any month this year.

The Wade H. Poling Piano Co., successor to the W. F. Freerick Piano Co. in this city, reports a splendid month's business, the call being chiefly for high-priced Victor instruments. The organization specializes in "service," and every indication points to a brilliant future. Earl Poling, formerly of the McCreery Co., Pittsburgh, is manager of the department. Several unique window displays attracted much attention during the month. Geraldine Farrar visited the store during the week of her recital here, and was much pleased with the window display, which featured her and her records. Mr. Warrenraith spent an afternoon with Mr. Poling and enjoyed hearing the rendition of his own records. Mr. Ellis, of Boston, also called at the store.

The W. H. Buescher & Sons Co. had several unique window displays during the month which created interest among passers-by. The Bell Telephone Co., of this city, aided in a fine display of "Hello, Frisco." A series of telephones inside the store were connected in such a way that people listening could hear the record played in a rear booth.

The Victrola department of the William Taylor & Sons Co. has again expanded to such an extent that it is considered one of the biggest Victrola studios in the city.

The Fischer Piano Co.'s Pathé department has been adding new dealers and has featured in window displays during the month. H. L. Tinker, manager of the department, has returned to his duties after a long sickness.

The Columbia Graphophone Co. has again in-
increased its output by adding several live dealers. The University Book Store will look after the Columbia school business. The Conrad-Baish-Kroepke Co. has placed the Columbia in the Fifty-fifth and Wade Park stores. Mr. Madison, energetic manager of the company, reports that there has been over 100 per cent. increase over the same month last year. Grant Bernard has been appointed traveling representative of the company.

The same report of increased business for October is made by the Grafonola Co., retail Columbia dealer, through Manager C. A. Routh. The Phonograph Co., of this city, is continuing its recital policy and is meeting with splendid results. A wonderful demonstration was given in Gray's Armory here on the evening that W. J. Bryan lectured. The large mass of people were spellbound by the music from the Edison diamond disc phonograph, which was played, and Mr. Bryan, who has an Edison phonograph in his home, expressed delight over the music. Mr. Bloom, secretary of the Phonograph Co., says that business is exceptionally good and the "Edison Week" celebration was of great educational advantage.

The Talking Machine Dealers' Association of this city held its regular meeting in the Hotel Hollenden and voted unanimously to charge 6 per cent. on all Victrolas sold on and after November 1, and to get at least 10 per cent. down and 10 per cent. per month on all Victrolas sold.

Recent visitors in the city were: C. H. Yahrling, of Yahrling & Rayner, Youngstown; C. W. Sipe, Shelby; Mr. Hayward, of the C. A. House Co., Wheeling, W. Va.; Mr. Shoemaker, West Virginia representative of the Victor Co.; Mr. Burgess and family, of Oberlin; G. B. Dodge, of Jefferson, O.; D. W. Phillips, of the D. W. Letch Co., Massillon, O.; F. W. Troy, Kent; Mr. Wooster, of De Forrest & Son Co., Sharon, Pa., and Mr. Bartholomew, Ashtabula.

SAN FRANCISCO MEN ORGANIZE.

Talking Machine Dealers' Association Formed with P. H. Beck as President—Other Officers Elected to Combat Trade Evils.

(Special to The Talking Machine World.)

San Francisco, Calif., November 3.—There has been considerable agitation in the local trade for several months looking toward the organization of a talking machine dealers' association, which has finally resulted in the formation of such an organization. The dealers held a preliminary meeting on Wednesday, October 20, at which time a committee, composed of P. H. Beck, J. J. Black and F. B. Travers, was appointed to draw up a constitution, by-laws, etc., and to report the following week, Wednesday, October 27, at which time a committee, composed of P. H. Beck, J. J. Black and F. B. Travers, was appointed to draw up a constitution, by-laws, etc., and to report the following week, Wednesday, October 27.

The Sullivan Needle Co. has been organized in Reading, Pa., by John E. and William H. Sullivan and Walter J. and Charles H. Bagshaw, to deal in needles for sound reproducing machines. The concern has applied for a charter under the Pennsylvania law.

Fred Lehman, manager of Lehman's Music House, East St. Louis, Ill., which has been established in that city for over forty years, has secured the local agency for Victrolas and records.

DO YOUR PART IN SUPPORT OF PRICE MAINTENANCE. GET IN COMMUNICATION WITH YOUR CONGRESSMAN AND SHOW HIM WHY THE STEVENS BILL WILL BE A PROTECTION TO THE PUBLIC AS WELL AS TO LEGITIMATE INDUSTRIES. DO IT NOW!

EDWARD B. JORDAN & CO., Inc.
127-135 DEGRAY 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.

PROGRESSIVE BUSINESS MENS

always look to the end of reducing costs. America's leading manufacturers and dealers have found that one way to do this is by shipping their cabinet machines in

ATLAS 3-PLY VENEER PACKING CASES

The superiority of these Northern hardwood veneer cases with clear spruce cleats is beyond question. They carry the weight, save freight and give better protection. A card to our General Sales Office will bring detailed information to you.

NELSON & HALL COMPANY
MONTGOMERY CENTRE
VERMONT

New factory at Camden, New Jersey
How Cecil Fanning’s Visit to Columbus Was Taken Advantage of by the Columbia Department of the Dunn-Taft Co.

COLUMBUS, O., November 8.—The Columbia department at the Dunn-Taft Co.’s store is closing a splendid fall business, due in a measure to the fast growing popularity of Columbia Grafonolas and the many aggressive plans instituted by the store to secure business. Although the department has only been open since September 1, it has already built up a profitable clientele.

At frequent intervals Columbia artists are invited to visit the Dunn-Taft Co.’s store and spend some time in the Columbia department. This plan has worked out very successfully, aiding the sale of records materially. A recent visitor was Cecil Fanning, the well-known baritone, whose Columbia records are very popular and whose concert a visitor buys more of the latest records. He’ll be glad to accommodate you.”

Music Publisher Suggests That Professional Singers Get Proper Conception of His New Songs Through That Medium.

Leo Feist, of New York, one of the largest and most successful of the publishers of popular music, has created a new field for the talking machine in connection with his business by advising professional singers, through advertisements in the theatrical papers, to visit the local talking machine store when desiring to learn new songs from his list and hear the record of the number, thus getting the author’s conception of how the song really should be sung.

The music publisher’s idea is set forth as follows: “If you want to get the author’s conception as he would sing it if he were demonstrating it to you, go to the nearest talking machine store and simply ask to hear it.” Then put in your individual interpretation, which will be materially enhanced by having heard the author’s original idea.

“This great national idea of demonstrating ‘Feist songs’ was conceived by a certain celebrated performer whose salary runs in four figures.

“This is no doubt a great boon for professional singers. No matter how small the town, you can hear ‘Feist songs’ sung in the proper manner, proper rhythm and proper tempo. You get the beauty of a ballad and the real features of a novelty song as well as the unusual twists of a ragsie song.

“No matter where you go or where you are, there’s a demonstrator in your town. Hear ‘Feist songs’ sung with the author’s conception. Ask the man in the phonograph store to demonstrate it for you. He’ll be glad to accommodate you.”

It is very probable that the artist will desire more than casual demonstration of the record and in the majority of cases will buy. It will depend on the talking machine dealer or his clerk whether the visitor buys more of the latest records. In any event the publisher cannot lose, for the singer can learn to sing the song properly and thus make it more popular, and if he does buy the record the publisher gets two cents royalty from the record manufacturer. Not a half bad scheme.

EDWARD D. EASTON LEFT $700,000.

HACKENSACK, N. J., November 9.—The personal estate of the late Edward D. Easton, of Arcola, who died several months ago following a nervous breakdown, has been appraised at about $700,000, composed chiefly of holdings in the Columbia Graphophone Co., of which he was the founder and president.

SELLS OUT TALKER DEPARTMENT.

READING, PA., November 9.—W. S. Hollenback, the well-known piano and music dealer of this city, has sold his entire stock of Columbia graphophones and records to the Metropolitan Talking Machine Co., 727 Penn street, this city, who will continue his piano business as formerly.

INCORPORATED IN WASHINGTON.

WASHINGTON, D. C., November 9.—The W. J. Parker Co., of this city, was incorporated last week for the purpose of conducting a talking machine store in the Kenois building, Eleventh and G streets, N.W. The capital stock of the company is $1,000, and the incorporators include W. J. Parker, F. D. Hardesty and M. S. Hill.

HEINEMAN MOTORS

“The Motor of Quality”
BIG DEPARTMENT IN ST. PAUL.

Golden Rule Department Store Features Victor Line on Large Scale—Handsome Quarters—Talking Machine Recitals Resumed by Several Stores—Foster & Waldo Advertising Heavily—Other News of the Month.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., November 8.—It would do any talking machine man in the world good to visit the Victrola department of the Golden Rule Store, St. Paul, one of the big department stores of the Twin Cities. Having an area of more than 4,000 square feet, Manager J. L. Potahl has an almost unrivaled opportunity to display his machines. Ordinarily about 100 Victrolas are shown, and this just about completes the line.

The Victrola department, designed by an architect after visiting some of the more famous stores in the East, is worked out in silver gray oak with deep blue velvet carpets that set off the big machines with an elegance that is fetching. There are eight demonstration rooms, all of ample size and well lighted. The record room is to be enlarged to one of considerable dimensions.

Since the department was moved to the new portion of the Golden Rule Building Manager Potahl has made arrangements for fortnightly recitals, making use of the tearoom, with a seating capacity of 400 persons. The recitals attract large audiences.

Talking machine recitals also are given by the Talking Machine Co., Minneapolis, Archie Mathews, manager, and W. J. Dyer & Bro., have resumed their weekly phonola and Victrola recitals Friday evenings. Mr. Mathews has added Prince Lei Lani to his special staff of entertainers, and the popular Hawaiian singer, who appeared daily throughout November, made a distinct hit. Trade is reported as excellent by all the dealers, big and little, wholesale and retail.

Foster & Waldo, for more than a quarter of a century devoted exclusively to pianos, are now giving fully as much prominence to talking machines as to their old friends both on billboards and in the newspapers, where their ads are conspicuous.

Jay H. Wheeler, Northwestern manager for the Columbia Co., is confining his attention solely to the wholesale end of the business, which he reports to be flourishing, the general conditions being better this fall than a year ago.

Thomas A. Edison, returning to his home in the East from the Panama Exposition, stopped in Indianapolis, November 6, to visit the Edison Shop with Walter E. Kipp, proprietor and jobber for the Edison disc phonograph. Lavish praise for the new store was given by Mr. Edison. He was delighted to see his favorite invention in such beautiful quarters. Mr. Edison spent only a few hours with Mr. Kipp and then resumed his journey in his special car. At the urgent request of Mr. Edison, Mr. Kipp kept quiet about the great inventor's intention to make a brief stop in Indianapolis.

VICTOR CHRISTMAS LITERATURE.

Excellent Publicity for the Holiday Season

The Victor Talking Machine Co. sent out to its dealers this week a batch of special Christmas literature which comprises some of the finest and most artistic publicity material that has made its appearance in the talking machine trade for some time. The Victor Co. has for many years forwarded its representatives appropriate and timely Christmas literature, but this year's set is far ahead of any previous advertising helps in both contents and design. This publicity matter, which is intended for use in the dealer's store and window, comprises the following: Special hanger for Christmas records. poster outlining a Christmas suggestion, long streamer (window trim) lithographed in Christmas colors (red, green and gold), with the wording: "Will There Be a Victrola in Your Home This Christmas?" large wreath with wording: "There Should Be Music in Every Home on Christmas Morning," small wreath with trade-mark.

Every piece of this advertising matter is worthy of special mention as typifying the most advanced stages of the lithographer's art. The color schemes are artistic and pleasing, while the text matter is in harmony with the beauty of the illustrations. In fact, the 1915 Christmas literature is an excellent example of the high-grade work produced by the Victor Talking Machine Co.'s advertising department.

Accompanying these Christmas publicity helps was a special poster featuring the new edition of the "Victor Book of the Opera," one of the most popular publications ever issued in any trade. This new edition contains 508 pages, 700 illustrations and 110 stories of operas, and is one of the most valuable of books in an educational way.

“Pep in Cabinets” could be the name of the chapter devoted to this No. 1412 Udell. It is made by cabinet men for cabinet sellers, and possesses everything that good cabinets should have. “It is a Udell” from foot to top.

Choice of Vertical or Horizontal shelving. Made for Victrola IX or Columbia "Jewel" or "Favorite."

The Udell Works
1205 W. 28th St.
Indianapolis

Send for 6 of these cabinets for your holiday business.

Furnished in mahogany or quartered oak. Height, 31 in.; width, 18 1-2 in.; depth, 21 7-8 in. Holds 11 Victor albums.

The Udell Works
1205 W. 28th St.
Indianapolis

“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

The House of Victor Service Exclusively

563 Fifth Avenue, New York
The Knabe-Crystola

The World's Best Phonograph

A WONDERFUL PHONOGRAPH
built along absolutely new lines

SPECIAL AND EXCLUSIVE FEATURES

NO SOUNDING BOARDS
— but a Tone Chamber made of Moulded Crystal Glass, reflecting all the original quality.

NO CRUDE BEARINGS
— but a needle arm mounted in a ball bearing, allowing all the delicate tone waves to pass.

NO MORE SCRATCHING NOISE
— but playing ALL records with absolutely no change.

NO RECORD LIMIT

The dealers and critics who have seen and heard THE KNABE-CRYSTOLA are astounded at the result. Write quick.

The Knabe Bros. Co.
Cincinnati, Ohio
INAUGURATION OF GIGANTIC VOCALION CAMPAIGN.

Aeolian Company Makes Important Announcement Concerning Distribution of Its Phonographic Product—Territory Now Being Assigned to Vocalion Representatives—A Huge Publicity Campaign Planned—Some Special Features of This New Product Which Will Interest the Trade.

When a great producing house with world-wide ramifications adds a new product to its varied line it becomes a matter of great trade interest, and since the Aeolian Co. invited critical examination of the Aeolian-Vocalion members of the talking machine trade were naturally interested in the further moves made by this great organization.

The demand for this product in New York and in the Aeolian branches has been exceedingly large, and already some important business connections have been made outside of these channels of distribution.

The announcement is made in The World this issue that the Aeolian Co. is now assigning territory for Aeolian-Vocalion representation.

This new product is made in a variety of exquisite models, in regular styles, from $75 to the Style "M" at $600. Also a special feature of the new Aeolian business is the creation of Art Vocalions to match period furniture.

Special features of the new Aeolian-Vocalion are the sound box, the Graduola and the Symphonetic horn. These are original features which are well worthy of the closest investigation.

The sound box is designed and constructed on new scientific lines. The Graduola enables the player to obtain different graduations of tone. The Symphonetic horn is specially designed, of an entirely new character and new principles.

In addition to these special features there are others which add to Vocalion attractiveness. Some of the Aeolian-Vocalion designs are shown elsewhere in this publication and are worthy of close inspection. They are built upon aesthetic lines.

Whenever the Aeolian Co. maps out a program for a territory it becomes a matter of great trade interest, and the ramifications adds a new product to its varied line so that the advantages of a business connection with this product will be fully impressed upon dealers everywhere.

Already the publicity of this company has brought in numerous inquiries, showing the widespread interest in this product.

INTRODUCES NEW ELECTRIC MOTOR.

The Thorpe Motor May Be Operated Either by Dry Batteries or Ordinary House Current—Construction Much Simplified.

One of the recent interesting additions to the list of talking machine accessories is the new Thorpe electric motor, which is now being offered to the trade by Walter Thorpe, 29 West Thirty-fourth street, New York. One of the interesting features of this new motor, which is designed especially for talking machines by a man actively interested in the business, is that it may be operated on either two dry batteries or ordinary house current, whether direct or alternating, and without the numerous adjustments often found necessary in other motors to take care of changes in voltage.

Though designed primarily for the larger cabinet types of machines, the Thorpe motor occupies about the same space as the ordinary double spring motor and can be placed in the smaller types of machines if desired.

Another particularly interesting feature is that the motor has been so simplified that the cost of manufacture has been materially reduced, which makes it possible to offer it at a price comparable with spring motors of the better grades. The demonstrations of the motor have proved most interesting to those privileged to witness them.

VICTOR DEALERS VISIT NEW YORK.

Quite a number of out-of-town Victor distributors and dealers visited the local trade recently to place orders for prompt delivery with either the Victor factory or the jobbers. These callers found a marked shortage in several types of Victor machines, and their requests for "immediate" shipment of Victrolas could hardly be accommodated.

Among these visitors were Messrs. Cresscy & Fickert, of Cresscy & Allen, Victor distributors, Portland, Me.; J. G. Corley, Sr. and Jr., J. G. Corley Co., Richmond, Va., Victor distributor; Mr. Kneupfer, Kneupfer & Dimmock, Lawrence, Mass., Victor dealer; Julius Frank, A. D. Frank & Sons, Ogdenburg, N. Y., Victor dealers, and Mr. Scadden, Danville Music House, Danville, Va. All these of the Victor representatives spoke enthusiastically of the business outlook in their respective territories and the steadily increasing demand for the better class of machines.

INTRODUCE THREE NEW TYPES.

The Columbia Graphophone Co. announced this week three types of Grafonolas equipped with electric motors. These new electric machines are the Grafonolas De Luxe, Nonpareil and Mignonette, and they will retail at $390, $200 and $150, respectively, or $10 more than the selling price of the regular models. The Mignonette with electric motor is also furnished with the record ejector for $100. Sales Manager Bradt, in a letter to the trade, announcing these electric machines, stated that the company had been delayed in merchandising these types until tests of every conceivable condition and over a long period of time could justify the company having entire confidence in the product. The Grafonola electric will work on any kind of current.

NAKED Phonographs

There doesn’t happen to be any law about nudity in delivering talking machines. They can go out naked or clothed, but those who look for the satisfaction of customers and want the LEAST delivery expenses, usually clothe their different models of phonographs in

LANSING KHAKI Moving Covers

Lansing Covers are of the highest quality—heavily padded and quilted. They are made in two grades—with cotton interlining and with felt interlining. Lansing Covers guarantee bruiseless and scratchless cabinets; eliminating excess polishing charges and PAY FOR THEMSELVES during the FIRST month.

The size shown herein is for delivering small machines, costing $3.85 each, with cotton interlining (Grade E), and $5.60 with felt interlining (known as Grade A). Samples on receipt of price.

Made for All Sizes of Phonographs

Write for Booklet

E. H. Lansing, Mfr., 611 Washington St., BOSTON, MASS.
GENERAL TRADE INCREASE REPORTED IN ST. LOUIS.

Previous Records for Pre-Holiday Business Going by the Boards with Most Concerns—Stores and Departments Being Rearranged—Robert Hallahan Heads Local Vocalion Department—Successful Edison Tone Test Held by Silverstone—Other News.

(Special to The Talking Machine World)

St. Louis, Mo., November 8.—There is a strong suspicion that if the talking machine dealers of St. Louis would publish their sales statements their companies would become as popular as "war brides" on Wall Street, but with a much greater assurance of continued profits. That the business is better now will hesitate to say. All dealers are talking of increases over a year ago and the year before that. The Silverstone Music Co. has more than doubled previous records. Manager Noon, at the Stix, Bar & Fuller Dry Goods Co., says the totals run 400 per cent above previous efforts. Others do not quote figures, but they talk of unprecedented sales. Just now it appears to be a question of stock. The Columbia Co. admits a temporary shortage in some styles, but is assuring of a liberal supply within a few days. At Aeolian Hall the shortage of Aeolian-Vocalions is apparent, but relief has been promised within two weeks.

Late reports indicate that there are in the neighborhood of seventeen good talking machine dealers in St. Louis, about fifty of whom sell Columbias, thirty-five Victors and twelve Edison disc dealers, and several others who still carry cylinder machines. Several of the dealers handle second-hand machines. With this number of dealers, practically all of whom are bidding for the record trade, it is not surprising that this feature is one of widespread interest. The jobbing business in records for city delivery has become a large interspecialty. Practically all of whom are bidding for the record business, and several others who still carry cylinder machines.

The Artophone Co., of 454 North Boyle avenue, has had a large order for the Columbia line, is in Tennessee, headed for Arkansas, and is leaving a trail of new dealers along his route, due, of course, to the prosperity of the South at this time.

Richard Osell, formerly in the service of the Columbia warerooms here, has returned from Los Angeles to take his old place as floor salesman. Manager Ching, of Aeolian Hall, has announced the appointment of Robert Hallahan, of the sales staff, as manager of the Aeolian-Vocalion department, both wholesale and retail. This is the first step toward an aggressive selling campaign on a larger scale than has heretofore been attempted. The manager in charge of the talking machine department will be devoted entirely to record sales, and the second and third floors of Aeolian Hall will be converted into phonograph display rooms. A large outside sales staff will be organized. The recital was announced as a "tone test," and this consisted of Miss Spencer's singing with her own records in such a way as to confuse the audience as to whether she was singing or not. While the lights were on the audience watched her closely to determine, and the tight closing of her lips as some of the high notes were reached, again as they were past, and other demonstrations of that kind brought applause. But when the lights were put out during the last verse of "Silver Threads Among the Gold," and when they were turned on and it was found that the singer was gone, there were gaps of amazement.

The entire affair was very cleverly handled by Mr. Silverstone and his force. Mr. Silverstone made the address of welcome, and it was short and well put. C. H. Burgess, territorial supervisor, was master of ceremonies and scored a success in this role.

The next day there was a public reception at the Silverstone warerooms, and the 1,000 or more persons who had been shut out of the theatre were urged to come there and hear Miss Spencer sing. There was a constant throng all day at the store, and each caller was given a small "Life of Edison" in attractive book form. More than thirty Edison dealers were guests of the Silverstone Co. during the two days and at a luncheon at the Majestic Hotel. One of these dealers from an Illinois town 100 miles away brought with him a party of fourteen, several of whom were teachers in the music department of a State Normal School. They attended the recital and were delighted.

Mr. Silverstone has, since the recital, acknowledged the debt to the 1,000 people who were turned away in an advertisement in which he promises another similar recital as soon as an artist is available.

THE TALKING MACHINE WORLD.
An Important Statement to Music Dealers and other Progressive Merchants

The Aeolian Company is now assigning territory for the representation of the

**AEOLIAN-VOCALION**

The advantages of such representation are obvious. The marked musical superiority of this new phonograph is everywhere recognized. Its exclusive patented features make an instant and irresistible appeal. It offers a more complete line than any other phonograph, ranging from the very moderate priced style at $35 up to stock "Art" models, much finer than anything hitherto produced. It appeals, particularly in its higher priced models, to a very desirable clientele, heretofore more or less indifferent to the talking machine. And due to the Aeolian Policy of exclusive representation it assures the dealer *the full benefit of all the business in his territory*.

The advertisement on the two following pages is one of the series now appearing in national magazines of influence and large circulation. Effective newspaper publicity and impressive catalogs and other printed matter are being used to back-up the national campaign.

Judging from the extraordinary reception of this new phonograph by musicians and the public, it bids fair to repeat the notable success of The Aeolian Company's other famous product, The Pianola.

*Address the Aeolian-Vocalion Department*

**THE AEOLIAN COMPANY**

**AEOLIAN HALL**

**NEW YORK CITY**

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

A complete display of all models of the Aeolian-Vocalion may be seen at this office.
An Epochal Achievement in Phonograph Development

The Aeolian-Vocalion

This is the announcement of a new phonograph—a phonograph of such impressive capabilities that it virtually creates a musical instrument of a distinctive type.

The phonograph has become pre-eminently an instrument for reproducing music. This means that its most important function brings it into the realm of Art. And it is to the artist and the musician that we must look for its future development.

The Aeolian-Vocalion, the new phonograph, emphasizes this. The Aeolian Company, its creators, are the world’s master-builders in the field of Musical Art. The distinguished product of this great concern embraces the world’s most celebrated and artistic musical instruments.

Many and important are the exclusive features of the Aeolian-Vocalion. Here follows a brief summary of the three most notable of these.

The Sound Box

Designed and constructed on new and scientific lines which, for the first time, produce a sound box capable of doing full justice to the lower, richer musical tones, as well as the higher.

The Graduola

One of the most important inventions in connection with the phonograph. By the simple pressure of your hand it enables you to play the music yourself if you will, and vary it just as a musician varies in detail every performance. The Aeolian-Vocalion, of course, plays itself if you prefer. If you use the Graduola, however, it means no more getting "tired of records."

NOTE—Certain of the smaller models of the Aeolian-Vocalion are not equipped with the Graduola.

The Symphonetic Horn

A special composition horn of entirely new design based on the most advanced knowledge of acoustics. Patented and exclusive with the Aeolian-Vocalion and largely responsible for its incomparable beauty and distinctiveness of tone.

In addition to these vital and exclusive features, the Aeolian-Vocalion possesses many other advantages, including the simplest and most artistic phonograph cases yet produced and an entirely new Automatic Stop which, with two simple movements, starts the record and "sets" it to stop of itself.

On the opposite page there is conveyed—as well as can be done in words—another accomplishment of the Aeolian-Vocalion—the bringing out of hidden beauties from a record. The Aeolian Company invites all who own phonographs to hear their favorite records played on the Aeolian-Vocalion.

Only from such a personal experience can the real significance of this new and
epoch-making development of the Phonograph be fully realized.

**The Phonograph that calls forth Hidden Beauties from a Record**

Yes, it is true that the Aeolian-Vocalion voices new beauties from records—beauties you never knew they possessed!

Put a record in this Aeolian-Vocalion—this "tonal phonograph whose voice is Art." Let us take Liszt's Hungarian Rhapsody interpreted by many instruments. It will be a difficult test.

Soft, deep, profoundly mystic, the sombre traceries of tone wave forth. And as they unfold from the Aeolian-Vocalion you feel a strange solemnity. You recognize new, fresh-born, living qualities of tone. Now the bass tuba sounds—so low that you hear it phonographically reproduced for the first time.

Now the wistful flutes throat unmistakably their purities of clear wood-tone—that "woolly" quality before muffled by a phonograph. Never have you heard such delicate distinction between instrument and instrument upon a phonograph—never such subtle tonal tints. The long-dumb beauties in your records are finding utterance at last—through the Aeolian-Vocalion!

But there is yet even a stranger "miracle of sound." Under your simple pressure of the Gradiola device—an exclusive feature of the Aeolian-Vocalion—a remarkable effect occurs. To the exact proportion of your pressure the music softens. You find you are actually shading your music to your mood. You are literally pressing your feeling into it with the spontaneity with which you "hum an air." Notes, phrases, passages, melt at your will into softened, liquid ecstasies of sound. You are bringing unexpected color, inspiring variety into a record that you thought was "set!"

What is the secret of this modern "miracle of sound?"

Not one invention—many.

Thus the Symphonic Horn, whose use is to preserve even the subtlest character of instrumental tones, is but one characteristic of the Aeolian-Vocalion.

Its Sound Box, which helps to record so majestic a range of tone, is but one more.

The very Gradiola device itself which shades without smothering tone—which you play, but play only when you do not prefer the Vocalion to "play itself"—is but one more.

It is the whole of these units meeting in one great unit—the Aeolian-Vocalion—which has made the dumb tones of all records speak a new language of tonal beauty never voiced from record before.

The Aeolian-Vocalion is made in a variety of beautiful models. The prices of these are no higher than those of other phonographs of approximately the same general capacity. Also they are sold on exceedingly moderate terms, ranging as low as $5 a month.

The Aeolian-Vocalion is made exclusively by The Aeolian Company. It is at present on exhibition and sale only in certain cities. A complete description of this wonderful new phonograph—its styles, prices, etc.—together with information as to how and where it may be heard, will be sent to all who write.

**The Aeolian Company**

Aeolian Hall

New York

Copyright 1915, The Aeolian Co.
AEOLIAN-VOCALION MODELS

The Aeolian-Vocalion line comprises the most complete, comprehensive and attractive group of phonographs now in the field. In planning this line, The Aeolian Company had the advantage of a wide experience in retailing phonographs. As a result of this experience and this Company's unequalled equipment for producing fine case work, the merchant handling Aeolian-Vocalions is in a position to supply practically all the present different price demands and to attract to his store a new and very desirable clientele.

The regular stock models ranging from $35 to $375 are very much superior both in design, quality of veneer and finish to anything hitherto attempted in the phonograph. In addition, there are a variety of Art and Period models which appeal strongly to purchasers of means and good taste. Also, it is possible to secure from The Aeolian Company designs executed to order for particular clients.

THE AEOLIAN CO.
because he has set his stakes and does not want to how a customer will stick to a price limit, not so against you at the outset.

to elevate quality and to subordinate price before things that may be suggested is the advantage of the suggestions to take effect.

You cannot intimate that or let him see that you better than the customer what he wants or needs.

If you are going to know more than the customer, the indicating of a comfortable seat, and are busy and there is no one to wait on the cus-

tomer, the wait even a good thing for your sale.

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

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

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

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

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

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

Of all the things you can suggest by direct or indirect word or action, the greatest is probably service. Whenever you are able to cause a cus-
tomer to think your store is accommodating, or that you are a willing and painstaking salesman,
ORGANIZATION COUNTS

THESE MEN HEAD

THE BLACKMAN ORGANIZATION

Meet them and know them

FRED P. OLIVER,
Vice Pres't & Gen'l Mgr.

J. NEWCOMB BLACKMAN,
Pres't & Trea.

JOHN SPILLANE,
Ass't Sec'y.

JAMES F. ASHBY,
Ass't Trea.

J. N. LWCOMB BLACKMAN,
Pres't & Trea.

FRANK ROBERTS,
Sec'y.

YOU CAN DEPEND on the BLACKMAN ORGANIZATION. Each officer is a SPECIALIST in his department. Harmonious cooperation is the BLACKMAN employe's KEYNOTE. BLACKMAN SERVICE means DEPENDABILITY. “SATISFACTION MEANS BLACKMAN SERVICE”

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
“EXCLUSIVE VICTOR DISTRIBUTORS”
The practical study of languages through the medium of talking machine records has long been an accomplished fact, and the value of such study is thoroughly appreciated. The latest development in the art of instruction, however, through the medium of talking machine records is set forth in the Herman Klein Phono Vocal Method, which has for some time been put into successful practice by a concern that has developed language teaching.

Under the Herman Klein Phono Vocal Method as put forth by the Music Phone Method, with headquarters at 5 West Forty-fifth street, New York, the student is supplied with ten double disc records, representing twenty lessons in all, and also with a large, carefully edited and detailed book of instruction. The records carry the student from the primary scales to elaborate exercises gradually and in a manner which he can understand. The records are made by accomplished vocalists and the system used is that of Manuel Garcia. The system has been introduced in the talking machine trade through various dealers with complete success and is now planned to increase the distribution of the method through the retail talking machine trade in general.

The rec-ords are made by accomplished vocalists and the system used is that of Manuel Garcia.

It has been the experience of those who have used the course that the student of a certain particular method used is that of Manuel Garcia.

The system has been introduced in the talking machine trade through various dealers with complete success and is now planned to increase the distribution of the method through the retail talking machine trade in general.

VOCABULARY 

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The system has been introduced in the talking machine trade through various dealers with complete success and is now planned to increase the distribution of the method through the retail talking machine trade in general.

IT PAYS TO READ THE WORLD.

How a Victor Dealer in New Jersey Closed a Deal for Talking Machines in Acquackanock Township.

That it pays the live-wire talking machine dealer to carefully read the columns of The Talking Machine World is evidenced by the following incident: In the September issue of The Talking Machine World, on page 21, there appeared the following item:

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

Immediately upon reading this item one of the hustling young representatives of a local Victor distributor called the attention of Quackenbush & Co., Paterson, N. J., Victor dealers, to the possible sale, as Acquackanock is a suburb of Paterson. Quackenbush & Co. started things moving in a hurry, and through the closing of an advantageous deal with the distributor secured ten old style Victor school machines, which they sold to every school in the township. Messrs. Bauchridge and Mintourn, manager and assistant manager, respectively, of the Quackenbush Victor department, closed the deal after a goodly quantity of hard work.

CRESCENT SALES CO. FORMED.

Will Look After Distribution of Crescent Machines and Records in New England.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 10.—To make the Crescent machine and records known in New England, a company has been organized to be known as the Crescent Sales Co. Through its sales man-ager, Frank R. Witman, this concern will have complete charge of the Crescent wholesale business in New England, and will also maintain a retail salesroom in Providence.

A big advertising campaign is planned, and Manager Witman says he looks for a phenomenal fall trade. He reports inquiries from all over the country as a result of last month's announcement in The Talking Machine World.

INCORPORATIONS IN DELAWARE.

Among the recent incorporations under the laws of Delaware were those of the Wilkes Manufacturing Co., manufacturer of talking machines and mechanical goods and specialties, with capital stock of $50,000, and the Triton Sales Co., manufacturer of phonographs or talking machines and records, with capital stock of $50,000.

CREDITORS TO HOLD MEETING.

The first meeting of the creditors of the Houston Phonograph Co., Houston, Tex., bankrupt, will be held in the office of the trustee in bankruptcy in the Carter Building, in that city, on November 16.

SMALL SIZE VICTOR CATALOG.

The Victor Co. has just issued a Victor catalog, pocket size, which is attractively printed and produced and in which the small types of Victrolas, as well as the large types, are presented in separate sections, thus at once catching the eye for com-parison. Dealers will find this catalog most convenient in developing prospects and business generally.

DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.
There is a big demand for Columbia product in your territory—that's a certainty. We are giving an unequalled line of product, and every dealer doing business under the sign of the "Twin Notes" knows it.

NEW HEINEMAN CATALOG.

Interesting Information and Illustrations Bearing on Motors and Other Talking Machine Supplies—Mr. Heineman Reports Excellent Business with Entire Line.

Otto Heineman, 43 Broadway, New York, has just issued a new and complete catalog of Heineman motors and other talking machine supplies, which is well worth the careful consideration of all members of the trade for its completeness and numerous distinctive features. This catalog was in course of preparation for some time, Mr. Heineman determining to compile a book which would be of practical information to the trade.

The new publication lists every motor in the Heineman line, and in addition illustrates and numbers every individual part entering into the manufacture of these motors. The catalog is certain to prove of value to both manufacturers and dealers, as it will enable them to secure any parts, small or large, with maximum convenience and promptness.

The catalog is well printed, and the descriptions of the various types of motors contain all the necessary information as to construction and capabilities.

Mr. Heineman reports a phenomenal increase in all departments of his business which is far greater than he had ever anticipated. New accounts are being established daily, and the Heineman motor is giving every satisfaction under the most exacting conditions. Mr. Heineman's general knowledge of the talking machine industry has been a most important factor in the success and prestige which his products have achieved.

TAKING CARE OF RECORD ORDERS.

Stocks Now in Excellent Shape, Says R. H. Morris, Head of the American Talking Machine Co.—Minimizing Machine Shortage.

R. H. Morris, head of the American Talking Machine Co., the well-known Victor distributor at 368 Livingston street, Brooklyn, N. Y., expresses himself as being thoroughly satisfied with the present trend of business, although naturally he is somewhat uncertain as to the effect of machine shortage which already is said to exist in some sections of the country.

"Although the shipments of machines during the present year have increased in number over those of last year," said Mr. Morris, "the demand from the trade for certain popular styles has increased in even greater proportions. For the most part, however, our dealers have been able to place their orders early and have thus minimized the effect of the shortage on certain types of machines that will be evidenced from now until after the holidays. In the matter of Victor records the trade is particularly fortunate at this time. Our stocks of records are in better shape than they have been for a long time past, and it is no unusual thing to fill close to 100 per cent. of record orders, which to the man engaged with the game speaks for itself."

The American Talking Machine Co. covers the trade throughout Long Island very thoroughly and finds that the motor delivery service installed during the summer is proving a great convenience.

The enormous popularity of the Triton No. 1 came not alone from its surprising Tone and Compactness—but also because of its simplicity and Ready Portability—as a Companion in the Camp—on the Boat—on Auto Trips—and in Dancing Visits to friends who were without music. But we have had so many requests for a more Pretentious Phonograph for permanent location in the home—that—we have produced the Triton No. 2.

RETAILS FOR $15.

It is equipped with the Celebrated Triton Motor—and the Famous Triton Sound Producer—together with our new departure in arranging the Sound Chamber. Housed in a substantial Cabinet—finished in either oak or mahogany—not treated as so many cabinets are—to just a coating of coach varnish—but each cabinet is Hand Polished and Hand Rubbed—making a finish fit to associate with the best furnishings.

We have so arranged our Sound Chamber that the most Accurate Reproductions of the Artists' rendering are given to the record being played. The Pleasing Simplicity of the Cabinet is accentuated by the Soft-Smooth effect of the finish. Together with this is accompanied the Strong Guarantee of all Triton Productions.

The Retail Price—$15.00—has been made to conform with the Popular Demand. Sample machine sent for $7.50.

TRITON PHONOGRAPH CO. 41 Union Square NEW YORK
Talking Machine Toys

For Your

Christmas Trade

Dancing Darkies and Boxing Coons

Cash in on the big Holiday Demand for toys with life. RAGTIME RASTUS earns his board by making good profits. He performs on Victor or Columbia Machines and his "Pep" attracts attention that is reflected in the cash register.

Now is the holiday season when RASTUS and the BOXING DARKIES work overtime and when everyone is buying novelties for Xmas presents. RASTUS retails at $1.00, the BOXING DARKIES at $1.25 and the COMBINATION RASTUS and BOXING DARKIES at $1.50.

The Boxing Darkies

RAGTIME RASTUS does one hundred different steps, dances to the music and goes well with any clog, jig, or fast record.

RASTUS delights children and his funny steps and antics make grown people shout with laughter. It is impossible to describe the funny dances, shuffles and clogs; RASTUS does; sometimes both feet clogging on the platform, then a ballet step, and then back to the darky style with a jump, feet clogging and arms waving in the air.

These toys in no way mar the machine, do not injure the record or slow up machine, and can be put on or taken off in five seconds.

Ragtime Rastus is hand-painted in four colors. These specialties cost less than many single records and give more fun than a dozen funny records.

These little black boxers execute all the blows, swings, shifts, counters and side steps known—and then some new ones. Put on a good lively tune and these little figures box away in good earnest and with wonderful speed and accuracy. People who have seen this novelty in our factory all wanted to buy one as soon as we put them out.

We offer this novelty for immediate shipment.

Every dealer who has seen these specialties demonstrated has ordered for holiday trade.

To the trade RAGTIME RASTUS $8 doz.—the BOXERS $10 doz.—COMBINATION RAGTIME RASTUS and BOXERS $12 doz. F. O. B. Boston 2½ ten days, 30 days net.

We have no salesmen, do all our business by mail and suggest you order a dozen assorted or a sample for a start—see sample coupon below. Prompt shipment for the Holiday Trade.

From a dealer in Oregon: "Send one dozen boxers; have taken several orders from the sample. A great novelty."

These are samples of letters received from dealers who have started handling our specialties, and from cities and towns where no dealer is displaying them we are getting money for retail orders from people who have seen this toy elsewhere.

Everyone who has seen the BOXING DARKIES is buying.

National Toy Co.
Manufacturer of Toys and Specialties
30 Federal St., BOSTON, MASS., U. S. A.
The closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia instruments. It is the rare exception for Columbia product to lose out in competitive sale.

BAMBERGER DEPARTMENT MEETING WITH SUCCESS.

L. Bamberger & Co., Newark, N. J., whose department store is one of the most popular and successful in the metropolitan district, are enthusiastic advocates of the merchandising of talking machine products along high-grade lines. The store's success with its "talker" division has been due in a considerable measure to its up-to-date policies and methods, combined with the signal ability of its "talker" division has been due in a considerable measure to its up-to-date policies and methods, combined with the signal ability of its talking machine buyer, S. Semels.

Mr. Semels has been connected with the talking-machine industry for a number of years, and is constantly introducing new plans and thoughts to develop and build up a profitable clientele. He has surrounded himself with a corps of well-trained salesmen, whose schooling has resulted in the closing of steadily increasing sales totals. Mr. Semels but recently added to his sales force F. N. Palmatier, well known in the Newark talking machine field, who will occupy the post of assistant buyer.

The Bamberger talking machine department handles the Victor, Columbia and Edison lines. There are eighteen demonstration rooms in the department.

Columbia Graphophone Company
Woolworth Building, New York

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We Are Right After You!

SEND US the S. O. S. signal when your regular jobber "falls down" on an order and see how quickly we'll come to your assistance! We've the biggest stock of Victor merchandise and Records in the West! Shoot an order at us any time you will—we'll come right back at you with the goods!

St. Louis is near enough to be a logical market for you. Express, Parcel Post and Fast Freight service make it possible for us to ship your order without a moment's delay!

We're after your business—and we'll take such good care of a trial order that you'll be more than willing to send us others!

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary
Quick Action!

THAT'S what you expect when you send an order to your jobber. Do you get it? If not, it's your own fault! You should send such orders to Koerber-Brenner Co., of St. Louis, where quick action is as much a part of the shipping process as the careful packing! We've built an enviable reputation as the quickest shippers of Victor goods in America, and we're going to hold that reputation if we have to double our shipping force to do it!

We're not retailers—we're jobbers exclusively and we handle nothing but Victor goods! All our energies, all our time, all our brains, all our efforts have but one object—to serve our customers so satisfactorily that we'll never lose them.

Can you afford to put up with just ordinary service when the best there is won't cost you a penny more? St. Louis isn't far from you and our stock of Records, etc., is the largest in the West.

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary
THE FOUR ESSENTIAL FACTORS IN SALES SUCCESS

Are the Store, the Salesman, the Window and the Follow-up—These Important Factors Argued for the Benefit of the Trade by Hayward Cleveland, a Manager and Salesman of Long Experience—Suggestions of Value to the Retail Dealer.

Discusing the four factors in sales success—the store, the salesman, the window and the follow-up—Hayward Cleveland, the well-known manager of New York, takes up the matter of salesmanship in a recent issue of the Columbia Record and expresses his fullest faith in them.

After your store has been selected in line with advice in our first article, you now come to a question on the successful solution of which will largely depend your prosperity.

Certain qualities all salesmen should have—will we confine ourselves to telling the essential attributes. Choose your men with these ideas in mind:

- Permanence
  - Look for a salesman’s personality as shown in his address, speech, apparel, cleanliness, politeness. Your salesman must be fair—fair to the customer, seeing that he receives good value; fair to the house, guarding against profitless deals and unwise risks; fair to competition, praising where he can, condemning where he can.

- The real salesman is a student. He studies his goods and those of the opposition, trade journals, catalogues and above all his customer, his needs and price limits. The dullest trade hour should be the liveliest instructively. The knowledge thus acquired makes the ultimate difference between the $25 and the $12 clerk.

- Machine Selling.
  - The prospective customer should be met in the fore part of the store, greeted cordially and courteously as to his wishes. Sometimes a machine catalogue is asked for and the inquiry seems to be most casual. The salesman gets busy. He should grasp the slightest chance of selling opportunities—chances for sales of machines or records, or making exchange sales. Then let every letter, every package, convey a selling message in some form and you will have a selling organization that will simply command success.

TO MAKE COMBINATION INSTRUMENT.

H. Herman, prominent in the automatic piano trade, and H. Haaschult, a well-known piano man of San Francisco, Cal., have formed a new concern to be known as the Vandco Co., of which Mr. Herman will be general manager. The company has opened offices and showrooms at 54 West Forty-fifth street, New York, and will market three models of a cabinet player attachable to any upright or grand piano. These models will be designated as the Varola and will embody a combination player action and talking machine.

MANUFACTURERS CAN FIX PRICE.

Appeal Decision Finds No Monopoly in Restriction by Producer Against Cut Rates.

The United States Circuit Court of Appeals decided November 10, that nothing in the Sherman law or the Clayton act prevents a manufacturer from refusing to sell a retailer who reduces prices of the goods. The decision was on a suit by the Great Atlantic and Pacific Tea Co. to compel the Cream of Wheat Co. to sell its product to it and to enjoin the defendant from requesting the trade not to sell the product to the plaintiff.

Judge Lacombe, who wrote the opinion, which was concurred in by Judges Coxe and Rogers, said: “We have not reached the stage where a selection of a trader’s customers is made for him by the Government.”

Judge Lacombe, dismissing the Sherman law allegations, says the defendant was not a monopoly and had a right to make a rule for its own business that it would in future sell only to wholesalers.

INCORPORATED.

The Paroquette Record Manufacturing Co. has been incorporated by the Secretary of State at Albany, N. Y., to engage in the manufacture of talking machines and records. The capital is given as $200,000, and the incorporators are James A. Clancy, Frank J. and Arthur P. O’Brien.

The Lynn Phonograph Co., Hackensack, N. J., has been incorporated with capital stock of $25,000.

Alfred Tilghman, who handles the Victor talking machines and Edison Amberolas in Smyrna, Del., has also taken the agency for the Edison diamond disc phonograph.

Your Profit on a Record
is 25c. up to $3.45 Each
Locating this Record Is Finding Money
The Ogden Filing System is Guaranteed to be the Best and sold by YOUR JOBBER

VICTOR JOBBERS.


EDISON JOBBERS.


No. 5 Capacity 1,000 Records. Models:

Nor. 1 and 2 .... $10.00 No. 6. ....... 9.50 Four of these units hold 6,000 Records. High Grade Cabinet Work. Glass Doors and Locks. Matches your fixtures. Adds dignity to your business.

Place order to-day with your jobber for immediate shipment for as many sections as your stock requires. Each section holds 300 Victor, Columbia or Pathé, 130 Edison Records. Manufactured by J. B. OGDEN & CO.

Lynchburg, Va.
Dealers, with very few exceptions, are all acquainted with the selling force of Salter Cabinets when shown in conjunction with Victor and Columbia machines.

They know that Salter Cabinets are worthy of the very best machines for in design, construction and finish they represent all that can be produced from patient work, painstaking attention to details and the very best materials obtainable.

No. 19 Felt-Lined Salter Cabinet.
Built-up top to form a unit with new Victrola IX. Holds 92 records. Made in any finish of wood to match machines.

Salter dealers are now making it a point to have a big stock of Salter goods on their floor.

The wise dealer knows that Salter Cabinets are always a good investment and that as an aid to sales nothing can be better.

NOW is the time to order. Don't delay any more! Xmas is coming quickly. Be prepared!

Catalogs for all lines.

Salter Mfg. Co.
337-39 N. Oakley Blvd.
Chicago
"TALKER" SALESMAN IN EMBRYO.


There is the making of a wonderful talking machine salesman in a youngster down in Baltimore, Md., regarding whom a letter was sent to the New York Sun the other day. It is well worth reading, as the youngster referred to is well worth watching. The letter follows:

"A few days ago I saw a small boy of three who seemed to be possessed of a very exceptional or singular talent or power. The father of the child is Eng-

lish and would easily measure up to the standard of the smart, up-to-date business man. The mother is American, possesses a considerable amount of social culture, is vivacious in tempera-

ment and possesses the gifts of wit and repartee.

"The child in question is perfectly healthy and has been healthy since his birth. Apart from the curious power or ability about to be described, he is seemingly not other-

wise precocious or abnormal. He exhibits nothing else in the present stage of his physical or mental development that would mark him off or distin-

guish him from the average child, except perhaps that music has strong attraction for him. "The curious power of which I speak is an object of lively interest to me, and several others, is:

"He has not learned letters. Indeed he cannot even articulate, or pronounce words distinctly or even articulate, or pronounce trisyllabic words as most children are wont to do when emerging from infancy. Yet, by some strange power or ability that will doubtless seem to some incredible, he can take a collection of Edison's phonograph records and read off, or give out, the names of them in rapid succession. He can make known the names as rapidly as a grownup person could, the only dif-

ference being that he often mispronounces the consonant sounds in words that contain more than two syllables; having a pronounced tendency to give the shillant letters a hoving sound.

"What is more, he can read off the titles of phonograph records rapidly and correctly even when the names of the records are held toward his face upside down.

"Indeed, I saw him do something still more remark-

able: I and a friend, who stood at the rear of him while he was manipulating the phonograph on the floor, took out one of a collection of rec-

ords that the child possesses. Without looking at it, told us its name before he put it on the revolving disc. Of a collection of thirty-two rec-

ords that his mother held in her lap he gave us the names, as rapidly and exactly as if he were a single miss as any grownup person could do, ex-

cepting that he mispronounced the larger words, such as 'Mississippi,' as would be natural in un-

developed articulating powers. A few minutes be-

fore he accomplished the same feat with a dozen records.

"He can go to a table where there is a large pile of records and pick out the one he is asked to bring. No matter how the records may be shuffled up he will tell correctly the one he is asked to name. Before reading the name of the record, or doing what looks like reading it, he has to take it in his hand and look at it; sometimes insisting on having more light. In most cases a glance is suffi-
cient for his purpose.

"The youngster has been developing this curious ability for the past six months. He may be coached but he cannot be bullied into exercising this singular faculty. He has a determined and positive spirit and when the mood or impulse catches him he will re-

fuse point blank, father, mother and everybody else, to exercise his gift for the entertainment of others. A few months after, all his opposition has vanished, and he will do as requested, allured by some pretty present. He seems to possess the same power in regard to reading off the names of sheet music.

"The accuracy and correctness of the facts set forth above are attested and vouched for by a num-

ber of competent witnesses, who have observed the boy's efforts.

"If you, therefore, or any of the cultured read-

ers of the Sun, who may be posted in experimental psychology or in the field of phonographic research, will offer a satisfactory explanation of the curious faculty displayed by the child, I will consider myself greatly beholden, as repeated efforts on my part have failed to exorcize any solution that I could regard as a satisfactory theory."

HONOR FOR DR. HUTCHINSON.

Dr. Miller Reese Hutchison, chief engineer of the recording department of Thomas A. Edison, Inc., Orange, N. J., was appointed this week to mem-

bership on the Naval Advisory Board. Mr. Edison is chairman of this board.

New Construction Methods Make

The ARIONOLA

The Greatest of All Low Priced Phonographs

Dealers who handle the Ar-

onola are doing a tremendous business. The public recog-
nizes the superior qualities of the Arionola.

APPEARANCE—The dark mahogany fin-
fine and stained wood has an air of qual-

ty and refinement to any room.

MOTOR—is strong and noiseless. It is capable of playing two 12-inch records with-

out rewinding.

PRICE—It is the supreme musical instru-

ment at the moderate price of $15—giving perfect music within the reach of all.

THE TALKING MACHINE WORLD.
To every talking machine manufacturer,

Here is the Columbia message to the millions of readers of this week’s Saturday Evening Post.

The particular and immediate mission of this message is to double the sales of every Columbia dealer between now and the holidays. You know Columbia advertising has developed the habit of doing what it is intended to do.

If you do not carry Columbia product here is one more additional memorandum of your need of Columbia alongside your other lines and of our willingness to take hold with you. This is no time to sit on the fence. There’s a much better view inside.

Columbia Graphophone
Woolworth Building
A Columbia Grafonola this Christmas!
Yes—but see your dealer early!

DOES it seem rather early to attend to that one most important gift? About three weeks from now it will be very difficult for your dealer to supply you with your Columbia Grafonola.

May we suggest that you will have cause to congratulate yourself if you call at once upon the Columbia dealer nearest to you? He will give you every facility in selecting your instrument, and will play as many records for you as you care to hear, to assist you in selecting your first outfit of records. He will give you a receipt for your payment of the purchase price or for your first deposit, set your Grafonola aside, and deliver it Christmas morning or the night before, or at any time earlier, as you instruct him.

WHETHER you intend to invest a modest fifteen dollars, or to secure the finest instrument that can be produced, here you have the one best gift, the one ideal gift for all the family for all the year around.

You are wise in insisting on a Columbia Grafonola. Some of the proof of that is visible—like its tone-control" leaves" at the front of the cabinet, constructed and operating similarly to the tone-control of the great pipe-organs. Most convincing of all is the proof that is invisible—but no less recognizable and unmistakable—its rich, round, open brilliancy of tone.

This is an important purchase. Your Grafonola is to be the center of the amusement activities of your home for years.

We urge you to see your dealer early.
Upon a buoyant morning in October—a morning when the air, charged heavily with the intoxicating elixir of strenuous existence, makes one glad to be alive—a handsome young man garbed a la fashion plate charges gayly down the main street of Blanktown, grips the hand of the traffic cop on the corner, bows gracefully to a ravishing young woman in a passing electric town car and disappears from public view beyond the portals of number twenty-three. The traffic cop grins; the ravishing young woman smiles, they simultaneously recognizing the symptoms attending their friend's gay charge—the star salesman of the house of John Jones, Inc., revels in the delight of a newly born idea.

Let us accompany the vivacious one into the august presence of the great John Jones, for I rather imagine we shall find the interview not only interesting, but profitable.

"Busy, boss?" inquires the star salesman sympathetically, placing his hand new Stebson upon the desk and reaching for the cigars.

"Always busy, son. Anything special on your mind this fine morning?"

"Yep! Just thought of something new. In fact, it came to me at breakfast and it seemed so good that I left my second cup of coffee untouched to accept it."—tapping the Gazette with his index finger—"contains the names of thirty-five happy couples who are by this time safely launched upon the bright blue sea of matrimony. As this column appears daily with approximately the same number of names, it means that 490 people every week, 2,100 people every month and 25,900 people every year are getting hitched in double harness for the long drive along life's highway. Now, boss, that's some matrimony for a burg the size of Blanktown, and every one of these newlyweds should be invited down to the acoustically perfect auditorium of the Elite Talker Shop and made to understand that a talking machine is the only real musical instrument that will render an obligato to love's young dream, etc.; you know what I mean. It is only natural that, for a time at least, during the first calm stages of the matrimonial journey a musical accompaniment is not only a great addition, but a necessity. In other words, every newly married couple should have a talker, and as we are the firm who can give them what they want when they want it I suggest that beginning with the present moment we use the space upon every edition of the Gazette, filing the marriage license column as a list of prospective customers.

"I also think it would be a good stunt, boss, to write a personal note in a cordial vein, explaining in concise terms how great an instrument the talking machine is, why it is particularly adapted to their newly acquired position in life and ending by extending to them a cordial invitation to present at a concert upon a certain date. The matter of the date is an important item, because if you simply issue the invitation in a general way, without setting a definite time, the chances of an acceptance will be reduced to a minimum. It is the date that is marked off in the diary rather than the event itself that will impress the recipient. "Every married couple get a certain percentage of their wedding gifts in the form of the coin of the realm, and I feel that it is our duty to make a fair exchange with them to our mutual advantage. I don't know whether or not you realize it, but under the existing conditions most of that foresaid coin goes into milady's silk stocking as a nucleus for a piano fund. When we can show her that a talking machine has a piano beaten forty ways at a small fraction of the cost, if she is a sensible person—and she is or she wouldn't have married—she will lose no time in acquiring an 'ola of whatever design and price best suits her taste and pocketbook.'"

John Jones is much pleased with this latest idea of his star salesman—so much so that he congratulates him in a fatherly manner and, as it usually the case at the conclusion of such an interview, invites him to "go to it." Filled with the satisfaction that a good deed well done brings to one, the young fellow quietly seizes himself from the office with "private" on the door and saunters over to the daintily appointed desk where pretty Miss Keys, the stenographer, reigns supreme. He lays the marriage license column before her and, briefly explaining the situation, asks her to take this circular letter: 

"Dear Friends—Now that the wedding bells have ceased their joyful pealing, the honeymoon over and the young couple should have a talker, and as we are married-she will lose no time in acquiring an 'ola of whatever design and price best suits her taste and pocketbook.'"

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order that you may realize for yourself just what you are missing by not having a talking machine in your music room.

"Wishing you every happiness through life and hoping to see you on the evening of the 8th, we are, cordially yours,

John Jones, Inc.,
The Elite Talker Shop, 23 Broad St., Blanktown, N. Y.

"Pray tell me, pretty maid," pleads the star salesman softly as he finishes dictating, "what you think of my new idea."

Kitty Keys blushes, thrusts her pencil somewhere among the golden tendrils of her wonderful hair, shows her milk-white teeth in a glorious smile, and answers: "It is splendid, Billy!"

"I rather like it myself, little girl," replies the star salesman with a grin. "The boss was impressed, too," he adds meaningly. "About a couple more ideas, Kitty Keys, and it will be us for the marriage license column and a talking machine. Get me?"

"I get you, Billy dear, and you get those ideas, I want that talking machine."

"How about me?"

"I want you, too, stupid, but move on while I type those newlyweds letters; you're obstructing traffic."

The star salesman beats a dignified retreat to the accompaniment of staccato notes upon the Remington.

The best of my knowledge and belief, the marriage license column has never been utilized by talking machine men as a trade stimulant prior to the time it was introduced to the notice of John Jones by his star salesman, and I think you will agree with me, after reading my account of that episode, Mr. Dealer, that this is well worth a tryout. Here's hoping that it brings you a horde of new and profitable patrons.

HOWARD TAYLOR MIDDLETON.

ENJOYABLE COLUMBIA REUNION.

Annual Dinner and Dance of the Employees of the Columbia Co. Took Place Friday Night.

The second annual dinner and dance given by the Columbia Graphophone Co. to its employees of its executive offices in the Woolworth Building, New York, took place Friday evening, November 12, as this issue of The World went to press. The Hotel Bossert, Brooklyn, N. Y., one of the most exclusive hostelries in Greater New York, had been chosen by the committee in charge of the dance as the most suitable place in which to stage the event, and as practically all of the Columbia Co.'s officials and heads of departments stated their intention of being present, there is every indication of the dance being a huge success.

The piano and talking machine department of the Atlantic Piano and Organ Store, Lewiston, Me., has been moved from an upper floor to the main floor of the company's building, where two sound-proof booths have been provided for demonstrations.

"TALKER" AIDS VIOLIN STUDENTS.


I believe that many violin students underestimate the value of the phonograph in violin study, says John A. Harrington in The Violinist. There are many students who are in the country or small towns, and are unable to employ a good teacher or hear good violinists. For such cases the phonograph is a great help.

There are many who are studying the violin who never heard an artist play, and who have no idea what can be done by masters of the instrument.

The average student is able to buy a small phonograph and a few records such as are suited to his needs. Simple pieces should be used at first, and as the student gains in skill, the difficulty of the pieces to be learned should be increased.

The average violin student who has never heard a master player does not know what kind of a tone to try to produce. The proper way to execute many of the technical parts of violin work, such as trills, arpeggios and pizzicatos are plainly seen in listening to the records of the present day artists. By looking at the notes of the piece being played by the phonograph the student is enabled to see how the hand is shifted from one position to another by that easy motion which is the mark of a good player.

This the student tries to imitate with some success.

Many are uncertain as to the speed and use of that art in itself, the vibrato. Here the student, by careful observation, sees when it is used, and how the speed varies with the kind of passage being played. The student soon has several solos that he can play, and play with the assurance that he is playing best correctly.

Many times a student has trouble in giving the proper accent or giving good expression to a piece; but by hearing a master-player play it a few times he is able to go ahead and study it with good effect.

For the price of a seat in a hall, where an artist is to play, a record by the same artist, or one as good, can be bought.

The record may be played as often as the student likes.

When the student is weary with the day's work, he may sit and listen to the world's great artists. He may rest and learn at the same time.

Many who attend concerts do not understand the selections that are played. Had they heard these same selections played on the phonograph they would enjoy the concert much more.

It seems as if correspondence schools for the violin would do well to use the phonograph in connection with their lessons.

They say that students do not wish to bear the added expense of the phonograph, but it seems as if some earnest students would be glad to do so.

I was much interested in an article by Mr. Powell, setting forth the advantages of the phonograph for violin students, and I agree with her in thinking that the time will come when the standard exercises for the violin will be on records, for students' use.

When I began the study of the violin I was unable to employ a teacher steadily. I used the phonograph with great success, and I would advise students so situated to try the phonograph, as I am sure they will receive much benefit from it.

The Feagler Furniture Co., Cordelle, Ga., has opened a large Victrola department.

SECURE ST. LOUIS TERRITORY.

(Over to The Talking Machine World.)

CHICAGO, ILL., November 11.—R. H. Gordon, formerly of the Pathé Pathephone Shop of Chicago, has completed arrangements whereby he and other associates have secured exclusive Pathé jobbing rights in St. Louis and surrounding territory. Offices will be opened in the near future.

OPEN OFFICE IN CHICAGO.

(Over to The Talking Machine World.)

CHICAGO, ILL., November 10.—F. Steinberger, Western representative of the Triumph Record Co., has opened offices at 9 South Clinton street, where he has placed on display a full line of the new Triumph records, which are of the hill-and-dale-cut variety, double-sided, and priced to retail at twenty-five cents each.

Fred Lehman, manager of Lehman's music store, East St. Louis, Ill., has arranged to handle Victrolas and records in that town.

The Wagon Cabinet

One of the best sellers with the small type machines. It gives you the advantage of taking both machine and records from room to room wherever and whenever the occasion requires.

Particularly Suitable for Schools.

Your Stock is Not Complete Without It.

Order a Sample Today and You Will Duplicate Many Times.

Get Our Catalog for the Asking.

Yours for "The Very Best."

Schloss Brothers

637-645 West 55th St., New York

Phone, Columbus 7047

(Special To The Talking Machine World.)

SCHENECTADY, N. Y., November 7.—The Wallace Co., of this city, which controls one of the most successful department stores in this part of the State, is one of the latest additions to the ranks of Victor representatives, having opened an exclusive Victor department two months ago. Manager Stearns, of this store, has been an enthusiastic admirer of the Victor products for several years, and is personally directing the interests of the new department. The Wallace Co. caters to a high-grade clientele, and as its slogan is progressive- ness the Victor line is assured of excellent representation in its new agency.

The first Victor display used by the Victor Co. is shown herewith, and its unusual features were the subject of favorable comment. It is the intention of the Wallace Co. to change the Victor display frequently and to present the line in the manner it well deserves.

Before laying out the Victor department the Wallace Co thoroughly investigated the many sales helps which are offered Victor dealers by the New York Talking Machine Co, New York, Victor distributor, and after testing these plans and learning just what may be accomplished by their use, the company installed many of the most important sales and stock systems which the New York Talking Machine Co. has introduced and recommended. These systems will doubtless be an important factor in the ultimate development and success of the Wallace Co’s Victor department.

The Wallace Co. has also installed a Victor department in its store at Pitsfield, Mass.

DO IT NOW! DON’T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL.

Wallace Co.

Phonograph agency has been opened at 919 Pacific avenue, Tacoma, Wash., by the Shaw Supply Co.

I. C. Wiswell, of Lyon & Healy, Chicago, III., has been moved to the La Bar Building, 612 Main street. The store handles pianos, players and talking machines.

An Edison disc phonograph agency has been opened at 919 Pacific avenue, Tacoma, Wash., by the Shaw Supply Co.

L. C. Wiswell, of Lyon & Healy, Chicago, III., has been moved to the La Bar Building, 612 Main street. The store handles pianos, players and talking machines.

E. C. Howard, the well-known talking machine investor of Sturgis, Mich., was a recent visitor to New York.


The Sterling Phonograph Co. has opened a new store at 2061 Milwaukee avenue, Chicago, under the management of Mr. Page.

William V. Fallon, of Manton avenue, Providence, R. I., is trying his hand at the phonograph game with a nice array of Crescent machines and records in his popular variety store.

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.


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 "TALKERS."

U. D. Engelhardt, formerly vice-president of the Engelhardt-Seybold Co., and Paul Armstrong have completed arrangements whereby they will engage in the manufacture of talking machines in Chicago. The line will embody some exclusive features.

REMOVED.

The branch store of the A. C. Hff Music House in Slatington, Pa., has been moved to the La Bar Building, 612 Main street. The store handles pianos, players and talking machines.

PERFECTONE TALKING MACHINE

EQUALS IN TONE ANY HIGH PRICED MACHINE

Fine mahogany piano finish, heavy non-vibrant spring motor playing two 10 in. records with one winding, s.s.t., turntable, all metal parts nickelized, highly polished, speed and brake control, weight 15 lbs. Prompt delivery on all orders. Absolutely the best value on the market—perfect in every detail a really high grade instrument at a moderate price. Other styles up to $100.00. Correspondence desired with reliable representatives.

$13.50 P. O. B. MILWAUKEE

WHI T5 10% 10 DAYS

MILWAUKEE TALKING MACHINE MANUFACTURING CO.

Office and Factory

416-418 FOURTH ST.

MILWAUKEE, WIS.


NAME OF PUBLISHER: M. W.實.

NAME OF EDITOR: M. W.實.

NAME OF OWNER: M. W.實.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities, none.

AUGUST J. TIMPE, Business Mgr.

Post Office Address: 108 Broadway, Jersey City, N. J.
THE MANUFACTURE OF RECORDS.


Judging from the inquiries being made by readers of the daily papers there is an increasing public interest not only in the talking machine, but in the talking machine record as well. In the correspondence page of a recent issue of the New York Times was the following inquiry, "How are records for phonographs made?" appeared.

The reply, which is substantially accurate, may be informing to those who are in the business as to the inquirer, hence we print it:

"You do not specify whether you wish to know how the voice is recorded, or how the actual disc record itself is made. The Edison phonograph, the graphophone type developed by Bell and Tainter, and the gramophone type by Berliner, are all based on substantially the same principle. Sound waves set up in the air by any sound are allowed to strike a delicately held diaphragm, which vibrates under the influence of the sound waves. The vibrations are made to leave a record on a suitable medium, and this sound record is used to perform the inverse operation. It is required to reproduce recorded sounds, that is, the record is made to vibrate a sensitive diaphragm and set up in the air particular waves, which convey to the ear the impression of sound.

"The differences in the systems are in the way in which the vibrations are recorded. The disc record, which made the phonograph popular, was first manufactured in the United States in 1897. Improvements in the machine and in the needles followed.

"To make a Berliner record a person sings before the mouth of a horn, the object of which is to concentrate the energy of the sound waves upon the recording diaphragm. At the narrow end of the horn is the recording sound-box, and the machine which is its attendant expert. There is a screen between the singer and operator to guard the secrets of the sound-box. On the further side of the screen is a horizontal table carrying a wax tablet. Beneath the recording sound-box is a uniform speed, usually about seventy-six revolutions per minute. As the table rotates it travels laterally at a uniform speed, and the wax tablet is thus caused to travel slowly under the stationary recording box. The sapphire cutting point is lowered so as to enter the wax three and one-half to four thousandths of an inch, and the machine runs as it cuts a fine spiral groove, running from the edge to the center. The construction of the sound-box is secret, as is the composition of the wax tablet.

MEN.

A large musical instrument firm, conducting branches in various parts of the United States, are in need of some experienced and successful talking machine salesmen and managers; these positions open to the right men. Write, giving length of experience and capacity in which qualified. Address "Box so," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE.

0,000 new 10-in. disc records, 10c. each for the entire lot. Deninger Cycle Co., Rochester, N. Y.

"The next step in the process is the reproduction of the record as a negative in copper. The wax is dusted with graphite, worked into the grooves with a brush, and then it is lowered into an electrolytic bath of copper salt solution. The wax is kept in continuous motion in the bath until the copper shell is seven-tenths of a millimeter in thickness.

"This negative is a master, and from this a few commercial copies can be pressed to test the quality of the record. The manufacturers, however, wish to make thousands of copies without hurting their master, therefore they make duplicates of their master by taking impressions in wax composition, from which working matrices are made. Then copper shells are obtained from these in the same way. The copper shell is then backed by a brass plate one-half an inch in thickness by soldering under pressure.

"Then the matrix is nickel-plated on the recorded side in order to wear better, and after polishing is ready for the pressing machine. The commercial record is pressed into some substance hard at a normal temperature and plastic under heat, and very hard and smooth. Various compounds are employed by different makers, but shellac is the principal ingredient. Shellac, wood charcoal, heavy spar and earthy coloring matter in certain proportions are used.

"This compound, after careful mixing, is rolled into thin sheets and divided into sections, one for each record. The section is then pressed by a hydraulic press. The matrix is heated and placed face up in a mold, the label is placed face down on the matrix and placed on this, and the press is made to force them together enough for one record. Both halves of the press are furnished with cooling plates, through which streams of water can be passed, and the surfaces are cooled quickly. The record is then removed, the edges trimmed with emery wheels, and it is then ready for sale."

FROM HERE AND THERE.

W. S. Riley, formerly a druggist at Kansas City, recently moved to Kansas City, Mo., where he has opened a drug store and has taken the Columbia Grafonomia agency in connection with his business.

The Columbia Co. has issued an attractive four-page folder devoted to the record featuring the famous "Rigoletto" quartet and the sextet from "Lucia" selections. This folder is appropriately illustrated and may be placed in the dealer's mail.

The Columbia Phonograph and Sonora Multi-Play Needles.

FOR SALES.

The Columbia Co. has issued an attractive four-page folder devoted to the record featuring the famous "Rigoletto" quartet and the sextet from "Lucia" selections. This folder is appropriately illustrated and may be placed in the dealer's mail.

E. M. Warfield, a jeweler of Findlay, Ohio, has taken the Columbia agency in connection with his business.

The Laverny Music Co., of Gadston, Ala., has taken the Columbia agency in connection with his business.

M. A. Weiss has been appointed manager of the Cort Sales Co., 330 Sixth avenue, New York, succeeding D. A. Tauber, who resigned to become president of the Savoy Graphophone Co., New York.

HARPVOLA

Manufactured by the J. H. Collins Talking Machine Co.

Harrisburg, Penna.

THE TALKING MACHINE WORLD.

Retails for $1.00

IF you are not carrying the Sonora Multi-Play 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

Manufacturers of the Sonora Phonograph and Sonora Multi-Play Jewel Needle.

GEO. E. BRIGHTON, President,

57 Read Street - NEW YORK
FORMAL OPENING OF THE PATHE-PATHEPHONE SHOP.

The new Pathe Shop, 487 Fifth avenue, New York, owned by the French-American Phonograph Distributers, Inc., was formally opened last month. This store, which is located between Forty-first and Forty-second streets, facing the New York Public Library, will handle the products of the Pathe Freres Phonograph Co. exclusively, and all indications point to a splendid fall and holiday trade.

L. S. McCormick, one of the best known members of the talking machine trade, has resigned his position with the Pathe Freres Co. and has been appointed general manager and a director of the French-American Phonograph Distributers, Inc. Mr. McCormick's lengthy retail experience with Edison Shop and other well-known retail houses admirably equips him for his new post, and he has already evidenced his signal executive and sales ability in many directions.

Mr. McCormick has associated with him a competent sales staff, including G. F. Baldelli, R. J. Norris and F. Reynard. All of these salesmen are enthusiastic admirers of Pathephones and Pathe discs and are particularly well acquainted with the Pathe record repertoire, comprising some 96,000 records.

The new Pathe Shop presents a very attractive and artistic appearance, although a considerable portion of its furnishings and decorations, including imported rugs, have not yet arrived. Comfort and convenience were the prime considerations in planning the new Pathe Shop, and visitors to the warerooms have commented on its home-like and cheerful atmosphere.

A recital hall in the rear of the establishment will be used for daily informal and formal recitals, featuring the Pathephone and Pathe discs. This recital hall will seat 100 people, and Mr. McCormick is now engaged in preparing programs which will provide casual and interested visitors with plenty of first class music at all times during the day.

RUNNING FACTORY 24 HOURS A DAY.

In order to keep pace with the tremendous orders it is receiving from all ports of the world, the Columbia Graphophone Co. has arranged to run its factory twenty-four hours a day. Notwithstanding these unusual working hours, the company is far behind on its orders, particularly machines, although every effort is being made to supply Columbia dealers with sufficient product to enable them to close all possible sales. Sales Manager Bradt and his staff of assistants are extending valuable co-operation to the Columbia trade in many respects and are leaving no stone unturned to make the next months a banner period for Columbia representatives.

PHONOGRAPHS IN SOUTH AFRICA.

Phonographs valued at $108,816 were imported into Southern Rhodesia, British South Africa, during 1914. This represents a very large increase over 1913 imports, when the total was only $26,967. The United States secured practically none of the 1914 trade, however, the imports from this country totalled only $642, even showing a loss from 1913. The great majority of the phonographs for this district are received from manufacturers in Great Britain.

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

You can do this with the LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathe 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 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 Pathe type discs. In ordering state which type is desired.

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

TONE ARMS

CLEAN TONE ARMS

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.

Phonograph Standard Metal Mfg. Co.

H O R N S 227 CHESTNUT STREET  NEWARK, N. J.

A.F. Meisselbach & Bro.

Newark, N.J.

This Star on a Phonograph MOTOR means "Made in the U. S. A."

by an organisation peculiarly fitted to make good motors.
BOOKING MANY LARGE ORDERS.

"The orders we have received so far this month from dealers throughout the country would indicate that they and their customers are rapidly beginning to appreciate the real value of a better grade of record album," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York, manufacturer of Nyaco albums. "Our new solid metal back albums are being ordered by dealers from coast to coast, and as many of these orders are good-sized repeat orders, we feel confident that our albums are giving perfect satisfaction to their many users.

THE RECORD PROBLEM CONSIDERED.

One of the features that is characterizing Bruno service just before the holidays is the matter of record deliveries. Charles P. Bruno, treasurer of G. Bruno & Son, Inc., 333 Fourth avenue, New York, and manager of the Victor department, has been devoting a great deal of attention to the record problem, and in the matter of stock it is said to be the largest ever maintained by them. Mr. Bruno also calls attention to the fact that this house does not retail anything, every machine and record being sold to the benefit of the dealer.

MORE ROOM FOR SONORA CORP.

Leases Considerable Space in the Brill Building, 279 Broadway—Adjoins Present Factory.

The Sonora Phonograph Corp., 57 Reade street, New York, has leased considerable space in the Brill Building at 279 Broadway, which will be utilized as part of the Sonora factory. This space will be connected with the present Sonora quarters by a suspended bridge. It is quite a distinction to have a talking machine factory on Broadway, but Manager Brighten believes that the convenience more than makes up for the additional cost.

ISSUE A CLEVER BOOKLET.

The Arion Manufacturing Co., 250 Devonshire street, Boston, Mass., makers of the Arionola, has issued a booklet with the title: "The Story of the Arionola As Told by the Arionolets." This is a very snappy little booklet and gives the Arionola story in a forcible and clean-cut manner. One particularly interesting feature of this booklet is the series of cartoons at the top of each page, depicting some of the various scenes where the Arionola may be used.

George H. Sharp & Son, of Elm street, Westfield, Mass., were among the many dealers who took active part in the celebration of "Edison Week" by arranging an elaborate display of Edison disc phonographs.

The United Phonograph Corp., New York, has been chartered, to deal in phonograph merchandise, with a capital stock of $5,000. The incorporators are: Henry Gilbert, Michael Lychtman and Maxwell Mooten, of 110 Forsyth street.
The Talking Machine World.

**THE GREAT INVENTION**

of the Pathé Frères, of Moving Picture Fame—Their Crowning Achievement.

**No Needles to Change.**

The Pathé Plays All.

**THE EXCLUSIVE PATHÉ WOOD SOUND-CHAMBER.**

No metal horns or part-metal horns are used in the PATHÉ PATHEPHONE. The Sound-Chamber is made entirely of wood, along the principles of the violin, amplifying the music in the most natural manner and giving a full rich tone, cleared of all harshness.

Wood is the most elastic and vibratory material known to the Science of Sound.

**THE BEAUTY OF THE PATHÉ WOOD TONE.**

Through the combination of the PATHÉ Sapphire Ball and the PATHÉ Wood Sound-Chamber, a richness of tone and a fullness of volume are created which are absolutely surprising to those that hear the instrument played for the first time. All the wealth and detail of technique and composition are rendered true to the artist's first performance. All the overtones and tone-colors are brought out in a manner hitherto considered impossible in sound-reproduction.

**PATHÉ FRÈRES**

28 W. 38TH STREET

**PATHÉ PHONES**

Retail from $15 to $200 in all woods

**PATHÉ DOUBLE DISCS**

Retail from 75c. to $2.50

**THE WONDER OF THE PATHÉ SAPPHIRE BALL.**

Instead of the customary sharp needle or point, THE PATHÉ PATHEPHONE USES A ROUND, SMOOTH, GENUINE HIGHLY-POLISHED SAPPHIRE BALL, which travels over the record-grooves in an up-and-down wave-like motion, catching the music-waves from 40 points of contact in the record grooves. This PATHÉ SAPPHIRE brings out the best tone qualities and eliminates all suggestion of metallic sound. It never has to be changed and it never wears out.

is growing tremendously in this country. "Pathé nearly every city of importance. One dealer ordered by October 28th. Another is selling 12 a day as the instruments "sell themselves." EVERY MUSIC

"Pathé
THE TALKING MACHINE WORLD.

THE PATHEPHONE
is played the whole world over.
It is truly the Universal Phonograph—as it is THE GREATEST.

Pathé Pathephone Has All the Good Features

other phonographs and talking machines—it does anything and everything that any of them are capable of doing. In addition, the exclusive advantages make the PATHÉ unconditionally superior to all other reproducing instruments. Aside from the points referred to, it has an easily operated control suiting every mood of the owner's ears. The fact that it plays all makes of disc perfectly makes it the Universal Phonograph.

The Great Pathé Double-Disc Repertory

comprises many thousand selections, many of them recorded in the greatest musical centers of the entire world and others from favorite singers, bands or instrumentalists in this country. It is the largest record repertory in the world, and offers to Americans for the first time the opportunity of hearing Europe's great artists. All PATHÉ discs are twosided and sell for from 75c. to $2.50. Remember, it is impossible to scratch the surface of a PATHÉ disc with a PATHÉ Saphire Ball.

More Pathé Dealers and Jobbers Wanted

Our list of dealers and jobbers is rapidly growing. It may be that we still need representation in your territory. Better communicate with us at once—we are advertising for Christmas trade in the SATURDAY EVENING POST and other magazines, and you will reap the benefit of the public's buying if you handle the PATHÉ goods. "A PATHÉ Agency is a valuable Franchise."

THE PATHEPHONE is played the whole world over. It is truly the Universal Phonograph—as it is THE GREATEST.
RECORD OF ACHIEVEMENT.

How the Gately-Haire Co. Has Made Strides Since Starting in Business a Comparatively Short While Ago—Men Behind the Guns.

(Special to The Talking Machine World.)

ALBANY, N. Y., November 11.—There is a saying that a business is no bigger than the man or men behind it. This statement is practically an axiom of commerce. A short time ago two men, who were duly qualified, came to Albany and announced that they had taken over the ownership of a company devoted to the distributing end of Victor machines and records, and the next day that the deal was consummated, Albany started to have a spot on the talking machine map. These men took over the business of Finch & Hahn, forming the Gately-Haire Co., Inc., John L. Gately becoming president and James N. Haire, treasurer. Then the work started.

The general management of the business was placed in the hands of Mr. Gately, for his years of experience as district traveling manager for the Victor Talking Machine Co. eminently fitted him for the stupendous task that confronted him in the revolutionizing of the business. The main floor and the sub-floor of the Gately-Haire Co. totals nearly an acre of space, which gives plenty of room for the storing of machines and records, no matter how many may be desired. The record systems are being changed, new offices are being built, the interior is rapidly undergoing a beautification, the organization of men augmented and improved, while every other detail in connection with the many arduous problems is having consideration and is being adjusted as quickly as possible.

Another thing in favor of the company is the fact that Mr. Gately knows everyone personally throughout this territory, and it might be said that since the new organization took hold the business has jumped by leaps and bounds. Mr. Haire is a thorough financial man, one of those fellows who believes that economy seldom causes failure, and he keeps a watchdog glance over the bank roll. The startling growth in sales, and the career of "Ragtime Rastus," which is now widely known to the owners of a companion favorite.

MANY PATHE SALES

Especially of the smaller machines, have been made simply because of the handsome appearance in combination of the Pathe Model 50 and this Style 166 Salter Cabinet.

This cabinet is also furnished with felt-lined compartments that are plenty large enough to hold the Pathe 14-in. records. Felt-lined compartments protect records from scratching, warping and dust. Provided with simple and accurate index system. Send for complete catalogs showing other styles for Pathe and other makes of machines.

SALTER
MFG. CO.
337-39 N. Oakley Blvd.
CHICAGO

Corner of National Toy Co.'s Factory, Boston, Merrimac. The trade is ordering them in large quantities, and letters calling for them in big amounts are being received from as far as China and other foreign countries, not to mention nearer places in this country and even Cuba. The National Toy Co. is experimenting on several other novelties which are especially adapted to the talking machine trade. For the holidays the "Ragtime Rastus" and "Boxers" are proving tremendous sellers.

THE TALKING MACHINE WORLD.

35c.
is the Price of the most popular Double-faced Record on the Market.

"The Crescent"
plays longer than any 75c. Record.

24 New Selections
Just Out

"THE CRESCENT"
All Talking Machines in One
The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

PROVIDENCE

RHODE ISLAND

FOR BEST TONE QUALITY USE CRESCENT NEEDLES

RED}
WHITE
BLUE

THE 5c. PACKAGE OF 100 NEEDLES ONLY

Special Prices to All Our Dealers

THE HOME OF "RAGTIME RASTUS."
Where This Amusing Toy, So Well Known to The Talking Machine Trade, Is Made—"The Boxers" a Companion Favorite.

Boston, Mass., November 4.—In a portion of the fourth floor of 30 Federal street one may see a busy group of men and women engaged in making miniature figures which, as it eventually develops, are to bring delight into thousands and thousands of homes, as they already have done to many in the past year. These workers, as one soon sees, are constructing the "Ragtime Rastus," which is now widely known to the owners of talking machines, and "The Boxers," which is comparatively little known and which bids fair to enjoy wide popularity. These amusing devices may be attached to any talking machine. They are manufactured by the National Toy Co. The "Ragtime Rastus" is an automatic dancing darky doll, and not only delights children but grown folks as well. "The Boxers" likewise create lots of fun, and as one watches them execute blows, swings, shifts, counters and all the slide steps known to the exponents of the manly art, there is an unbounded thrill.
TAKES ON THE PATHE LINE.

(Special to The Talking Machine World.)

CINCINNATI, O., November 8—The Southern Pathe Phonograph Co., 428 Elm street, distributors for the products of the Pathe Freres Phonograph Co. in this territory, report the closing of a splendid business, having established a number of important accounts the past few weeks.

Among the prominent concerns who have closed arrangements with Harry C. Meek, president and general manager of the Southern Pathe Phonograph Co. to handle the Pathe line are Lowry & Gobel and Atma & Doepke. The former is one of the most successful carpet and drapery stores in the State of Ohio and the other is a mercantile house well-known throughout the middle West. Both of these stores will maintain artistic Pathe departments, carrying a complete line of Pathe-phones and Pathe discs.

RECORD OF BOSTON BOWLING TEAMS.

The Bowling Teams of the Boston Talking Machine Club Are Making Quite a Record in This Special Field of Entertainment.

(Special to The Talking Machine World.)

BOSTON, Mass., November 10.—Following is the standing of the bowling teams of the Boston Talking Machine Club as of this date:

<table>
<thead>
<tr>
<th>Team</th>
<th>Won</th>
<th>Lost</th>
<th>Pinfall</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steinert's</td>
<td>11</td>
<td>3</td>
<td>1,124</td>
<td>462.50</td>
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<tr>
<td>MacDonald</td>
<td>14</td>
<td>2</td>
<td>1,099</td>
<td>686.26</td>
</tr>
<tr>
<td>Columbia</td>
<td>16</td>
<td>1</td>
<td>1,045</td>
<td>652.65</td>
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<tr>
<td>Eastern</td>
<td>10</td>
<td>1</td>
<td>1,090</td>
<td>656.25</td>
</tr>
<tr>
<td>Miller-Ditson</td>
<td>10</td>
<td>3</td>
<td>1,050</td>
<td>417.33</td>
</tr>
<tr>
<td>Chickering's</td>
<td>13</td>
<td>2</td>
<td>1,044</td>
<td>493.38</td>
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<tr>
<td>Currier</td>
<td>6</td>
<td>6</td>
<td>1,059</td>
<td>452.17</td>
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<tr>
<td>All Stars</td>
<td>13</td>
<td>0</td>
<td>1,045</td>
<td>795.85</td>
</tr>
</tbody>
</table>

"Forfeit three sessions November 9, 1915.

Ten of the highest individual averages are these: Moody, 90-2-3, Parker's; G. Rosen, 93-2-3, All-Stars; Currier, 92-1-3, Chickering's; Cunningham, 90-7-9, Steinert's; Hobbs, 90-3-4, Eastern; Paul, 81-1-2, Steinert's; MacDonald, 87-2-3, Columbia; Merkle, 87-2-9, Miller-Ditson; Price, 86-2-3, Eastern; Canavan, 86-2-3, Miller-Ditson.

High single strings: Moody, of Parker's, 132; Currier, of Chickering's, 112.

High three-string totals: Moody, of Parker's, 313; Currier, of Chickering's, 289.

SOME BIG ORDERS BOOKED.

"The response to our initial announcement of the three big Savoy machines has been remarkable," said D. Tauber, president of the Savoy Gramophone Co., foot of Grand street and East River, New York. "We have received inquiries and orders from dealers in all parts of the country, and as a matter of fact we are overwhelmed at the present time. In order to turn out sufficient cabinets to meet the demands of these dealers we have been obliged to place a number of cabinet orders with outside factories, as our own plant is working to its capacity. We expect to make shipments of Savoy machines in a day or two, and these shipments will include all three styles, retailing at $10, $25 and $65."

AN EVENT IN NEW HAVEN.

The opening of the new Pardee-Elleberger Edison shop, at New Haven, is announced for November 19 and 20. Friday, November 19, is to be devoted to a private circle of friends, while the 20th will be the public opening. Many prominent people in the industry have been invited by W. O. Pardee, president and treasurer, to attend the opening ceremonies.

ENVELOPES

are far superior to wrapping paper for wrapping records. Your cust-

omers will appreciate this kind of package more than you imagine.

We make them of gray or brown kraft with string and button fastener, either printed to your copy or plain.

Try our corrugated paper packing boxes. Samples upon request.

J. E. GILLESPIE CO.  

Pittsburgh, Pa.

AS USUAL

AT THIS TIME OF YEAR

THE DEMAND FOR "VICTOR" PRODUCTS IS GREATER THAN THE SUPPLY.

WE WANT OUR DEALERS WHO HAVE PATRONIZED US CONTINUOUSLY THROUGH-OUT THE YEAR TO KNOW THAT THEIR WANTS WILL RECEIVE OUR FIRST ATTEN-

TION WHEN SHORTAGE OCCURS.

REGULAR CUSTOMERS FIRST—BUT THE

BEST POSSIBLE SERVICE TO ALL IS OUR

MOTTO.

ORDER LIBERALLY ON DECEMBER RECORDS.

AMERICAN TALKING MACHINE CO.

368 Livingston Street

BROOKLYN, N. Y.

A STUNT WORTH EMULATING.

"I want to tell you about a little advertising stunt that I am using, as it may help some dealers in the smaller towns, as it certainly is helping me," writes A. Lustberg, of Huntington, N. Y. "The local moving picture man has a contract with a Chicago firm to furnish him with six illustrated songs and slides every week. I furnish the Victrola and records, and one set of slides and records are used each evening. He bills the town every day, saying, for instance, 'Come to the Bijou tonight and hear Ada Jones sing 'If They! Only Move Old Ireland Over Here.'" Immediately after the song a slide is shown on the screen, saying, 'This record is for sale at Lustberg's Victrola store,' or something to that effect, as the wording of my slide is changed every other day. I can see from my record business every day what a lot of good advertising I am getting, and, best of all, without a cent of cost." The idea is one that is worthy of emulation.

FAST BECOMING UNIVERSAL

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.

These needles are homogeneous. No fibre to "trill" or "bu-t-t." 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

Gentlemen:

We wish to acknowledge receipt of your shipment of our order of records. It is especially worthy of comment in as much as you were able to fill it complete - 100%, a thing which is very uncommon in most ordinary orders, to say nothing of this order, which was for 5370 Victor records.

Thanking you for your prompt and efficient service, we are

Yours very truly,

Geo. P. Bent Company

Geo. P. Bent Company

12 North Michigan Ave.

Chicago, Ill.
The Wade Accessories for Talking Machines

The Wade

Fibre Needle Cutter No. 1
Don't forget The New Improved No. 1 Wade Fibre Needle Cutter. You can't beat it.

This is the Oil for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.

Let us submit to you our Proposition on Wade Products

WRITE FOR FULL INFORMATION

WADE & WADE
3807 LAKE PARK AVE.
CHICAGO, ILL.
Are You Selling Fibre Needles?

The Lyon & Healy Fibre Needle Cutter

(THE BEST THING OF THE KIND)

Retail Price
$1.50

(Simple and Easy to Operate)

(Correct Leverage for a Perfect Cut)

There is, among the thousands of Victrola owners, a large discriminating class who, after a few trials, use Fibre Needles exclusively for playing their records.

To the users of Fibre Needles, the Lyon & Healy Fibre Needle Cutter is indispensable.

Five Good Reasons for the Wonderful Popularity of the Fibre Needle Cutter

1—The blades are made of the finest tool steel, properly tempered, the upper blade being pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.

2—The cutter has a self-acting Stop or Guide that prevents the cutting away of too much of the needle. It also has a receptacle that receives all the waste.

3—It is simple and easy to operate and, with ordinary usage, should last indefinitely without sharpening.

4—It is invaluable to users of the Fibre Needle, as a needle may be used twelve or more times where one of the cutters is in use.

5—It is the result of four years’ exhaustive experiments.

GET YOUR ORDERS IN NOW

LIBERAL DISCOUNTS TO THE TRADE

Lyon & Healy
VICTOR DISTRIBUTORS
CHICAGO

Are You Selling Fibre Needles?
The "OROTUND" Sound Box
FULL, RICH, CLEAR, MUSICAL TONES

The "Ororund" without any exception, is the most scientific reproducer ever used on a talking machine.

It represents a number of exclusive meritorious features, not to be found in any other sound box.

A new diaphragm positively more susceptible to overtones, as well as the most delicate and minute vibrations, when playing either lateral or hill and dale cut records.

A marvelous feature of the "Ororund" is the elimination of scratch and metallic sounds to a min.

The "Ororund" will impress the manufacturer of talking machines, who desires to improve his conditions.

Combination Attachment Co., 626-626 So. Michigan Ave., Chicago

Edison Window Display Winners.

The Edison window display contest for this zone enlisted many responses and the photographs submitted by the various contestants evidenced that immense amount of ingenuity and pains had been exercised in preparation of the "trims."

Great was the number of beautiful windows, both from artistic and selling viewpoints, that the task of the judges was not an easy one.

Manager C. E. Goodwin, of the Phonograph Co., Edison distributors of the Vitanola line, placed the first prize with Mr. O. F. Lamont, of the Bramham Advertising Co.; Charles Daniel Fry, of the Charles Daniel Fry Co., Illustrators, and E. P. Van Harseling, of The Talking Machine World.

The first prize was awarded to Wilber Temple Music Co., Elkhart, Ind., the second to the Tegtmeier Bros., 921 West Sixth-three street, Chicago, the third to the Chappell Furniture Co. of Chensailles, Ind., and the fourth to the Peoria Phonograph Co., Peoria, Ill.

Edison Week at the Phonograph Co. was a remarkable one in every respect. The beautiful social hall was crowded at the special concerts during the week, and the tone quality tests given by the artists who sang and played in connection with the Edison records made a deep impression on those who heard them, as was evidenced by the many expressions of admiration.

The participating artists were Miss Letitia Gallaher, soprano; Mrs. Gertrude Kastholm Darsee, contralto, and Miss Catharine Wurfflett, violonist.

"Our Christmas stock of machines are now being received," said Manager Goodwin, "and the
(Continued on page 56.)

STARTLING VALUES
for both the retail buyer and the dealer are offered in the

VITANOLA
line of up-to-the-minute talking machines.

The Vitanola is equipped with all latest features including our original duplex tone-arm which plays all styles of records without change of equipment or extra attachments.

The accompanying model will be a big seller this Xmas. Write for a description and special price. You will be surprised. Do it while there's time!

Get our complete Catalog.
demand is simply phenomenal. The factory is way over capacity, and the dealers who do not place his complete holiday orders now will find himself unable to supply his trade."

Mr. Goodwin returned this week from New York, where he was to meet his mother and sister on their arrival from Europe, where they have resided for the past four years. They came to Chicago with Mr. Goodwin and will spend the winter here.

The Wade Accessories.

Wade & Wade, of this city, report that this has been the heaviest fall they have ever had. The sales of the Wade fibre needle cutter have far exceeded that of any other season and their line of oils, grease and polish put up in attractive packages for the retail trade is also meeting with excellent demand. The influx of orders is so great in fact that S. O. Wade advises the trade to place their orders at once as from present indications there will be a heavy congestion of business just prior to the holidays.

Kreisler Visits Lyon & Healy.

Fritz Kreisler, one of the most prominent of the Violin artists, was a visitor at Lyon & Healy's warehouserooms here. While here Mr. Kreisler again expressed his satisfaction with his recent recordings and the way they have been received by the public.

I. C. Wiswell, manager of the talking machine department, is on a trip East, where he will visit the Victor factories and amplify his already large order book for holiday goods. Mr. Wiswell's records for the past month show that business has been far ahead of the same period of last year. All this has been done without any approach of the full demands that the dealers have made. Mr. Wiswell expresses it as his opinion that the trade now faces the most prosperous period in its history.

Schumann Piano Co. Recital Proves Successful.

Hundreds of Rockford people who visited the West State street salesrooms of the Schumann Piano Co., of Garrett, Ind., recently, were completely impressed with the success of the recital given by Madame Maude Freelon Bolliow, one of the city, accompanied by Miss Lily LUND and several Chicago pianists, participated in the tone test demonstrations with admirable results. Mrs. Bolliow, in a glowing group of announcements as announced, gave a recital of that itself was of great beauty and served at the same time to make possible a close comparison with the phonograph tone which was the exacting experiment announced, and one that has never before been attempted outside of the large cities. The Schumann management may well be gratified with the success of the dedication of their beautiful music rooms and with the interest shown by Rockford visitors. The beautiful Schumann pianos on display attracted the attention of every visitor who viewed them, and they were much praised.

Predicts Big Year.

Even Rees, president of the Hamilton Investment Co., Soyer of Nineteenth street, returned recently from an extensive trip through the East.

"There is no doubt in my mind that the coming months will see the most prosperous period in the history of the industry," said Mr. Rees to The World. "Apparently the only trouble that is confronting the dealer now is the lack of stocks, and there seems to be every indication that manufac-
turers are doing their utmost to relieve the situation in that respect. While away I noticed that very few dealers were selling instruments on ten and twelve months' time. In fact, they are turning this business down on all sides because they knew that during the next month there will be every oppor-
tunity in the world to sell all the instruments in their possession for cash. There is every reason to believe that a large number of dealers faces a long period of prosperity. Conditions are rapidly improving in all parts of the country and money is much easier. We are doing a large business with the trade, and I want to say that we believe with its members have been of the most satisfac-
tory sort."

Crescent Agency Opens.

Offices have been opened in Chicago on the seventh floor of the U. S. Amtury Building at 50 East Jackson Boulevard, by D. J. Clark, who will represent the interests of the Crescent Talking Machine Co., of New York, in the State of Illinois.

Mr. O'Neill, of the Pathe-Pathophone Shop, returned November 8 from a trip to New York City, where he visited the Pathe headquarters and made arrangements for some big shipments of machines. Last August Mr. O'Neill was in New York City and made arrangements for goods that he thought would last until after the holidays. However, there was only enough to satisfy the demand up to the present time, and the large supplemen-
tary orders left by Mr. O'Neill on his recent trip were absolutely necessary.

"They are planning some big things down there," said he to The World, "and I have come home very enthusiastic over the future. They are bringing to this city a new machine that I believe will retail at $30. Of course, on this price the customary generous dis-
count to dealers will apply. Our agents are all expressing their satisfaction with our goods, and especially speak of our Duplex tone-arm, of which we are the originators and by the use of which all makes of records, such as hill anddale cut, can be played as well as lateral cut. This consists of a jewel point set in the needle shank, which operates in the same way as the regular needle with the exception that the jointed tone-arm is turned so as to permit the sound box to assume a horizontal position."

Some Pathe Plans.

Harry K. O'Neill, of the Pathe-Pathophone Shop, returned November 8 from a trip to New York City, where he visited the Pathe headquarters and made arrangements for some big shipments of machines. Last August Mr. O'Neill was in New York City and made arrangements for goods that he thought would last until after the holidays. However, there was only enough to satisfy the demand up to the present time, and the large supplemen-
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What They Say About the Chicago Hinged Cover Support and Balance.

Chicago Hinged Cover Support & Balance Co., 144 S. Wabash Ave., Chicago.

Gentlemen,—The various Vitanola models which we have equipped with your device have been placed upon display in our showrooms and those dealers who have seen them have ex-
pressed their satisfaction in such emphatic terms that we feel that we should call it to your attention.

Everybody says that it is an excellent device and that it is especially valuable to small-sized machines, as it is more free to handle records. The elimination of the dead weight of the heavy top and the fact that it cannot fall and injure one's fingers also meets with their hearty approval.

It is a very clever idea, and we take pleasure in saying to you that we plan, after the present line is sold out, to bring to your trade a new and much improved model. We think you will find it meets all requirements.

Yours very sincerely,

The VITANOLA TALKING MACHINE CO.

November 8, 1915.

Another one says:

Chicago Hinged Cover Support & Balance Co., Chicago.

Gentlemen,—We have recently had installed several Cover Support springs in our bo-
doms and we are delighted with them. It is now a pleasure to raise and lower the covers by a touch of the fingers. All noise and dead weight is eliminated.

Very truly yours,

S. O. Wade, President.

November 1, 1915.

BRYAN'S SUPPLY DEPOT

When in need of springs and repair parts or supplies of any kind for ANY talking machine send order or sample to us.

CHARLES BRYAN
25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY
Unprecedented Value

Can you imagine a bigger talking machine value than that represented in this style 100.

INTERNATIONAL?

This beautiful machine is 50 inches in height, 22 inches in width, 21 inches in depth, 12 inch turntable, double spring worm gear motor, speed indicator, tone modifier, etc.

Plays any disc record either lateral or hill and dale cut without change of equipment.

Furnished in either mahogany or oak.

Retail price $75.

Can you beat it?

Our new factory enables us to make prompt shipment.

Other models will soon be ready.

Also full line of motors, sound boxes, etc.

International Talking Machine Co.

1216-1222 S. Jefferson Street

CHICAGO

EXHIBITS AT CHICAGO HOME SHOW.

Columbia, Edison and Pathé Lines Strongly Featured in Special Display—Excellent Results Secured in the Way of Prospects.

(Special to The Talking Machine World.)

Chicago, Ill., November 9—Tonight was the last evening of Chicago's annual Home Exposition. This affair has come to be of great interest to Chicago, and especially to Chicago women, for everything that can be of service or beauty in the home is placed upon display here.

The accompanying photograph shows the Columbia booth of the Grafonola Shop and the Pathé exhibit, which was conducted by the Pathé Pathephone Shop, Inc.

The Columbia display occupied a very prominent position, and visitors to the exposition met with it at the junction of three aisles, so that no one could miss witnessing the beautiful exhibit of machines. A. T. Boland, retail sales manager at the Grafonola Shop, was in charge of the exhibit and directed the construction and decoration of it.

For ten evenings, from October 29 to 30, he was in constant attendance, together with Harry D. Schoenwald and other members of the Grafonola Shop forces.

The Pathé exhibit, which was in charge of Harry O'Neill, of the Pathé Pathephone Co., Inc., also attracted a great deal of attention from the passing throngs. It was tastefully decorated with photographs of the various artists of the Pathé repertoire. Prominent in the picture was the...

$60,000.00

was the wholesale value of one order from one dealer in Chicago received last week. Because of the perfect organization of the great Pathé Frères we were able to accept this new order and guarantee delivery in full in 15 days. This dealer placed what he considered a liberal order for the Fall trade way back in July but he did as much business in October as he anticipated doing in the four Fall months, consequently he needed more goods and Pathé Frères—the largest Phonograph and record manufacturers in the world—were able to satisfy his demands.

THERE IS A reason why the Pathéphone is such an easy seller. Frankly it is the logical instrument for anyone to purchase. It combines all the recognized merits of all other instruments with the exclusive Pathé advantages.

WE CAN FILL YOUR CHRISTMAS TRADE ORDER

Write for contracts and discounts at once

PATHÉ PATHEPHONE CO.

17 NO. WABASH AVE.

CHICAGO
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.

VICTOR CO. SUES CHENEY CO.
Charge Infringement of Two Victor Patents and Seek Injunction and Accounting of Profits—Hearing Set for November 19.

(Special to The Talking Machine World.)

CHICAGO, I11., November 1.—Suit was filed in the United States District Court here on Friday by the Victor Talking Machine Co., of Camden, N. J., charging the Cheney Talking Machine Co., of Chicago, with infringement of the Victor patents in relation to the tapering tone arm and "the enclosed horn or 'Victrola' type" of sound amplifying arrangement.

The bill of complaint asks for a preliminary and a permanent injunction, an accounting of profits made and an assessment of damages. Hearing on the motion for a preliminary injunction is set for November 19 at 10 a.m., before Judge Carpenter. Counsel for the plaintiff are Fenton & Blount, of Philadelphia, while the defense for the Cheney Co. will be conducted by Sheridan, Wilkinson & Scott, of Chicago.

The letters patent which it is charged the defendant company is infringing upon are No. 614,786 (tapering tone arm) and No. 814,848 (improvement in amplifying horns) which were issued by the Patent Office, March 13, 1906, to Eldredge R. Johnson and later conveyed by him to the Victor Co.

The Home Phonograph Co. has leased a loft in the building at 414 Broadway, New York.

AN IMPORTANT ACQUISITION
To the Forces of Pathé Frères Phonograph Co. Is Frank L. Capps—Takes Charge as Production Manager of This Company.

Frank L. Capps, whose appointment as production manager of the Pathé Frères Phonograph Co., New York, was announced in last month's Talking Machine World, is now busily engaged with the responsibilities of his new post and has already been instrumental in introducing a number of new ideas and plans which will materially enhance the efficiency and production activities of the company.

In securing the services of Mr. Capps the Pathé Frères Phonograph Co. has added to its staff one of the best known members of the talking machine industry and a man who has spent many years in perfecting improvements of importance and practical merit. A student of acoustics along broad, progressive lines, Mr. Capps brings with him to his position of production manager a wealth of invaluable knowledge. For more than ten years Mr. Capps was associated with the Columbia Graphophone Co., having held several important executive capacities in its laboratory and development division at the factory in Bridgeport, Conn. He is credited with the invention of numerous "talker" improvements and has patented from fifteen to twenty different devices and ideas in the talking machine field. As a mechanical and technical expert Mr. Capps' services have been in demand by leading acousticians, and as production manager of the Pathé Frères Co. he will have a broad field for future development.

The Dumen Furniture Store, Junction City, Kan., has opened a Sonora phonograph department.

DO YOUR PART AND DO IT NOW. TELL YOUR CONGRESSMAN HOW YOU STAND ON THE STEVENS BILL SO THAT HE MAY KNOW YOU ARE IN BACK OF HIM.

THE TRITON PHONOGRAPH CO., 41 Union Square New York

WE MAKE TRITON MOTORS

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

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

Our Triton Reproducer is better in sound and gives more excellent tone quality than any other sound box on the market.

Our Triton turn table is made of high grade casting covered with green baize and can be had in eight or ten inch sizes.

When writing kindly mention quantity required.


Foster Co. "Exclusively Edison."

From next Providence concern makes interesting and important announcement—Well-equipped to take care of business.

New Department in Providence. Columbia and Crescent Talking Machines to be handled by Dimond's Department Store.

Incorporated. The Music Master Talking Machine Co., Inc., has been chartered under the laws of New York, with a capital stock of $1,000, to engage in the manufacture of talking machines, records, parts, etc. The directors are: Louis A. Ames, Digby W. Chandler, Jr., and Harry Edwards.

The Victor Stimulates Study.

"The Victor in Commercial Studies" is the title of an interesting little volume just issued by the educational department of the Victor Co. that brings to light another avenue of Victor service. It emphasizes the use of music in teaching typewriting and in penmanship. It has been found from experience that pupils are stimulated to a greater achievement in their work through the plan set forth in this volume. Principals of business schools, colleges and high schools who have received this booklet speak highly of its value.

To handle Starr phonographs.

(Special to The Talking Machine World.)

Milwaukee, Wis., November 9—The agency for the new Starr line of talking machines, recently placed on the market by the Starr Piano Co., of Richmond, Ind., has been taken up by the Emil O. Schmidt Piano Co., 310 Grand avenue, which now has a fine display of these new instruments.

To visit the retail trade.

P. R. Hawley is now representing the American Phonograph Co., Albany and Gloversville, N. Y., distributor of Edison diamond disc and cylinder phonographs. Mr. Hawley will travel from Albany, and his wide experience and training in the selling field will insure him a hearty welcome.

Protect your own interests and urge the passage of the Stevens bill. Do it now!

Wells Sectional Music-Room Furniture

For 20, 15, 10 and 5. (Little Wonder) Records. Filing specialties. Deep brown covering. No. 1202. $5.00.

Get Catalog "K" of Music Room and Record Filing Specialties. Touring for Victor. 2011, N and X to replace cumbersome album.

The Wells Manufacturing Co.

216 Union St., Monroe, Mich. New York Office 78 Jane St.
The Baby

Retail Price, $3.95

Playing three FULL "Little Wonder" records with one winding.
LOOK FOR RECORD BREAKING TRADE IN MILWAUKEE.

Great Improvement Already Noted in Sales and Stock Shortage Threatened—New Manufac- 
turers Enter the Field—W. P. Gensch Proves Popular Entertainer—Changes 
Among the Salesmen—Columbia Grafonola Demonstrated Before Teachers.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 10.—While Mil-
waukee talking machine dealers are not experi-
encing the unusually good business received during 
the month of October, trade is very satisfactory 
and is much more active than at this time a year 
ago. General business conditions here in Mil-
waukee and about the State are showing steady im-
provement, and dealers are confident that the holi-
day trade will attain a new high mark this season.

The shortage of machines in all lines seems to be a persistent condition although jobbers 
are doing their best to fill orders, dealers are much 
concerned as to how they are going to get their 
stocks up in shape for the holiday trade. Jobbers 
seem to be finding it impossible to ship certain 
styles of machines even at this early date, and 
there seems to be no other way except for dealers 
to push the sale of those machines which they hap-
pen to have in stock. Victor dealers, for instance, 
are finding it extremely hard to secure any of the 
$200 Victrolas at this time, although they are re-
cieving more of the $100 and $140 machines. Job-
bers say with regret, however, that the supply is 
insufficient to meet the demand for those machines 
as they are able to at this time to dealers 
here in Milwaukee and about the State.

As in various other parts of the country new 
talking machines are springing up at different points about Wiscon-
sin. The latest concern is the Milwaukee Talking Machine Manufacturing Co., which has been in-
corporated with a capital stock of $5,000, by C. F. 
Romadka, H. V. Heaney and G. W. Goodman. 
Factory and offices have been opened at 416-418 
Fourth street. Mr. Romadka and Mr. Heaney are 
in direct charge.

The manufacture of talking machines has also 
been taken up by the Lake Side Craft Shops, of 
Shelbyville, Ill., headed by F. A. Oerter, well-
known chair manufacturer. As announced recently, 
steps are being taken at Oshkosh, Wis., to manu-
facture a new talking machine, perfected by J. H. 
Ellis, formerly of Milwaukee, an inventor of the 
"Real Tone" diaphragm.

W. P. Gensch, of the Gensch-Smith Co., 780 
Grand avenue, handling the Victor line, is fast 
establishing himself as a professional talking ma-
chine man. He and the Victorlona presented one of the interesting 
features on the program following the ban-
et of the annual Past Masters' night of the La-
flayette Masonic Lodge No. 20, where Mr. 
Gensch had the distinction of being the only one 
on the program who was not a Mason. Mr. 
Gensch and the Victrolas also made a decided hit 
on the program at the first smoker of the Mil-
waukee Press Club, held recently.

October trade was more than double in the Vic-
trola department of the Edmund Gram Phila 
House. Manager Paul A. Seeger announces that 
R. C. Mosher, formerly with The Edison Shop in 
Milwaukee, is the latest acquisition to the sales 
department.

The local agency for the new Starr phonographs 
has been taken on by the Emil O. Schmidt Piano 
Co., of 810 Grand avenue. He has arranged at-
tractive quarters.

L. C. Parker, manager of the Victor department at 
Gimbel Bros.' Milwaukee store, recently com-
pleted the erection of a handsome new residence. 
Among the first guests entertained were Roy J. 
Keith and George Cheate, of The Talking Machine 
Co., of Chicago.

John T. McGrath, expert repair man, has joined 
the forces of the Fanner-Zixanos Music House, 
where he is in charge of the Western Union 
edition department. The Planter-Hafsoos concern 
has been meeting with a brisk Edison business. 
J. H. Becker, Jr., in charge of the Victor de-
partment at the Twelfth and Fifth street store of 
Edward Schuster & Co., has been conducting a 
series of interesting concerts at the store, featur-
ing the Victrola, accompanied by a player-piano.

One of the hits on the program, presented by Mr. 
Becker, is the rendition of "A Perfect Day," by 
Evans Williams, accompanied by the player-piano.

Mr. Becker says that business is very good in 
both machines and records.

Lawrence McGreal, Wisconsin jobber for the 
Pathé Frères line, has moved into new quarters at 
300 East water street, where he has leased the 
entire fourth floor. Twenty dealers in Mil-
waukee and about Wisconsin have been signed up to 
handle the Pathé line.

The Milwaukee Talking Machine Co., jobber for 
the Victor line, is having its troubles in endeavor-
ning to secure enough machines to meet at least a 
part of the insisted demand from dealers all over 
the State. S. W. Goldsmith, vice-president of the 
company is still taking treatment at a Chicago 
hospital, but is said to showed decided improvement.

It is safe to say that the $900 or more teachers 
who attended the annual convention of the Wis-
sconsin Teachers' Association, held at the Audi-
torium, November 4, 5 and 6, left Milwaukee with 
a most favorable impression of Wisconsin Grafonola and Columbia records, as the result of 
the successful demonstration given before the con-
vention by A. G. Kunde, Columbia jobber and deal-
er, 416 Fourth street, assisted by Charles Robin-
son, an expert Columbia salesman, associated with Mr. Kunde, who is now giving particular 
attention to the schools and general educational work 
in Milwaukee. Mr. Kunde and Mr. Robinson pre-
vented several of the selections by Miss Margaret 
Wilson, and these made a distinct hit in view of 
the fact that Miss Wilson herself appeared before 
the teachers.

Mr. Kunde established another new Columbia 
dealer in Milwaukee this month, placing the Co-
pany store at the new office of Victor Voice at Twelfth and 
Walnut streets.

The Edison line received some excellent publicity in 
Milwaukee on October 12, when Christie 
Miller, well-known American vocalist, appeared 
with the Edison machine in an interesting recital, 
held at the Pabst Theatre before a large audience.

On the program were also leading instrumentalists, 
including Carl Flesch, violinist, and Crewe 
and orchestra.

The occasion marked an experiment by William 
A. Schmidt, manager of the Edison Shop, in this 
city, to demonstrate his new Edison, in his diamond disc phonograph has solved the prob-
lem of the "re-creation of music," as Mr. Schmidt 
expressed it.

Miss Miller sang intermittently during the ren-
dition of her numbers on the phonograph, so that 
the remarkable purity of tone, enunciation and the 
timbre of Miss Miller's voice, familiar to concert-
goers of Milwaukee, might be noted in the record.

In addition to the duets, she sang "Suwanee 
River," the entire house being darkened so that the 
audience might not have the aid of the movement 
of the singer's lips to show when she was singing 
and not not.

The duet made it possible for the audience to 
hear the same voice, as another part, and blending 
in unison to an extent that is utterly impossible in 
real life, where each voice has its own peculiar 
characteristics, no matter how nearly it may re-
semble another voice.

Mr. Kunde says that he has been highly pleased with the success of his experiment. "I am glad," he said, "to have had an opportunity to demonstrate to the people of Milwaukee how really wonderful is this pet-
ione and Mr. Becker and Mr. Robinson's address 
wa full of helpful ideas, showing the educational value of music in all walks of life. It was a masterly presentation, and shows Mr. Robinson's wide grasp of his subject.

ACTIVE WORK FOR STEVENS BILL.

Committee of National Association of Talking 
Machine Jobbers Visit Congressmen Adam-
son and Howard, of Georgia, and Senator 
Hoke Smith in its Behalf.

J. Newcomb Blackman, president of the Black-
man Talking Machine Co., New York, Victor dis-
tributor, returned to his desk last week after a 
Southern trip, the prime object of which was to 
secure the aid of members of a committee of Victor 
jobbers who interviewed the Hon. William C. Adam-
son at his home in Carrollton, Ga., with reference 
to furthering the interests of the Stevens Bill. Mr. 
Adamson was chairman of the Committee on 
Interstate and Foreign Commerce in the last 
session of Congress, and has been a member of 
Congress for the past twenty years.

Mr. Blackman, in addition to Mr. Adamson, in 
addition to Mr. Blackman, comprised E. C. Rauth, 
secretary Koehler-Bremer Co., St. Louis, Mo., 
and George C. Mcket, Nebraska Cycle Co., Omaha, 
not only as members of the committee, but as 
appointed members of a general committee to pro-
 mote the interests of the Stevens Bill at last month's special meeting of the executive com-
mittee of the National Association of Talking 
Machine Jobbers, but this Southern trip was a special one.

Before interviewing Mr. Adamson the com-
mittee of Victor distributors enlisted the support 
of every merchant and banker in Carrollton, Ga., 
together with their employees, and secured a 
petition of 7,000 names from the Southern crowd 
favoring the passage of the Stevens Bill.

Seven of the leading business men of Carroll-
ton were sent on a tour of call with the Stevens 
Bill at last month's special meeting of the executive commit-
tee of the National Association of Talking 
Machine Jobbers, but this Southern trip was a special one.

PRACTICALLY 100% 

That is how we are filling Victor record orders.

May we not have the opportunity of demonstrating how well we can serve you? 

BADGER TALKING MACHINE CO., 185 Second St. MILWAUKEE, WIS. 

Exclusively Victor
THE TRADE IN NEW YORK CITY AND VICINITY

There is optimism a-plenty in the New York talking machine trade at the present time, due to the fact that October was one of the best, if not the very best, months that the industry as a whole has ever experienced. Distributors and dealers alike closed an excellent business both in machines and records, and judging from the confidence that abounds on all sides November will even be ahead of October.

There is a general shortage in machines of all grades and prices, this shortage having grown considerabily during the past month, due, of course, to the steady active machine trade that the dealers are closing, and also in a measure to the fact that quite a number of dealers neglected to order their fall stock well in advance of their usual ordering date, thereby ignoring the suggestions of the factories and the distributors. In common with September's business, the machines retailing in the neighborhood of $75 and $100 are more scarce than the cheaper or most expensive models. This is usually the case when machines are short, the public, as a rule, showing a preference for the moderate priced machines in the fall and holiday seasons.

The record situation is in splendid shape, the dealers receiving practically 100 per cent of their record orders from their distributors. It was freely predicted early in the summer that the factories were meeting with a steady sale, and with the start of the operatic season there is certain to be a greatly increased demand for this special class of record.

There is optimism a-plenty that October was one of the best, if not the greatest, month that has been recorded in the talking machine trade at the present time, due to the fact that October was one of the best, if not the greatest, month that has been recorded in the talking machine trade at the present time, due to the great advertising campaigns whereby a group of dealers may advertise in conjunction with one of the factory's advertisements or in combination together at a very moderate rate. The strength and stability of the talking machine trade is well evidenced in this publicity as differing radically from the publicity used by other retail trades; there is no attempt to knife one another with cut prices and damaging assertions, but straightforward business announcements devoted to the merits of the products advertised or the service which the individual advertisers are prepared to render.

The Benefits of Co-operation.

The New York Talking Machine Co., 119 West Fortieth street, closed the best October in its history, thereby keeping pace with the excellent sales registered since the first of the year. The extensive co-operation which this company is rendering its dealers is reflected in the consistent growth of its business, and many of the ideas introduced have enabled Victor dealers to add materially to their profits. The company is in close touch with its dealers throughout the East, R. W. Morey, general manager of the concern, having visited a number of representatives in Philadelphia and the nearby territory last week. His reports of conditions in the "Keystone State" are most enthusiastic, as he found Victor dealers enjoying a period of general prosperity. A. T. Doty, one of the company's traveling representatives, during the course of the month made one of his usual Southern trips, returning with a well-filled order book and a firm conviction that the South has entirely recovered from the temporary depression it suffered last year. As a matter of fact Victor merchants in the South were least affected of any industry by the commercial setback at the outbreak of the war, and found a ready market for Victrolas and Victor records at all times.

Closed Most Successful Month.

"The October we just closed was far and ahead the best we ever experienced," said R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, New York. "It proved to be the most successful month in the activities of this establishment, showing a gain of more than 16 per cent over last December, our previous high-water mark. The demand for machines and records is pretty well spread out, the call being evenly divided among the many models in our line. The response to our new form of record supplement which was inaugurated with the November list has been very gratifying, increased record business being the order of the day in all sections of our territory. This new supplement seems to have taken the trade by storm, and a number of our dealers have referred to it in the highest terms of praise, attributing a considerable portion of their increased November record sales to the artistic and sales force of the new supplement. Collections the past few weeks have been unusually good, indicating the healthy financial status of the dealers' affairs."

Celebrate Edison Week.

Edison Week, which was generally celebrated by the trade throughout the country during the week of October 18-25, was fittingly observed by (Continued on page 64.)
New December Records

John McCormack Sings
Adeste Fideles
O, Come, All Ye Faithful

This record should be in YOUR home Christmas Morning

Mighty Lak'ARose
Sung by FARRAR
With a melodious obbligato by KRESSLER
A beautiful Gift Record that will carry with it sweet sentiment and be forever appreciated by your best friend.

The Popular Song Hits of The Month

17874
Its Tulip Time in Holland
When I Leave The World Behind

This is a specimen of the work put out by our Efficiency Department

A Window Card (in colors) size 14" x 21"
PRICE FIFTY CENTS

The drawing for this card alone cost more than the average Dealer would be justified in expending on Feature Cards for a year.
The quantity produced on this and other similar features makes it possible for us to serve the Dealer as he could not possibly serve himself.

NEW YORK TALKING MACHINE COMPANY
119 WEST FORTIETH STREET
NEW YORK
THE TRADE IN NEW YORK CITY.
(Continued from page 62.)

The Phonograph Corp. of Manhattan in its beaux-
ful establishment, the Edison Shop, at 475 Fifth
avenue. The company spent considerable money
to advertise a special series of Edison diamond
disc recitals in honor of Mr. Edison. These con-
certs were well attended, capacity audiences crowd-
ing the auditorium on many days. The programs
were prepared with great care and thought, in-
cluding some of Mr. Edison’s favorite records. A
feature of the window display at the Edison Shop
was a remarkable portrait of Mr. Edison, painted
by A. A. Anderson, an artist of international fame,
and depicting Mr. Edison with the first model of
the Edison cylinder phonograph. The company,
incidental to its Edison Week activities, arranged
for a window display contest among its dealers, in
which more than sixty dealers participated. The
time winners will be announced later. George L.
Babson, manager of the Phonograph Corp. of Man-
hattan, states that during the past few weeks there
has been a noticeable increase in the demand for
the more expensive types of Edison diamond disc
phonographs, the $250 type now being the most
popular seller.

Some Remarkable Window Displays.
Landay Bros., 563 Fifth avenue, New York, Vic-
tor distributors, have been presenting a series of re-
markable window displays in their various estab-
lishments in the leading shopping districts of the
city. These displays have represented an expendi-
ture of considerable time and money, although the
results they have produced well warranted the

efforts expended. Landay Bros. have for a num-
ber of years devoted more than passing considera-
tion to their windows and their displays have given
a prestige and standing to the Landay institution
to their windows and their displays have given
a value to the Landay institution in the steady growth of this suc-
cessful Victor house. Landay Bros. are ready at
time to offer their dealers any possible assist-
ance in the preparation of displays which will
prove profitable in every way.

Advertising That Has Won Praise.
The Aeolian Co., New York, has introduced a
series of advertisements on behalf of its Columbia
department which is winning favorable comment
from the members of the trade. This series will
be divided into eleven separate advertisements,
three of which have already appeared. Each one
will be devoted to a separate phase of Columbia
record quality or Aeolian service, large sized space
being contracted for. These advertisements are
dignified and effective, being well calculated to
stimulate the sales of Columbia records.

Expanding Their Local Trade.
The Pathé Frères Phonograph Co., New York,
has succeeded in building up an extensive trade in
local circles, due to the aggressiveness of the com-
pany’s sales division, coupled with the numerous
talking points which the Pathéphones and Pathé
discs possess. J. F. Collins, sales manager of the
city, states that the accounts opened in local
territory have far exceeded their anticipations,
the dealers arranging to handle the line numbering
the Edison cylinder phonograph.

The new store of Ormes, Victor distributor at
411 Fifth avenue, New York, was opened the first
of this month.

HAS HER OWN METHODS OF SELLING
(Special to The Talking Machine World.)
TOPEKA, KAN., November 10.—Miss M. L. Addis,
a jeweler in Topeka, Kan., is developing a large
trade in Columbia machines. Miss Addis has her
own methods of salesmanship, which she has
proved very effective. She has a host of friends
and acquaintances whose taste she knows, and
when she attempts a sale to a person with whom
she is not so well acquainted she is careful to learn
taste. Miss Addis is rather jealous of her
prospects, because she has studied each one of them
very carefully and has her mind made up as to
just what kind of music to suggest, when to take
certain steps in the effort to sell, and what to say.

Phonograph Cabinets for the Trade

We manufacture a complete line
of cabinets in designs suitable
for instruments retailing from
$15.00 to $250.00.

We have had a large experience
in building phonograph cabinets
and we are equipped to install
motor sets furnished to us and
test and ship the Phonographs
ready for use.

We can also furnish complete
phonographs with our cus-
tomer’s trade name, attaching
labels furnished to us.

Century Cabinet Company
25 West 45th Street
New York City
THE GOOD WORK OF K. R. MOSES.

Edison Laboratory Expert Conducting Lengthy Series of Successful Demonstrations in Providence, R. I., and Vicinity with Success.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 6—K. R. Moses, the Edison laboratory expert, is having a busy time in this city and vicinity telling the descendants of Roger Williams about the wonders of the Edison diamond disc phonograph. He has met with great success in the work and states that he has sufficient engagements already booked to keep him busy until Christmas giving recitals for churches, clubs, etc.

Mr. Moses has many original ideas about his work, which, combined with a polished manner and a thorough understanding of the Edison theories and accomplishments, greatly impress his audiences. Mr. Moses has been assisted in his public work by Robert C. Peck, of the J. A. Foster Co. Together, Messrs. Moses and Peck make quite a demonstrating team.

ARTISTS' VISIT HELP SALES.

Appearance of McCormack and Melba in Montreal Creates Demand for Their Records—Crowe Bros. to Handle Edison Line—Liberal Advertising the Rule With Dealers.

(Montreal, C. W., November 8—Montreal the past month had the pleasure of visits from John McCormack and Mme. Melba. As both of these celebrities are Victor artists an increased demand was noticed in the call for recordings of these singers, and during their stay in Montreal considerable newspaper publicity was indulged in by the Berliner Gramophone Co., featuring these artists' various selections.

Edison Week was faithfully observed throughout Canada and the Edison diamond disc phonograph windows were the subject of much admiration and comment on the part of the public. A. J. Freeman, of Ottawa, Ont., has opened a Grafonola department and is featuring the Columbia product in all styles of machines and a complete and up-to-date supply of records. John McCormack, the celebrated Victor artist, stamped one of his own Victor records at the factory of the Berliner Gramophone Co. during his recent visit to Montreal. An illustration of the same appeared in good-sized space in all the Montreal dailies.

Gourlay, Winter & Leeming, Ltd., who recently opened a talking machine department, in which the Edison and Columbia lines are featured in a very artistic way, have been carrying some very striking advertising in the local papers, in which "the reason why of the new department" is told in a most interesting way.

A transfer of the Edison representation in Truro, N. S., has taken place, and hereafter N. W. Crowe, of Crowe Bros., will handle this line, instead of the Truro Music Store, which has assigned.

As announced in these columns last month, Goodwin's, Ltd., one of Montreal's largest department stores, opened a talking machine department. On the afternoon of the opening day they gave a Grafonola concert, featuring a special program of vocal and instrumental music of Columbia recordings. They also introduced to Montreal the Arionola talking machine at an introductory price of $15.50.

In Toronto during Edison Week ten moving picture houses played the new Edison diamond disc phonograph.

The Lakeside Craft Shops of Sheboygan, Wis., of which F. A. Demett is the head, has begun the manufacture of talking machines.

RELIB HUNTERS AFTER EDISON.

Relic hunters have tried to induce Thomas A. Edison to give them the records used in the transcontinental telephoning of greetings by phonograph to him last month. A Boston man offered $2,000 for the record of greetings made by Dr. Miller Reese Hutchison, while another man has offered $300 for the Alina Case record, the first music to be transmitted across the continent.

ENTERPRISING HARTFORD HOUSE.

The Victoria department of the Brown-Thompson Co., Hartford, Conn., is using a series of four-page folders to excellent advantage. One of these folders was devoted to the Victor records of Harry Lauder, photographs of the famous Scotch singer in several of his famous costumes being used. This kind of publicity has secured good returns for this progressive Victor dealer.

NEW CONCERN IN COLUMBUS, S. C.

Rustin's Talking Machine Co. to Handle Columbia Line Exclusively.

(Columbus, S. C., November 6—One of the recent additions to the business houses of this city is Rustin's Talking Machine Co., which is opened for business at 1519 Main street, where the company has handsomely appointed quarters, including three soundproof demonstration booths. Columbia graphophones and records will be handled exclusively. The firm is composed of Wallace B. Rustin, general manager, and M. Roy Rustin, sales manager. Both gentlemen were formerly connected with a furniture store in Savannah.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL. GIVE HIM THE REASONS WHY.

BALANCE Sound Boxes

Numbers 1 and 2 have the "metalloy" diaphragm for sweet and mellow reproduction of home. Number 3 has wonderful volume and is recommended for Concert work and for Dance Music.

Make Strenuous Efforts to Get Records Used in Cross Country Demonstration.

Edison dealers may obtain their supply from Edison Jobbers.

A. F. MEISSELBACH & BRO., Newark, N. J.
AN "EDISON TONE TEST RECITAL."
Elaborate Program Arranged by N. Snellenburg Co., Wilmington, Draws Enthusiastic Audience of 300 Music Lovers.

(Special to The Talking Machine World.)

WILMINGTON, Del., November 6.—In connection with the twentieth anniversary celebration of N. Snellenburg & Co., held here recently, one of the features was a special recital in the talking machine department on the evening of October 31, and termed "The Edison Tone Test Recital."

An elaborate program had been prepared and the assisting artists included Miss Ruth Wilson, "Talker" Department of N. Snellenburg & Co.; contralto; E. William Martin, violinist; Ernest Marks, cornetist, and John A. Thom, Jr., pianist. The work of the artists was particularly noteworthy, specially in the manner in which they kept perfect time with the music of the Edison diamond disc phonograph. The manner in which the recital impressed the music lovers was indicated by the following article appearing in the Wilmington Star:

"That recital in the talking machine department of N. Snellenburg & Co., Thursday night, was generally accepted by the audience, numbering more than 300, as a splendid manifestation of the miracles wrought by twentieth century science. By that recital the guests were convinced that it is next to impossible to detect the difference between the human voice, the piano, the cornet, the violin—as handled by talented artists in person—and the same as they are played on the Edison. During that recital the tones of the Edison were given a hard test and they proved true. Incidentally, the guests were so pleased and Charley F. Eastern, the manager, and his associates of the talking machine department were so delighted with the success of the affair that this recital may lead up to better concerts to follow."

UNICO BOOTHS IN GREAT DEMAND.

Showing the four ways of ordering Unico booths, the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, Pa., has just issued a folder illustrating the methods of buying these booths. It seems that the Famous & Barr Co., St. Louis, Mo., wired: the Hub Department Store Baltimore, Md., phoned; the Beuch Phonograph Co., Inc., Pittsburgh, Pa., wrote, and Goetz & Co. Brooklyn, N. Y. called and placed the order. It calls particular attention to the fact that it isn't so much the "method" of ordering as it is the fact that the booths are ordered.

THE VOCALION IN DES MOINES.

(Special to The Talking Machine World.)

Des Moines, Ia., November 6.—The Guest Piano Co., the old established music house at Seventh and Walnut streets, this city, of which C. E. Risher is manager, has secured the local agency for the Aeolian Vocalion, the new improved phonograph manufactured by the Aeolian Co., New York, and has planned to exploit that line in an elaborate fashion.

NEW QUARTERS IN TOPEKA, KAN.

(Special to The Talking Machine World.)

Topeka, Kan., November 6.—The Emahizer- Sipelman Co., which handles the Columba and Sonora phonographs and records very successfully in this city, recently held a formal opening of their handsome new music rooms at 519 Kansas avenue.

Look at the "BIG THREE SAVOYS!"

Creators of revolutionary new standards of talking machine value.

All SAVOYS equipped with a reversible reproducer playing all makes of records without any attachment.

A live-wire dealer cannot keep away from the fast selling SAVOYS—If you want delivery for the holidays, write today.

SAVOY GRAMOPHONE CO.

Grand Street and East River

SAVOY—Style 10.
Retails at $10.
Mahogany Finish—Size, 15 ½ Inches Square and 8 ½ Inches High.

SAVOY—Style 25.
Retails at $25.
Mahogany, Highest Grade Finish—Size 18 ½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

SAVOY—Style 65.
Retails at $65.
Mahogany, Highest Grade Finish. Size on Casters, 48 Inches Wide, 22 Inches Deep, and 23 Inches High. Extra Heavy Double Spring Wormgear Motor All Nickel Plated, 12-Inch Turntable.

LEASE MORE ROOM.

Crescent Talking Machine Co. Secures Four Additional Floors at 109 Reade Street—Lease Wholesale and Retail Warerooms at 89 Chambers Street to House Main Offices.

Four additional floors of space are reported to have been leased at 109 Reade street, New York, by the Crescent Talking Machine Co., 89 Chambers street, New York, which will be utilized by this company as part of its manufacturing plant. This company has also leased the store at 89 Chambers street, which will be devoted to the main offices as well as to wholesale and retail warerooms.

This is one of the houses which started in a small way, grew conservatively and is now said to be in a position whereby representatives are well cared for with both machines and records. On the machine line Crescent machines recall at all the popular prices, while in records two models are made—one 10 ¼ inches in diameter, retailing for 45 cents, and the other a 33-cent double face record.

"Made in America" is a slogan adopted by the Crescent Co. in its promotion of business, and according to F. E. Parry, one of the Crescent officials, dealers have been created in nearly every State of the Union, to say nothing of several foreign countries.

JOINS SONORA SALES STAFF.

F. H. Giles, a well-known talking machine salesman of New York, has been appointed to the sales staff of the Sonora Phonograph Corp., 57 Reade street, New York.

James L. Loder, who has had a long experience in the talking machine trade, has just been appointed assistant manager of the Crescent department of the Wiley B. Allen Co., Portland, Ore. Mr. Loder assumed the duties of his new office on November 1.
EDISON WEEK IN PROVIDENCE.
Staff of the J. A. Foster Co. Succeeds in Making the Week in That City a Noteworthy Event—Recitals Given in Churches.
(Special to The Talking Machine World.)
PROVIDENCE, R. I., November 5.—K. R. Moses, of the Edison Laboratory, and the J. A. Foster Co.'s staff succeeded in making Edison Week the biggest phonograph event of many years. The Dorrance street side of Foster’s big headquarters was devoted to a striking display of Edison goods embodying the department's main slogan, "You need music in your home."
Three big church recitals were held during the week at Elmwood Christian, Trinity Union and Fourth Baptist churches. Over 2,000 people attended these three events, which were conducted by Mr. Moses, assisted by Robert C. Peck, of the Foster Co. Mr. Peck’s special feature of organ accompaniment with the diamond disc selection met with the usual favorable reception. One of the most pleasing combinations of the various programs was Carl Flesch’s playing of Schubert’s "Ave Maria," Edison record No. 82063, with Mr. Peck’s skilful accompaniment on the organ. Musical critics pronounced the blending of instruments so perfect as to lead one to imagine the artist stood before them. Foster’s advertising campaign was much in evidence during the week, as usual.

Special Edison Window Prepared by J. A. Foster Co., Providence.

Big Crowd Attending Edison Concert in Providence.

ISSUE ADVERTISEMENT CATALOG.
The advertising department of the Columbia Co. has just completed the compilation of a catalog of advertisements for Columbia dealers which is one of the most elaborate publications of this kind ever issued. This book contains advertisements of every conceivable character and size, exploiting machines, records, artists and outfits. A series of form letters which Columbia dealers may use to advantage are also presented, together with a page of short paragraphs and headings for advertisements, announcements, etc. This new book is complete in every detail and should prove of inestimable value to Columbia dealers.

THE COMPLETE LETTER WRITER.

TO MAKE TALKING MACHINES.
The Wilkes Manufacturing Co. has been incorporated under the laws of Delaware, with a capital stock of $50,000, for the purpose of manufacturing talking machines and mechanical goods and specialties.

THE COMPLETE LETTER WRITER.

(Charles R. Simmis has been appointed traveling representative of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y., Victor distributor.)

LONG CABINETS
WELL MADE THROUGHOUT

These With Others Comprise the

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

ORDER NOW FOR HOLIDAY REQUIREMENTS
Write for Illustrated Catalogue
THE GEO. A. LONG CABINET CO., Hanover, Pa.
Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia
CABINET PLANT VERY BUSY.

Heavy Demand for All Types of Cabinets, Including the Wagon Cabinet.

Schloss Bros., the talking machine cabinet manufacturers of 607 West Fifty-fifth street, New York, are finding that their plant is handling the holiday trade since they opened their new plant early this year have not been in any sense too ambitious, for, although every endeavor is made to fill orders promptly, it means that overtime work is prevailing at their factory regularly, the demands from the local trade being particularly heavy.

One of the features of the Schloss Bros. line that is most popular is the wagon cabinet, designed to permit of the talking machine and accompanying records being rolled to any part of the house or grounds desired. It is in demand both for city apartments and country homes.

W. A. Bowen & Son, Newanec, Ill., was one of the many concerns to arrange a special display for Edison Week recently. The company had a handsome window arrangement of Edison phonographs and records.

BUSINESS CONSTANTLY GROWING

With the Pathé Frères Phonograph Co.—Sales Totals Well Advanced of Last Month, Says H. N. McMenimen.

"November business to date has been remarkable," said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co. 29 West Thirty-eighth street, New York, in a chat with The World. "The sales totals to date are well in advance of last month, which was the best month in the history of the company.

"Pathé distributors in all sections of the country report the receipt of inquiries for the Pathé representation from some of the most successful retail concerns in their territory. Our list of dealers is growing by leaps and bounds, and from present indications Pathéphones and Pathé discs will enjoy a 1916 representation in every way worthy of the standing of these products in talking machine and musical circles."

A. R. Coughlin has been appointed retail manager for the Columbia Co. in St. Louis, Mo.

The Columbia line is beautifully complete—a full line of instruments from $15 to $500, an unmatchable record product—and a rapidly growing popularity and good will in the name "Columbia" which gives the dealer something to look forward to.

(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 HERCULES ATLAS
Reg. U. S. Pat. Office
RETAILS AT $10.00

THE HERCULES TALKING MACHINE CO.
611-621 BROADWAY
NEW YORK CITY

This talking machine is built solid. Full tone. Quartered oak or mahogany finish. The instrument that made us famous. Size 16 inches wide by 16 inches deep.

Price Largest 12 inch Record with One Windling MOTOR GUARANTEED FOR ONE YEAR
WHOLESALE PRICE $6.00
F. O. B. NEW YORK
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.
175 LAFAYETTE STREET
NEW YORK
We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

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

HAWAIIAN UKULELES

Next to Victor Guitars, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, finger-shaped box ukelele. 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 profits. The entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands, recently placed on order for the Panama 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.

"MAGNET" DECALCOMANIE NAMEPLATES

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

200 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO., INC.
136 LIBERTY ST., NEW YORK

(Special to The Talking Machine World.)

LONDON, E.C., November 5.—The new protective tariff duty imposed by the Government under the Finance Act continues to furnish an interesting subject for animated trade discussion. Parliamentary sanction has been given to this very radical departure, and it brings in some extent retrospective, the 33 1/3 per cent. duty is now in full operation. British importers are, of course, adjusting trade prices accordingly, with the result that gramophones and, in fact, all musical instruments now cost the public more. In some cases it has been found necessary to increase prices to the full extent of the duty, but I should estimate the average prices now cost the public more.

Whatever one may think of the new tariff in principle, at least in one respect, it is altogether unsatisfactory. The general assumption—and a very reasonable one, too—was that the duty would be levied only upon the actual invoice value of the goods. Instances, however, have been given me which prove to that in the value of the goods is included freight and insurance charges. Levied on this total the so-called 33 1/3 per cent. approximately averages more nearly 80 per cent. on the invoiced cost of the goods. An importer of organs clearly proved to me that his total increased charge under the new tariff rate was anything up to 60 per cent. So prohibitive is it that the London branch of a well-known American piano house has been compelled to cancel practically all further shipments. This, of course, meets with the Chancellor's expressed view that, "During the war this country could not afford a diversion of capital and an undue or even more essential purposes, with the object of developing the musical instrument trade. Great Britain was spending more than she ought to spend, and when expenditure was cut down luxuries of this kind ought to be one of the first things to go." The purpose of the act is thus made clear, and if it accomplishes its avowed object our money will be retained in England for more patriotic use, and which will also tend to inject our money will be retained in England for more patriotic use, and which will also tend to steady and uphold money equivalents abroad. Notwithstanding, it is a fact that the musical instrument trade continues to make a very strong showing. Although prices are up, the public is freely spending surplus money, mainly in the shape of war profits, on the purchase of luxuries. In some cases the tariff duty has already reacted uneaicularly—the cheaper class of trade will perhaps suffer the most—but, broadly speaking, the musical instrument business is going as strong as ever.

One aspect of the tariff bill, that relating to the raising of tariff or other music as distinct from those sold in the home market. Recognizing this fact, section 19 (3) of the act provides that the drawback may not be allowed where satisfactory identification of any component part is not possible. It is a somewhat complicated system altogether, for the trader himself cannot reasonably be blamed if his goods do not permit of "satisfactory identification." Just how the Government proposes to handle this seemingly unworkable proposition may be vouchedsafe us later.

Since the epoch-making announcement of a new double-sided category of records at the popular price of half a crown, the "His Master's Voice" company is simply inundated with orders from its agents all over the country. The new departure in itself was sufficient to arouse a demand second to none in the company's history, but, not content with this, the field is being developed still more by continuous advertisements of a striking nature in the chief London and provincial newspapers, magazines, etc. This important "H. M. V." move is (Continued on page 70.)

"His Master's Voice" the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

BRANCHES

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
SPAIN: Cia. Francesca del Gramofono, 56, Huesme, Barcelona.
SWEDEN: Skandinaviska Grammofon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.
RUSSIA: The Gramophone Co., Ltd., Nevsky Prospekt, Petrograd (Petersburg); No. 1 Solnyanka, Solnany Dvor, Moscow; 3, Golemsky Prospekt, Tifliss; Nowy-Swiat 30, Warszaw; 21, Aleksandrovskaya Ullitsa, Rigia; 11, Michalovskaya Ullitsa, Baku.
INDIA: The Gramophone Co., Ltd., 119, Ballardha Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AGENCIES

NEW ZEALAND: Gramophonium, Ltd., 119-120 Victoria Street, Wellington.
SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 551, Johannesburg; Mackay Bros. & McMahon, Post Box 414, Darnham; A. H. Haarburger, Post Box 105, Bloemfontein; Franz Meister, Post Box 106, East London; E. J. Zwieis & Co., Post Box 86, Queenstown; Handel House, Kimberley; B. J. Ewbank & Co., Post Box 419, Durban; Ivan H. Haarburger, Post Box 86, Bulawayo; The Arsena Co., Salisbury.
EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 114, Alexandria.

Great Britain: The Gramophone Company, Ltd.

HAYES, MIDDLESEX - ENGLAND
We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:
("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 69).

but the crowning example of the general tendency in the record world toward trade expansion along lines of giving increased value to the public. The fact is apparent when I mention that within quite recent memory a single side "H. M. V." disc cost a minimum of 3s. 6d. (10-inch) and 5s. 6d. (12-inch). Now, a first class 10-inch double record is purchasable for 2s. 6d., or one-third per title, as against the old figure of 3s. 6d. And the repertoire is throughout in strict conformity with "H. M. V." quality, the standard of merit to which all uplook. Recent programs are compiled along the same lines of artistic and recording values, and to the wise that is sufficient.

Introducing the Aeolian-Vocalion.

Gramophone trade circles were recently, in the public press, afforded an opportunity of gleaning a first class 10-inch double record is much pressed in appearance and general principle of construction is little removed from that of the ordinary type of cabinet gramophone, but it embodies several new features which are of interest. The interior horn, mainly of metal, is backed by soundboards installed under tension, which doubtless assist toward the elimination of the mechanical aspect, just as the expression devices of a player-piano enable one to give to the interpretation of the sound volume. It is a decided acquisition which might perhaps ease matters; it certainly merits the company's attention anyway.

Several models, all of the cabinet type, are illustrated in the company's fine catalog, which is produced in the best artistic style. I notice therein that the Aeolian-Vocalion is described as a phonograph. Whatever may be the exact meaning of the term in other countries, to so describe the new instrument in England represents a misnomer. The generic term for disc machines is gramophone and for cylinders phonograph. With the British public that is by now an accepted distinction, and to avoid confusion it would be well for the Orchestrelle directorate to note this in future publicity issues.

Cheery Note to the List.

Accompanying the issue to dealers of the November Zonophone record list is a cheery and inspiring letter which touches an exceptionally optimistic note pertaining especially from the public's viewpoint, and quickly evinced within recent times. The huge influx of orders since the November Zonophone disc appears to be fast making itself felt. The dealer everywhere has committed himself to definite propaganda. This branch of the gramophone industry before failure unless very great care is exercised in every detail of organization along lines in conformity with the higher values of record production now demanded by a discriminating public. I would therefore urge recent and prospective record promoters to take stock of the present conditions in this branch of the gramophone industry before committing themselves to definite propaganda.

"Cheap" Records Disappearing.

Introduced by certain companies to meet the cheap German competition, the British 10-inch double discs appear to be fast fading in the limbo of
FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

"things that have been." Until the outbreak of war, which, of course, eliminated to a very great extent any justification for their continued exist-

ence, there were competitive-priced records simply put, the Teutonic stuff out of court on artistic merit alone. Having therefore achieved their object, it was about time for the various makers to ease off on an expenditure, which, in itself highly speculative, excluded from the outset any prospect of a fair return for the labor and capital involved. Apart from one or two comparably insignificant lines, I am glad to say the continued manufacture of the shilling or 13d. record has almost ceased. As was to be expected, some of the cheap firms have been seeking the sanction of Carly street, our national center for bankrupts, while others, the more important perhaps, are quietly sliding out of existence. One of the die-hard variety is now being relaunched at the munificent fig-

ure of 9d.—half penny—or 19 cents.

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fair return for the labor and capital involved. Apart from one or two comparably insignificant lines, I am glad to say the continued manufacture of the shilling or 13d. record has almost ceased. As was to be expected, some of the cheap firms have been seeking the sanction of Carly street, our national center for bankrupts, while others, the more important perhaps, are quietly sliding out of existence. One of the die-hard variety is now being relaunched at the munificent fig-

ure of 9d.—half penny—or 19 cents.

It certainly stands as an excellent example of "Guardsman" merit, for throughout every taste is catered in a manner bespeaking close study of public and trade requirements. One notes in addition to a pleasing range of vocal records (solo and duets), band, orchestral, solo instrumental and descriptive items in great variety. A descriptive by the Invicta Sketch Co., with the aid of a military band, No. 511, is a real sales plum. It bears the titles: "Departure of Kitchener's Army for France" and "Landing of Kitchener's Army in France." Some wonderful effects are obtained, and as a realistic presentation of a military event of this character the record is really wonderful. For particulars of this and the great variety of other equally good records itemized on this "Guardsman" list dealers should approach the Invicta Record Co., New Inn Yard, London, E.C.

One of the Busiest Spots in London.

One of the busiest spots in phonoland is at 45 City Road, London, the home of W. H. Reynolds (1915), Ltd., where unceasing activity prevails all day and every day, notwithstanding wars and tariffs. Here one finds an organized system of business which permits of each day's orders being completed (as far as possible, these unsettled times) and promptly dispatched the same night. Accessories, parts, etc., of almost any kind of gramophone ever made are a specialty of this up-to-date house. There is, owing to the war, a scarcity of certain accessories, and it sometimes happens that a little delay may result in the ex-

clusion of isolated orders for such goods, but generally speaking, it is really remarkable how the company has overcome almost insuperable difficul-
ties in satisfactorily meeting the great variety of claims upon its ever-fluctuating stocks.

On the record side W. H. Reynolds (1915), Ltd, offers an excellent 10-inch double disc, the "Favorite," at a competitive price. The monthly musical program teems with titles that represent a popular class of extreme sales value to all dealers. Dance music, patriotic songs, "revue" items, musical comedies, ballads, etc., you may be sure to obtain on Favorite records by artiests of reputation.

(Continued on page 12)
THE EDISON-BELL VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artists in the Gramophone world.

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 to


FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

New Columbia Artists.

This month Vladimir de Pachmann is announced as playing exclusively for Columbia records. In these records are enshrined his genius and art. His eccentricity—that of addressing remarks of every character to his audience all the while he is playing, a foible that seems to make him all the more idolized—his eccentricity in this respect is absent; his Columbia records are pure piano art. As was only to be expected, Kenneth Rumford's indorsement of his wife's (Mme. Clara Butt Ramford) decision to record exclusively for Columbia took the form of a similar action on his own behalf, and we have the result in a very happy record this month.

Mme. Elsa Stralia, at present sharing the honors with Mlle. Yasay and de Pachmann on an extended tour of the country, is the latest important addition to Columbia exclusive artists. She hails from Australia, and has appeared in opera and concert. What all who are interested in the progress of recording must concede to be the last word in musical authority is bound up in the announcement that our greatest British conductor, Sir Henry J. Wood, will record with his famous orchestra exclusively for Columbia. The importance of this decision can be judged from the fact that the great conductor has steadfastly refused to recognize the art of sound recording as having any musical value until now. What has brought about the change is the new recording process of Columbia, the process which is giving results that have astonished experienced record makers.

Clara Butt Delighted with Records.

Some may express surprise at the phenomenal success which has attended the new Clara Butt records on Columbia, particularly as the sales already run well up into five figures. But, hearing the records, surprise passes away; and then bearing in mind the enterprise which fixed the attractive prices, the results only go to show how readily the public appreciates the new and somewhat daring departure. Then, to crown all, comes the "Queen of Songs" own emphatic indorsement of her records in these words:

"I am more than delighted with my new Columbia records, for think how delighted he would be with the idea that the gramophone should be used as a vehicle for a birthday greeting, addressed to her; and she asked the head of the Gramophone Co. if he could arrange to send her message. To this he readily assented. But the plan was doomed to failure. Mme. Melba, overcome by the thought that the very tomes in which she was speaking would be carried to the ears of her father so many thousands of miles away from her, broke down after speaking only three words.

Then, instead of sending a message, she decided to sing a song. The song chosen was Raynold's Hamb's beautiful "Si mes vers avaient des ailes," and a duet—to the ears of her father so many thousands of miles away from her, broke down after speaking only three words.

"Wealth's"! exclaimed Melba, in surprised tones, when the last notes of the song she had sung for her father died away. "Heaven's, but it's me!"

That luncheon party was unique. Never did the gramophone receive such praise.

Mme. Melba now can never hear one of her own records without singing in unison. What price would not the wealthy music lover pay to hear such a duet—"Melba and Melba"? Her own delight at every new record is almost childish, remembering that nothing can be more keen and strong than the delight of a child. Multiply that delight by millions, and you have some idea of the pleasure Melba has given the world by making gramophone records.

Only the other day a letter found its way into Mme. Melba's post-bag from the opposite end of the earth. "All the wonderful things you have ever done," wrote her unknown correspondent, addressing her letter from some home for incurable invalids in Australia, "all your wonderful triumphs have been eclipsed by the scene of delight in this lome when the inmates were given a selection of your songs on the gramophone." Mme. Melba receives many letters by every post begging for her autograph.

But nowadays she receives almost as many expressing the delight her gramophone records have given to the poor, the sick and the suffering, to the crippled and to the paralyzed. Her life would not have been spent in vain had she done nothing more than to make the simple gramophone record which allows her rendering of Gounod's "Ave Maria" to be reproduced in our hospital wards.

THE WINNER RECORD CO., LTD.

LATEST DOUBLE DISC RECORDS—10 Inch.

2899 That's What It's All About (Charles Money Tor) At Home.
2898 That's Happenin', Baby (Thomas Haverford) At Home.
2897 The Amigo's Breast (Eva Melba) At Home.
2896 A Laughing Dream (Billic, Miss 
2895 A Laughing Dream (Billic, Miss)
2894 The Last Week (Weatherley and Piroli) At Home.
2893 Mitchell and Shepherd (Concertina Duet). DOUBLE-SIDED NEEDLE-CUT 10 inch and 12 inch
2892 Under the Double Eagle (L. Wagner) At Home.
2891 Beggar Man (E. Magnus) Band of H.M. Irish Guards.
2890 Semiramis, Part 1 (Bennion) At Home.
2889 Semiramis, Part 1 (Bennion) At Home.
2888 Building a Chicken House, Part 1 (Arthurs and Evans) At Home.
2887 Winter Nights (Clarke and Schwartz) 12 inch.
2886 Bells of Peace (Richter and Scholz) 12 inch.
2885 Until Lunch (Eberhart and Cadman) 12 inch.
2884 Destiny Waltz (Sydney Baynes) 12 inch.
2883 Semiramide, Part 1 (Rossini) At Home.
2882 Under the Double Eagle (L. Wagner) At Home.
2881 Under the Double Eagle (L. Wagner) At Home.
2880 Bells of Peace (Richter and Scholz) 12 inch.
2879 Until Lunch (Eberhart and Cadman) 12 inch.
2878 Semiramide, Part 1 (Rossini) At Home.
2877 Semiramide, Part 1 (Rossini) At Home.
2876 Bell of Peace (Victor Lockwood)
2875 Building a Chicken House, Part 2 (Arthurs and Evans) At Home.
2874 Until Lunch (Eberhart and Cadman) 12 inch.
2873 Until Lunch (Eberhart and Cadman) 12 inch.
2872 That's What It's All About (Charles Money Tor) At Home.
2871 The Two Bobs (Ragtime Monarchs) At Home.
2870 The Last Week (Weatherley and Piroli) At Home.
2869 A Laughing Dream (Billic, Miss) At Home.
2868 The Two Bobs (Ragtime Monarchs) At Home.
2867 That's Happenin', Baby (Thomas Haverford) At Home.
2866 Bells of Peace (Richter and Scholz) 12 inch.
2865 Until Lunch (Eberhart and Cadman) 12 inch.
2864 Building a Chicken House, Part 2 (Arthurs and Evans) At Home.
2863 Semiramis, Part 1 (Bennion) At Home.
2862 Until Lunch (Eberhart and Cadman) 12 inch.
Regarding the business outlook, Mr. Brown has been advertising his new quarters on the avenue and interior space equal to the old stores were thrown into one by knocking out dividing wall, and the result is that Mr. Brown now enjoys 35 feet of valuable show space. His original quarters proved too small to care for the Edison product. Double space in one year. His advertising largely responsible for success. Mr. Brown started in business, or on October 28, 1914, to be exact, and arranged to handle the Edison diamond disc phonograph exclusively. The success of his venture is best indicated by the fact that in less than a year the presence of the Briggs cartoons on the sporting pages of the Chronicle is attested to by the experience related by A. R. Pomer, of this city, one of the State's prominent green enthusiasts. Quite recently, through one of his cartoons, Briggs made the suggestion that some kind of mechanical device be attached to all golf balls of such a nature that when the ball became lost an automatic whistle or bell might announce its presence to the searcher. Pomer, among many, read this and with interest assured sent a copy of the cartoon to Thomas Edison, the American inventor, with the suggestion that some practical method of putting the theory of the cartoonist into practice be adopted. Edison returned a note to Pomer stating that he had looked upon the proposition with interest and that he had turned the matter over to his department for the development of sirens and other mechanical devices. And so we may soon have the phonographic golf ball. Those of the golfing population have become attracted by the presence of the Briggs cartoons on the sporting pages of the Chronicle and the excellent results of the remodeling operation are shown in the accompanying illustrations. This is the trade-mark music lovers are looking for—and asking for. Are you benefiting by its display?

Display Room of Edison Shop.

Main Reception Room, Edison Shop.

Like another extensively advertised product, our TrueTone 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
The Trade in Philadelphia and locality

Philadelphia, Pa., November 9.—The talking machine business during October was of most unusual activity. The volume of business with every dealer has been limited to the number of machines he was able to secure. This is usually the condition with the Victor dealers, but during that month it has been equalled the condition with the Columbia and Edison dealers. It was a banner month, and November has started with a rush—a rush that would indicate that everyone who wants a talking machine for entertainment this winter is not going to be supplied.

The Penn Phonograph Co. reports that its business has been phenomenal and that November has begun with the condition in keeping with the past at this time of the year. It has been impossible, it says, to get special machine stock to keep up with the orders, but in most instances it has been possible to fill record stock at the rate of 100 per cent.

Most of the Penn Co. dealers had the foresight to place their orders for machines early in the season and are now in pretty good shape, but they have begun to send in requests for additional supply and already the firm has received a number of orders for January delivery.

Morris Fitzpatrick, formerly connected with the Penn Co., but who is now with the Eclipse Music Co., of Cleveland, O., has written to the Penn Co. that he is enjoying a good business in the State of Ohio and is well satisfied with his new field of labor.

F. B. Ellington, the talking machine dealer at Twenty-ninth street and Susquehanna avenue, has sold out his business to W. M. Johnson, who will conduct it at the same place.

Among the out-of-town men here this week were Charles K. Bennett, of Cleveland, O., formerly with the Victor Co., and Thomas Towell, of the same city. They came on here to urge the Victor Co. to rush orders to them on account of their heavy demand.

William J. Elwell, manager of the wholesale department at Hepp's, has the sympathy of the trade in the death of his wife, which occurred last Monday.

Blake & Burkart, the big handlers here of the Edison, had a tremendously big business in October, and from the way November has started they expect to have a rush business from now on to the first of the year. Their business has entirely out-grown their present quarters, and they have leased the other half of the floor of their present building and will occupy it the first of January. This new addition has a floor space of more than 3,000 square feet, and it will be arranged, besides selling rooms, into a large hall for recitals which will seat from 125 to 150 people. Altogether this will be the largest individual talking machine store in the city when this new addition is occupied.

Blake & Burkart have also started an auto truck delivery service, and with the securing of their addition they will have access to a rear entrance and exit for their machines. The mechanical force has been trained in the Edison factory at West Orange, N. J., and their service is gratis to purchasers. They have equipped their repair men with motorcycles, and their salesman, Mr. Bentley, has put on an automobile himself—a Buick roadabout for canvassing work. A new man has been added to the repair department.

The Ludwig Piano Co., which recently took on the Edison, has been meeting with great success and has been advertising liberally. This week a window placard, which is seen by everybody, contains the line, "Did you ever hear a phonograph?" They have a series of photographs in the window of leading Edison artists.

There is a growing demand for an Edison agency in Philadelphia, to be located in some section of Germantown, either on Chelten or Germantown avenue, and it would be a good field for someone.

M. Hybeman, of Norristown, with his "Sam'l of Pose" dialect, was the jovial visitor among the trade here this week.

The Edison dictating machine has had a large sale in October, some of the leading new firms who purchased these machines being Arthur Thomas, dealer in surgical instruments; the Keating Co., 715 Sansom street; the Nelson Valve Co., John T. Lewis, the Atlas Powder Co., the North American Co., and the Payette R. Plum Co., Inc. and most of these firms, as well as firms already using the Edison, have added the Telecover for recording telephone conversations.

The Louis Born Co. reports that its business has been increasing right along. It is difficult to get Victor talking machines fast enough, although a greater percentage is being received than at this time last year, but business has been doubled.

The Columbia Dictaphone is benefiting from its recent publicity campaign. The local house had in October the biggest month this year, so naturally all are highly elated. Among some of the new accounts were the Charles Felm Lumber Co., the Philadelphia Steam Heating Co., the Schutte-Koerting Co., of New York, the Keating Bros., Roig & Langsdorf, cigar manufacturers; the Westinghouse Electric Co., the Sydney J. Burgoyne Co., printers; the Harrison Bros., paint manufacturers, as well as a number of others.

J. D. Westervelt, manager of the Edison dictating machine department, gave a dinner to all his salesmen, as well as some invited guests, this week. The guests included W. T. Sibbet, of Baltimore, Md.; M. Lee Goldsmit, and W. D. Reinard, of Harrisburg. They had a most enjoyable time and talked over the coming campaign.

Mr. Echardt, of the Pennsylvania Talking Machine Co., is to be seen frequently on the streets in the finest touring car owned in this city. It is yellow, which is the only thing of that color about this car. The car is to be driven every day in front of the Pennsylvania Co. store, and there is always a crowd around admiring it.

Mr. Echardt reports that the demand for Columbia machines has been very fast, but, like other dealers, he complains of a shortage of goods, and his business has been limited to the amount of stock he could secure. Last year's business has been beaten by 100 per cent.

Mr. Echardt is endeavoring to take care of his customers in every possible way. A lot of very good new accounts have been opened recently at the Baltimore store. He says his firm is in a position to do the business, and if they could have gotten the goods this past October they would have been able to do several hundred per cent. over last year.

NEW QUARTERS IN ALLENTOWN, PA.

(See 1st to The Talking Machine World.)

ALLENTOWN, Pa., November 9.—The J. M. & E. D. Cameron Music House has thrown open to the public its remodeled quarters at 908 Hamilton street, where a new Columbia Grafonola department is one of the features. The business here was established in 1905, and in its expansion has required the gradual absorption of the entire building, which was taken on a long-time lease last spring. Immediately after the lease was signed the company started work in remodeling the entire interior and has provided more convenient quarters for its pianos, player-pianos and Grafonolas. The Cameron Co. handles the Lauter, Milton, Weser Bros. and Francis Bacon pianos and player-pianos with great success. In addition to the local store the concern also has branches in Bethlehem and Easton.

The Victor Talking Machine Co. sent out to its dealers recently a special list of records appropriate for the Christmas season. A special supplement and a suitable Christmas hanger will be forwarded shortly, and a new Christmas street car card is also ready for distribution, containing illustrations and text pertinent to Christmas.

Penn Phonograph Co.

The Penn is mightier than the sword, it stands for right service. We know what you want and your first order will prove it. If you want service on 'shorts' during the rush of the next few weeks, 'phone us and we'll deliver. Victor Records a specialty.
On record orders we fill from stock over 98% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, are as well filled as factory conditions permit. Complete stocks of repair parts and accessories as well as for repair parts and accessories, are likewise well filled. Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE
Victor Distributors

Record numbers are worse than telephone numbers. More things happen to record numbers than you can imagine. Wrong numbers go Sherman one better.

So will you co-operate with us and double-check record lists? It means a great deal to both of us at all times, but the urgency of the next six weeks’ business requires the saving of every possible minute.

Since our specializing in Victor exclusively, and Victor exclusively wholesale, we know we can show you that Buehn Service is “keyed up” service with every one working on pins and needles to make good.

There is a spirit of co-operation between us that makes every one in our immense establishment ever on the “job” for your protection.

Records! Records! Records!
We have the Records.
THOS. A. EDISON TALKS ACROSS THE CONTINENT.

While Thomas A. Edison was surrounded by his friends in a specially arranged booth on the grounds of the Panama-Pacific Exposition at San Francisco on October 21, the evening of Edison Day, a number of his friends had gathered in the Edison laboratory at Orange to receive what he termed his "first real telephone message" across the continent. In the laboratory were nearly 200 invited guests, who enjoyed to the utmost the historic evening.

An amplified receiver made possible for Mr. Edison his use of the telephone in the across-continent conversation, which was arranged as a part of the celebration to commemorate the thirty-sixth anniversary of his invention of the incandescent electric light.

The great Edison plant was well illuminated, and over the laboratory floated the American flag, brought out in distinct contrast by electricity against the darkened sky.

One of the interesting exhibits was one of the first generators devised by Mr. Edison. There was also a section of the Atlantic submarine cable over which the first message was sent.

 Guests in Edison Laboratory at Orange, N. J., Listening to Cross Country Telephoning.

For instance, is being made to you by your greatest favorite, the Edison diamond disc phonograph." When asked to reply Mr. Edison insisted on having his joke and said, "Let me get my glasses." He then said:

"It may seem strange to those who know my work on the telephone carbon transmitter that this is the first time I have ever carried on a conversation over the telephone. Trying to talk thirty-four hundred miles on my first attempt at a telephone conversation seems to be a pretty big undertaking, but the engineers of the Bell system have made it easier to talk thirty-four hundred miles than it used to be to talk thirty-four miles. In my research work I have spent a great many years listening to the phonograph, but it gives me a singular sensation to sit here in California and hear the new diamond disc photograph over the telephone all the way from Orange, N. J. I heard the record of Hutch's talk very plainly. I should now like to hear a musical record. If you have one handy I wish you would play that Anna Case's "Charmant Oiseau from "The Pearl of Brazil.""

The selection from "Louise" could not be found, but Anna Case's "Charmant Oiseau from "The Pearl of Brazil" was played instead. Mr. Edison expressed great pleasure at the end with the perfect reproduction.

"That's fine," he said. He was asked to play the record back from San Francisco, and a machine at that end was started and the West Orange audience heard the record repeated.

Mr. Edison then carried on a conversation with a number of friends at the laboratory, among whom was Carl H. Wilson, vice-president and general manager of the Edison interests. After he congratulated Mr. Edison upon the honors paid him at San Francisco, he remarked: "I have got some good business news to convey to you, Mr. Edison."

"What is it?" asked the great inventor.

"We have been celebrating Edison Day at this end of the line, and to-day we have received orders for 7,800 machines, reaching a total value of $563,000."

"Sounds good. Looks like business, doesn't it?" remarked Mr. Edison.

"The conversation then shifted to Chicago, and the guests in Orange listened to a talk between Mr. Edison and John J. Carty, chief engineer of the American Telephone & Telegraph Co. Mr. Carty congratulated Mr. Edison, and said that he was pleased to give him the first information of the wireless conversation from Arlington, Va., with the Eiffel Tower in Paris. "A notable achievement," replied Mr. Edison. "You and I ought to get together with my phonograph and your wireless telephone to increase sound waves. With a megaphone attachment an entire audience on the Pacific Coast might readily hear a concert on the Atlantic seaboard."

The conversation with Mr. Edison 3,400 miles away with his various friends was perfectly audible and distinctly characteristic of the man. After Mr. Edison had left the booth at San Francisco Mrs. Edison was placed on the wire and spoke to her two sons, Charles and Theodore, in Orange.

In the first rows were members of Mr. Edison's
family, among them the following: Charles and Theodore Edison, Mr. and Mrs. Thomas A. Edison, Jt., Mr. and Mrs. William Edison, Joan B. Miller, brother of Mrs. Edison, Charles Edison Poyer, a nephew of the inventor; Mr. and Mrs. Henry Nicholl, of New York.

Among the guests were Benjamin S. Whitehead, of Newark; Capt. George E. Burd, U. S. N.; Charles Wirt, of Philadelphia; M. F. Moore, of Roselle; T. Commerford Martin and Edward H. Johnson, of New York; Mr. and Mrs. Frank A. Potter, of East Orange; Edward Lyman Bill, editor of The Talking Machine World; Dr. G. F. Kuna, New York; Mr. and Mrs. George Merck, of Llewellyn Park; Dr. and Mrs. John H. Bradshaw, of Orange, and Mrs. William G. Bee.

Among the old associates of Mr. Edison were George F. Morrison, of Harrison, general manager of the Edison Lamp Works; Dr. Frank J. Sprague, of New York; Sidney B. Payne, of Schenectady; J. C. Walker, William J. Hammer, Charles L. Clarke and John Ott, of West Orange.

At the San Francisco end were Mr. and Mrs. Edison, William G. Bee, who traveled with him; Mr. and Mrs. Helen Miller and Mr. and Mrs. Henry Ford and their son, Edsall, besides Governor Johnson.

Listening at Chicago was Dr. John J. Carty, chief engineer of the American Telegraph & Telephone Co., who was unable to be present.

The showing was an historic one and was greatly enjoyed by the assemblage.

After the conversation with San Francisco had ceased the guests were invited to a moving picture exhibition, showing some of Mr. Edison's early inventions, in one of the huge concrete structures adjoining the laboratory.

NEW TALKER STORE IN BROOKLYN.

Ranah Co., Inc., Opens Handsome Quarter in the Times Plaza, That City—To Feature Victor Line Exclusively—D. W. Moor in Charge.

One of the latest additions to the talking machine trade in Brooklyn, N. Y., is the Ranah Co., Inc., which on Wednesday of last week opened a handsome store in the Times Plaza, that city. The new company will handle Victor talking machines and records exclusively, and is under the management of Dan W. Moor, well known to the talking machine trade throughout the country.

The interior of the store has been handsomely decorated. The decorative scheme is in French gray, white and rose. The store has been laid with parquet flooring throughout, and several sound-proof demonstration booths have been provided, all of them handsomely furnished.

Mr. Moor thinks that his location is especially favorable, and intends to make a speciality of the Long Island trade. In fact, he has made arrangements for placing posters and cards in the Long Island Railroad station and upon the trains.

"We are going to establish a unique service, which I think has never been put into operation by a talking machine company before," said Mr. Moor.

Showroom of R. A. Macfie, San Juan, P. R.

"We will encourage our Long Island customers to telephone us what records they wish, and then when they pass through the Plaza on their way to catch the train we shall have our messengers to meet them with the records, thus saving time."

THE PATHE IN PORTO RICO.

The Pathe Freres Phonograph Co., 29 West Thirty-eighth street, New York, received this week his Pathe business in San Juan, and has spent considerable money in fitting up an attractive, comfortable establishment, which he is making a Mecca for San Juan music lovers. Mr. Macfie reports the closing of a splendid Pathe business during the past few weeks, and has made plans for a banner fall trade.

NEW QUARTERS IN BERKELEY, CAL.

Omer N. Kruscke Co. Opens Handsome New Phonograph Salesrooms in That City. (Special to The Talking Machine World.)

BERKELEY, CAL., November 4.—The Omer N. Kruscke Co., which handles the Edison diamond disc phonographs in this city, held the formal opening of its handsome new store at 2206 Shattuck street last month, upon which occasion a free concert was provided for the many visitors by local talent and the Edison diamond disc phonograph was demonstrated. The new store is appropriately decorated and affords excellent display space for the instruments handled. Separate sound-proof rooms are provided for the demonstration of machines and records.

THE STEVENS BILL STABILIZES INDUSTRY. IT WILL MAKE TALKING MACHINE STOCKS IN EVERY STORE IN THE LAND WORTH THE INVESTMENT. IF THE CUT-RATERS WIN, STOCK VALUES WILL TUMBLE.

John M. Dean CORPORATION

PUTNAM, CONN.

Manufacturers of

A quality needle with a quantity production is the ideal combination for good needles at the right prices.
BETTER FEELING IN THE SOUTH.

J. Newcomb Blackman Tells of Improving Conditions as Noted in Recent Southern Trip—Mission Was in the Interest of the Stevens Bill—Met with Support from Both Sides.

"There is an optimistic feeling throughout the South which is very pleasing," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York, who returned last week from a two weeks' trip through the South, which he took as a member of a special committee of Victor jobbers who visited the H. W. C. Adamson in the interests of the Stevens bill at his home in Carrollton, Ga. "This optimism is apparent on the part of both the farmers and merchants, and in Atlanta, Chattanooga and other large trade centers there is every indication of improving business. "A year ago the South was in a bad shape, and I am told the planters were willing but unable to get eight cents per pound for their cotton, whereas the market now, through generally improved business conditions, as well as a reduced crop, has the market now, through generally improved business."

There cannot be too much personal work done on the part of both the farmers and merchants, and in Atlanta, Chattanooga and other large trade centers there is every indication of improving business. "A year ago the South was in a bad shape, and I am told the planters were willing but unable to get eight cents per pound for their cotton, whereas the market now, through generally improved business conditions, as well as a reduced crop, has the market now, through generally improved business conditions, as well as a reduced crop, has the market now, through generally improved business conditions, as well as a reduced crop, has the market now, through generally improved business conditions, as well as a reduced crop."

It is also apparent that the Southerners are beginning to realize the value of diversified crops and that the West and other sections of the country are permanently on a better basis because of not having to depend on the success of one crop. "With conditions in the South as steady as they now are and a bountiful crop in the West, coupled with the returning general prosperity in the East, there is certainly a forecast of a most wonderful outlook for future business."

"The committee of three, including myself, was very successful in its campaign among merchants and others in the interests of the Stevens bill. In fact, in the case of the South, there is certainly the forecast of a most wonderful outlook for future business."

"What we need, I feel, is more business education among the consumers, and it is in this way that more effective results will be obtained, for after all the masses are made up of consumers."

INCORPORATED.

Among the incorporations filed with the Secretary of State at Albany, N. Y., last week was that of the Utica Music Co., of Utica, N. Y., for the purpose of handling phonographs, records and supplies. Capital, $10,000. Those interested are R. G. Dunmore, C. R. Dewey and E. M. Coughlin.

E. R. Hamler, special representative of the Edison diamond disc phonograph, has been spending some time in Aberdeen, S. D., demonstrating the Edison machine in D. G. Gallett's jewelry store.

THE TALKING MACHINE WORLD.

Announcement is made by the Tiffany Motor Co., 75 Fulton street, New York, of its new electric motor for talking machines. This new electric motor bearing the name of Tiffany Motor Co. is designed for use with phonographs and phonograph machines, and is made in three sizes, the largest of which will have a capacity of 100 volts and 2000 watts. It is especially adapted for use in telephone and telegraph offices, and is said to be one of the most powerful electric motors in the world. The motor is designed to operate on either direct or alternating current, and is equipped with a safety device that will prevent it from overloading. It is said to be the most efficient electric motor ever made, and is claimed to be the most powerful in the world.
A further object of the invention is to provide a phonograph of this type wherein the end of the transmitter arm adjacent to the needle or stylus will be supported in a manner to develop the requisite pressure of the needle or stylus upon the record, while at the same time minimizing or preventing the development of vibrations in the supporting means for the transmission of vibrations through said means from the transmitter arm.

A further object is to connect the transmitter arm with the supporting means in a manner to permit the adjustment of the machine for use with different styles of records, such as vertical cut with V-shaped bottom, or cupped bottom, lateral cut, or combined lateral and vertical cut.

A still further object is to provide a phonograph of this type wherein a vibration absorbent body is arranged between the transmitter arm and the supporting arm thereof, said means being connected to the transmitter arm and the supporting arm thereof, said means being connected to the transmitter arm in a manner to minimize the tendency of vibrations to pass from said arm to said vibration absorbent body.

A still further object is to provide a phonograph of this character wherein the various supporting means for the transmitter arm and the supporting arm thereof will be so constructed as to afford no loose parts which, by rattling, will have a tendency to develop cross vibrations or overtones resulting in blasts or interference with the tone quality of the sound reproduction. And a still further object is to provide in a phonograph of this character means for the development of the tensioning stress upon the diaphragm may be controlled to secure a more perfect reproduction with the vertical or, combined vertical and lateral cut records.

The object of this invention is to so construct a talking machine sound box as to tend to maintain in one position the lever which carries the stylus or needle and to return said lever to such position when it has been deflected therefrom.

The medium consists primarily in a phonograph embodying therein a stationary diaphragm, a transmitter arm, means whereby vibrations passing through said arm are conveyed to said diaphragm, tensioning means for the diaphragm, a pivotal weighted supporting arm, and connections between said supporting arm and said transmitter arm embodying therein a non-vibrating weighted body of a mass sufficient to absorb vibrations passing thereto.

This invention is for its object to provide improved means for cleaning the grooves in a record in the case of the needle or cleaning device being detachably mounted on the sound box.

The chief aim of this invention is to provide a cleaning attachment of the kind described which may be adjusted to correspond with needles of different lengths, it being well understood that needles of different lengths are used to secure effective with different lengths of needles. Obviously, a cleaning device which is not adjustable on the sound box may be effective when one length of needle is used and have little or no effect when a longer needle is substituted, hence the desirability of providing an adjustable cleaning device which will be equally effective with different lengths of needles.

A further object of the invention is to increase the effectiveness of the cleaning device by having it act against the record under a spring pressure in an improved manner to be presently described.

(Continued on page 80.)
LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 79).

Figures 1 to 7, inclusive, are plans of various diaphragms which embody practical forms of the invention; Fig. 8, an enlarged cross-section taken on lines 1–8 in Fig. 7; Fig. 9, a similar cross-section but showing a slight modification in construction, and Fig. 10, a cross-section on lines 10–11, Fig. 8.

USED TO ILLUSTRATE LECTURE.

(Special to The Talking Machine World.)

LAXandro, R.I., November 9.—The Library Club of Lebanon has discovered the very effective use that the Victrola can be put to in connection with its educational programs. This instrument was used recently on two occasions recently when the subject was music. One program had for its title the history of music, covering its development in several parts of the world, and the talks were illustrated with selections on the Victrola. Another study was grand opera, and naturally each talk was based on an example played by the Victrola.

RECORDS BY MISS DUNMORE.

Prominent Singer Makes Records for the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, has just added to its staff of recording artists Miss Eveline Dunmore, who is known to theatregoers in all parts of the country as possessing a brilliant and unusually sweet soprano voice. Miss Dunmore has recorded a number of selections for the Pathé library which will be announced in the near future. Miss Dunmore was the prima donna of "The Three Twins" and "Comin' Thro' the Rye," and was the star in "The Arrival of Kitty," "A Half Way to Paris" and "The Rose of Panama," all of which were very successful and enjoyed lengthy runs at the leading theatres.

SECURES THE SONORA AGENCY.

(Special to The Talking Machine World.)

DUBUQUE, Ia., November 5.—The A. A. Dickey Piano Co., 850 Main street, this city, has secured the local agency for the Sonora phonograph and has installed a large assortment of those machines.

Benjamin F. Clark has opened a new music store at 14 East Main street, Walla Walla, Wash., where he will handle pianos, talking machines, musical merchandise and sheet music.

MRS. E. J. Parvin has opened a new store at 18 North Main street, Hutchinson, Kan., where she will handle the Edison phonographs and records.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

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

Mermont & Co.
505 Fifth Avenue
New York
Manufacturers of Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

KEEP YOUR RECORD STOCK WITH

THE SYRACUSE WIRE WORKS,
Syracuse, N.Y.

Keep Your Record Stock with Scientific American.
A handlettered illustrated weekly. Largest office and largest mail circulation in the world. Advertising space rates the lowest in the world. Subscribe to Scientific American, or purchase single copies. Patents taken through Munn & Co. serve to protect the author and inventor in the United States and Canada.

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Keep Your Record Stock with

THE SYRACUSE WIRE WORKS

Syracuse, N.Y.

CO-OPERATIVE ADVERTISING.

Group of Victor Dealers Getting Good Results from Publicity Under Title "Associated New York Victrola Dealers."

A group of Victor dealers in New York City have joined together in a form of co-operative advertising, which is producing very pleasing results. These dealers advertise under the name of the "Associated New York Victrola Dealers," and one dealer from each section of the city is represented in the advertising. At the top of the advertisement, which usually occupies about eight inches, a small cut is displayed, representing a Victor sales-room, with the famous Victrola trade-mark in the center. This is in turn followed by a few lines of text reading: "It's a pleasure to make selections at an Associated Victrola store. Always the newest machines, the latest records and service that's "complaint proof.""

Underneath this text is placed the list of dealers who are working together in this advertising plan. The names of the dealers are arranged on a straight line chart, showing the street where their establishments are located. These Victor dealers are Owens & Beers, 81 Chambers street; Globe Talking Machine Co., 9 West Twenty-third street; Charles H. Ditson & Co., 8 East Thirty-fourth street; Sol Lazarus, 216 East Fifteenth-street; J. Zion, 590 Broadway; Emanuel Bloch, 976 Broadway; Albert Sichel, 293 West 125th street; James Brooks, 540 East 18th street; F. L. Steers Company, 3496 Broadway; L. J. Rooney Co., 1431 St. Nicholas avenue.

SENTRY PATENTS

TR mode MARKS

DESIGN D. L. T. PATENTS

Accounts containing a sketch and description may be sent to any address for examination.

Always the newest designs and styles. Disher and Rinehart, 852-A Broadway, New York; Dunn and Dunn. Free of cost to anyone sending a sketch and description.

Keep Your Record Stock with

THE SYRACUSE WIRE WORKS

Syracuse, N.Y.
READ your trade paper! Get The Talking Machine World regularly—it is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER
373 Fourth Avenue New York City
The Jury of Awards at the Panama-Pacific Exposition
HAS AWARDED
THE HIGHEST SCORE FOR TONE QUALITY
TO THE

Sonora
CLEAR AS A BELL

"The Highest Class Talking Machine in the World"

THIS IS THE STRONGEST KIND OF AN ENDORSEMENT

You, Mr. Dealer, surely recognize the strength of this endorsement and just as the tone experts at the Exposition recognized the superiority of the SONORA, so will ALL who hear it note its clearer tone and other leading features.

YOU WILL HAVE CALLS FOR SONORA MACHINES. Have you the SONORA line to show these prospective customers? For not only does the SONORA excel in tone, but is superior in individual and selling features—viz.—

- Plays perfectly every make of Disc Record—Diamond—Sapphire—Steel Needle—which means the "Record Library" of the world.
- A Tone Modifier that controls volume of tone according to the size of the room.
- Powerful Noiseless Motors that are scientifically perfect and play from 3 to 15 records with one winding.
- Cabinets beautifully designed and constructed and finished on all four sides.
- An Automatic Stop that works perfectly—as well as a Motor Meter and Spring Control.

Exclusive Territory is the liberal policy of the SONORA, which means that SONORA Dealers reap the benefit of all their work. Write for Catalogue and Dealer Proposition.

DISTRIBUTORS:
C. W. SNOW & CO., Syracuse, N. Y.
W. B. GLYNN PHARMACIST CO., Saxtons River, Vt.
E. S. ADAMS, Norwalk, Conn.
SONORA PHONOGRAPH CO., 344 Geary St., San Francisco, Cal.
SONORA PHONOGRAPH CO. of Illinois, 305 S. Wabash Ave., Chicago.
PIERSOL CARPET CO., Lancaster, Pa.

SONORA PHONOGRAPH CORP., Manufacturers, 57 Reade Street, NEW YORK