

The TALKING MACHINE WORLD

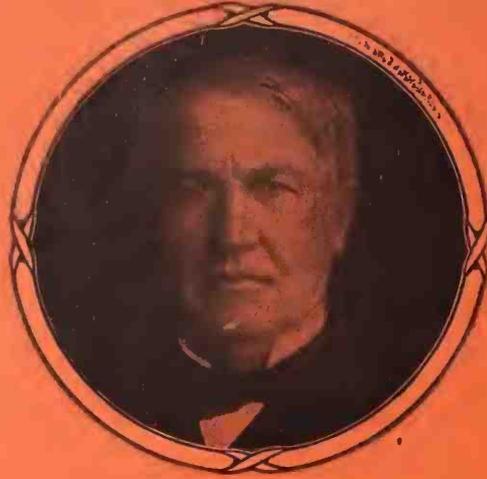


Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, December 15, 1910



The best-known trade mark in the world

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



Remarkable for their Musical Quality

The name "Thomas A. Edison" on a phonograph or record signifies to the public that it has been designed and finished according to the highest Laboratory Standards.

Edison Amberola Phonographs and Edison Blue Amberol Records

are more than mere musical merchandise. They have met the high standard of excellence imposed by Mr. Edison and are remarkable for their Musical Quality.

Place a Blue Amberol on an Edison Diamond Amberola and play it. The result will be a surprise to many accustomed to a talking machine tone. The difference is to be accounted for in many ways, but chiefly because it is an Edison product and has been made on Laboratory lines far beyond the ordinary talking machine. Test an Edison Blue Amberol alongside of any talking machine record. You will realize the difference.

We want a few more live wires to push this superior product.

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



Edison Diamond
Amberola
Model 75
Price, \$75.00



Edison Diamond Amberola Model 50
Price, \$50.00.



Edison Diamond Amberola
Model 30
Price \$30.00

The Talking Machine World

Vol. 11. No. 12.

New York, December 15, 1915.

Price Ten Cents

MAKING THE RAINY DAY COUNT.

How Bad Weather Gives the Canvasser Special Advantages and the Store an Opportunity to Make New Friends—Timely Suggestions.

A rainy day is so proverbially a thing of gloom and pessimism that people speak of putting something by "for a rainy day" with much the same feeling as they speak of "keeping the wolf from the door." As a matter of fact, a rainy day contains certain possibilities which cannot be found in the finest weather ever brewed.

Not long ago we heard of a Victor dealer who makes it his business to send out canvassers on rainy days. That doesn't sound particularly attractive—for the canvasser—but rain doesn't hurt the man who is prepared for it.

The men are not sent out haphazard but an appointment is made by telephone and any canvasser will be quick to realize what a splendid chance there is to get people interested when they are afflicted by the general gloom of a rainy day. In most cases it is only necessary to assure the prospective customer that there will be no expense and that the canvasser is an accredited representative of a reputable concern which will be responsible for him. In the preliminary telephone conversation a touch of frankness will help. People know perfectly well that the object in sending them a Victrola is to interest them in the idea of having one. They don't mind that, but they don't like the idea of being pestered ever after. That is the point to make clear. Admit your purpose, but assure them that you are perfectly willing to take a sporting chance and wait upon their convenience for further developments, or none, as the case may be.

Another rainy day possibility is the lunch hour concert. It may not seem desirable to admit a number of wet and muddy people into a store on the off chance of creating a little business. This, too, is a matter of special preparation. There's no need to spoil your rugs and chairs. Roll the rugs up out of the way and use folding chairs. A rainy lunch hour in any city big enough so that people don't go home to lunch is apt to be a rather dismal time, and an opportunity to listen to a little music would be eagerly welcomed.

One of our big distributors has made its Victor concerts a feature in the life of a metropolitan city. It was started as a lunch hour proposition.

Ordinarily there is little retail business to be done on a rainy day and such days are devoted to neglected jobs of one sort and another around the store. There will be plenty of time for them and for a lunch hour concert, too. And the friends your hospitality makes on the rainy days will remain your friends under kindlier skies.—Voice of the Victor.

SECURE THE PATHE REPRESENTATION

(Special to The Talking Machine World.)

CINCINNATI, O., December 8.—One of the most recent additions to the lists of Pathé Frères dealers in local territory is the Lowry & Goebel Co., which arranged on Saturday to handle the complete Pathé line. The Southern Pathé Phonograph Co., Pathé distributor in this territory, closed this deal and also set in motion a number of other dealer arrangements which will probably be consummated the first of the year.

The Brooks Export-Importing Co. has been incorporated by the Secretary of State at Albany, N. Y., to engage in the publishing of self-teaching phonograph records. The capital is \$10,000, and the incorporators are I. B. Brooks, Herbert Nathan and H. M. Levy, New York.

Wegner Bros., who handle the Edison diamond disc phonographs in Grand Rapids, Mich., have opened a large recital hall in their store for demonstration purposes.

GREAT BELIEVER IN SERVICE.

E. G. Evans, Who May Be Termed an Exclusive Victor Man, Is Developing a Large and Growing Business for C. Bruno & Sons, Inc.

The record of E. G. Evans in the talking machine field has been one of wide experience and training. He started in the business nine years ago as the protege of George Ornstein, manager of salesmen of the Victor Talking Machine Co, remaining with him for two years. At that time he was a pioneer traveler in Colorado in the exploitation of Victor goods.

After this training (and it may be mentioned that Mr. Evans pays great tribute to Mr. Ornstein as a developer of men), Mr. Evans went to the Alexander-Elyea Co., Atlanta, Ga., which was a distributor. Later he became associated with the Zonophone Co., after which he went with the New York Talking Machine Co., and then to C. Bruno & Sons, Inc., 353 Fourth avenue, New York, where he has been for the past four years.

Mr. Evans is what may be termed an exclusive Victor man, and since he became associated with the house of Bruno sales have shown an increase, not only with the customers that he personally handles, but with many other concerns who are desirous of securing the co-operation of this house.

Mr. Evans is a great believer in fast service, and his aim is to see that customers get the goods as quickly as possible, for any loss of time means a loss of profits. Bruno service is known as fast service, not only having customers within the ordinary average radius, but also shipping to such points as Florida, Texas, and, in fact, nearly every State in the Union.

THE "TALKER" PLAYS NOVEL PART

In the Demonstration of the Transcontinental Telephone Line of the American Telephone & Telegraph Co.—Music Over the Wire.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 6.—The talking machine played a novel part in the demonstration of the transcontinental telephone line of the American Telephone & Telegraph Co. which was given here at the German House under the auspices of the Central Union Telephone Co.

A score of prominent men from all walks in life listened to a talking machine at San Francisco, nearly 3,000 miles away, play the popular Indiana song, "On the Banks of the Wabash."

Receivers were distributed along long rows of tables and citizens and officials of Indianapolis exchanged greetings with citizens and officials of San Francisco. When the talking machine finished its record there was much applause, and this feature of the demonstration seemed to please the audience more than any other.

TAKES OVER THE MERMOD BUSINESS.

The business of the late Marc K. Mermod, 810 Broad street, Newark, N. J., has been taken over by Mermod & Co., 505 Fifth avenue, New York, which will in future handle the motor and talking machine specialties trade of the former.

NEW VICTROLA DEPARTMENT.

The Musical Instrument Sales Co., New York, has opened a Victrola department in the store of J. Bacon & Sons, Louisville, Ky., which will be under the management of A. N. Ansdale, formerly associated with Cohen & Hughes, Baltimore, Md., Victor distributors.

WANT ASSOCIATION IN KANSAS CITY.

Believed That an Organization of Talking Machine Dealers Would Do Much to Eliminate Prevailing Evils and Promote Harmony.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—Kansas City is a great town—the best on the map, as most Kansas Citizens, and many outsiders, will admit. It is progressive and profitable, a delightful place to live in and the center of a highly prosperous territory. But Kansas City isn't doing the right thing by the talking machine business.

It is very generally known and might as well be admitted, and the reasons stated conservatively. One reason is that dealers are not charging interest on instalments. Kansas City dealers know that dealers in most other large cities are getting interest, as is their due. But Kansas City practically gives a rebate to its customers on talking machines by throwing off the interest which dealers elsewhere exact. Kansas City dealers like to be on the square with their friends and with the whole world. And it does go a little against the grain to feel that they are thus evading the ethical requirement of one-price sales. Another reason is that Kansas City can't seem to get away from the approval evil. Some stores are getting as far away from it as they can, but the evil persists in more or less violent form. Unfortunately Kansas City has no association of talking machine men at which such subjects could be discussed and remedies suggested. But there is likely to be an organization next year, or at any rate a tremendous effort to effect one. The Victor dealers have come to the conclusion that it is an absolute necessity, and one or two of them are so much in earnest that they are going to hammer away until it is a fact. It isn't going to be any easy job to build such an organization, for there is pronounced opposition to it in some quarters; but the value and advantage of it are so apparent to its advocates that they believe it inevitable and are making plans accordingly.

TALKER MUSIC BY TELEPHONE.

Two New Yorkers Working on a New Scheme—Some of the Details.

A pair of bright young men in New York are at present working on a scheme for supplying talking machine music over the telephone to a list of subscribers yet to be enrolled. According to the plan two dozen of the ordinary types of spring motor, equipped with turntable, reproducer and tone-arm, are to be mounted on a long table. The subscriber calls up on the 'phone, asks for a certain selection, and is connected with one of the machines. A special type of telephone mouthpiece that magnifies and intensifies the sound is one of the features of the scheme. Just what the charge to subscribers will be has not been announced.

THE DEMANDS WERE MODEST.

Mail Order House Wanted Machine to Cost \$10 and Be Good Value at \$37.50 Retail.

In a recent letter to one of the newer local talking machine manufacturers a Western mail order house asked for quotations on machines of the cabinet style, to be sold on the mail order system, the letter stating, among other things, that "the machines must be made to sell at \$37.50 retail, and be good value. They must bear our name, and the cost to us must not exceed \$10." Turning out a machine to sell wholesale at \$10, offer him a profit and at the same time be worth \$37.50 retail was a problem the manufacturer in question was unable to solve, and he was therefore compelled to turn down the order.

If you must boast, it is better to boast of what you have done than of what you intend to do.

GREAT ACTIVITY IN ALL LINES IN KANSAS CITY.

Chief Complaint of Talking Machine Dealers Is That Stocks Will Give Out—Numerous New Dealers Listed—Various Houses Advertising Liberally—Exchanging Pianos for Victrolas—Talking Machine Department for G. B. Peck Dry Goods Co.—News of Month.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—The talking machine business in Kansas City is a delight. And this "goes" three ways.

"No trouble at all to sell goods," say the dealers. "The only hardship is the ability to supply the demand," say the jobbers.

The third phase of the delight? That of the merchant or business man in some other line. When he feels grouchy and blue and utterly discouraged with the world, the United States, the State of Missouri, Kansas City, his ward and his street and home—when he's ready to quit—he can drop in any time on a friend handling talking machines and gather a bunch of cheer. Such friends are always happy, even when apologizing for delayed deliveries.

The Edison Co. has placed, through the Kansas City house, several very substantial agencies in the past few weeks in the best towns of the territory. There is fine representation in Joplin, for instance, with the Newman Mercantile Co., which now has an exclusive Edison department. Miss Mary Goodsell is now operating an exclusive Edison Shop at Fort Scott, Kan. The Lape Furniture Co. has an exclusive Edison department at Coffeyville, Kan., and the Snyder Drug Co. at Winfield, Kan., has put in Edisons. There are many smaller agencies also, in excellent locations. Good work is being done by the Jacoby & Lee Co. at its exclusive Edison Shop at Enid, Okla.

The Edison Shop at Kansas City has established a new department which, M. M. Blackman, manager, believes, will prove highly successful and useful. Two demonstrators have been secured from the Thomas A. Edison laboratories, who will travel among the dealers, providing all the advice and assistance possible in the way of lectures, recitals, sales methods, concert work and mechanical familiarity with the machines. These demonstrators are W. N. Purple and S. T. Patterson. The Edison Shop has already been doing a great deal in similar ways for the education of the dealer and this addition provides further facilities for such purpose.

No new agencies have been established for the Victrola in Kansas City territory, and there have been no changes. There are plenty of dealers who want agencies, but they can't get them. With the present dealers writing, wiring and telephoning for machines, A. A. Trostler, manager of the department of the Schmelzer Arms Co., wouldn't have

the heart to turn available machines to new dealers. "It's the same thing over again—orders piling up," said Mr. Trostler. The record business is in much better situation, with supply meeting demand, but that demand growing rapidly.

The Victor Co. has been using page publicity in Kansas City recently, maintaining the widespread favor in which Victrolas are held and not allowing competing machines to edge into a larger share of their popularity than might accrue to them if the Victrola was not consistently exploited.

The November special list of records has been going extraordinarily well in Kansas City, and the November record business made a fat increase over the same month last year.

The Schmelzer Arms Co. has started its daily concerts, and will keep them up until after Christmas. They are given from 10 until 5.

W. P. Talbot, of Parsons, Kan., who is neutral—he carries Victor, Columbia and Edison goods—was a visitor in Kansas City recently.

M. W. Bardwell, manager of the Grafonola department of the Household Fair, is preparing for a large holiday trade. On December 1 Edward H. Wilkie, of the store, arranged for the department a handsome display in one of the company's large windows. This display remained ten days, and another Columbia display will be given before Christmas.

The Columbia Graphophone Co. is not going after new agents, and E. A. McMurtry, manager, is even considering calling the men in from the road. What's the use of getting dealers all excited and eager to buy, when machines can't be delivered? He had an order in hand, while speaking, to meet which the office force had been able to figure out only ten machines—and the order called for 104!

The only agency appointed by the Columbia the past few weeks was the Hartman Furniture Co., at St. Joseph, Mo., a very substantial account with an enterprising house of high standing.

The Columbia Co. at Kansas City is doing much co-operative advertising with local dealers. Early in December full-page publicity was employed in the newspapers.

The Emahizer-Spielman Co. at Topeka, which was recently announced as having opened an elaborate Columbia department, is a member of the Co-operative Club, of Topeka, representing the furniture interests.

The Starr Piano Co. has nine Starr phonographs

on hand at the present writing and is not placing any agencies.

The Hall Music Co. has been almost forced into the piano business through its uncovering of bargains profitable to the company in the exchange of Victrolas for pianos. "There are many families where the young people have gone away or have married, and the old folks never use the piano," said Mr. Hall. "Then there are many homes where the housewife plays a little, but doesn't practice enough to maintain her interest. In such cases the pianos have absolutely no value to the owners; but they would get much pleasure from Victrolas. The result is that we get many valuable instruments, secured on terms favorable to us, of course. And having the stock, it is necessary, to move them, that we pay a little more attention to the casual requests of patrons regarding pianos."

The Henley-Waite Music Co. has got its Grafonola departments and its stock of records in nice shape for the holiday season. The company handles Victor as well as Columbia records. The department is in charge of Miss Jean Kendrick, a singer.

Miss M. L. Addis, jeweler and Columbia dealer of Topeka, Kan., suffered a slight loss to the stock from water and smoke recently, when the building adjoining her store was burned.

The George B. Peck Dry Goods Co. has recently added another phonograph department, entirely distinct, and handled by different forces than the Victrola department. The new division is promoting the sale of the Wondertone machine, which is being sold only by mail, no advertising and no machines being placed in the city. John F. Ditzell, who manages the Victrola department, also has general charge of the Wondertone department.

DEATH OF MARC K. MERMOD.

Marc K. Mermod, well known in the talking machine trade, passed away at his home in Newark, N. J., recently. Mr. Mermod was only thirty-five years of age and his death came as a great shock to his friends. It was due to an operation for gall stones and complications. Mr. Mermod had been associated with the phonograph industry for many years, being a member of Mermod Frères, St. Croix, Switzerland, makers of motors. He was also fond of traveling, only recently coming back from one of his trips around the world.

REMOVED TO MAIN FLOOR.

The piano and talking machine department of the Atherton Furniture 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.

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

VICTROLA EXHIBIT FOR TEACHERS.

How the Stewart Talking Machine Co. Entertained the Teachers During Their Visit to Indianapolis, When They Were Addressed by B. M. De Cou, of the Victor Educational Departments—Tells of the Victor's Many Uses.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 4.—To allow B. M. De Cou, of the educational department of the Victor Co., to present in full detail the merits of



Stewart's Educational Victor Exhibit.

the Victor school machine, the Stewart Talking Machine Co., Victor jobbers at Indianapolis, arranged special receptions for teachers attending the recent annual meeting of the Indiana State Teachers' Association in this city. Approximately 12,000 teachers from all parts of the State were in Indianapolis.

The demonstration room on the first floor of the Stewart Building was lined with palms and cut flowers setting off in tasteful display a com-

plete Victrola exhibit, with the school machine in prominence on a platform. An oil painting of the Victor trade-mark, six feet by eight feet, hung above the doorway of the demonstration room, and directly in line with the eye of one entering the room was the Victor dog in papier mache facing a talking machine, one of the first instruments made by the Victor factory. The same photograph display as that shown at the Ohio teachers' convention was ranged along the wall just outside the room, and from bowls of carnations on tables were given favors to the teacher guests.

The invitation was in the form of a personal letter signed "Johnny" recalling the character of the school room terror as spoken of in the stories, and was sent to each music teacher before the music division held its separate meeting Thursday.

Mr. De Cou's interesting discussion of the various uses of the Victor in the schools, and his well-chosen program of school music, was a delightful feature of the music division's morning session. In the afternoon the informal reception in the Stewart building began and was continued between certain hours until the last convention evening. Many phases of music teaching by use of the Victor were discussed by Mr. De Cou, with especial emphasis on the teaching of penmanship and typewriting, to the tune of "Yankee Doodle" and other rhythmic records, and on the use of the machine at the playgrounds. Much interest was expressed by teachers in the Victor XXV, and many compliments given the Stewart Talking Machine Co. on its commodious building and attractive decorations.

TO INSTALL NEW FEATURE.

The Pathé Frères Phonograph Co. announced this week that in the future the \$200 Pathephones will be equipped with an automatic start and stop device which was carefully tested and perfected before being marketed.

A. T. Emerson, purchasing agent of the Pathé Frères Co., controls and owns this new automatic

start and stop device, which has won commendation from all members of the trade who have tested it. The only operation incidental to its use consists of setting the point at the end of the record, and the return motion of this same movement starts it. The device is exceedingly simple and Pathé dealers are awaiting its arrival with interest.

MIXED BUSINESS WITH PLEASURE.

E. A. McMurtry, Manager for Columbia Co. in Kansas City, Takes \$100 Machine on Club Trip and Sells It Before Returning.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—E. A. McMurtry, manager of the Columbia Graphophone Co., is the "talking machine" member of the Co-operative Club, of Kansas City. This club made an expedition to Topeka recently to install a club there, and Mr. McMurtry took along a \$100 machine to provide music for the bunch. As a nice little compliment and "thank you" for Mr. McMurtry, the boys raffled off the machine and surprised him with the \$100, on the way home. The winner, while the final process of the raffle was taking place, was complaining of his hard luck in such events. He had tried a million times, and never won anything! In the midst of his good-natured railing his name was called as the winner. Mr. McMurtry was sitting near by and the winner turned to him. "Just my luck," he said whimsically. "Of all the things I didn't want, a \$100 Columbia was one of them. I wanted a \$200 machine." "We can fix that easily enough," said Mr. McMurtry. "You pay me \$100 extra and I will give you a \$200 machine instead of this one." The winner instantly acceded to this remedy. The next day he came in, selected his model, and had it sent to his house.

He lost his job: By talking at his customer, not with him. He argued with his customer. He didn't smile. He was long-winded. He did not bring his whole manhood to the task in hand, like some talking machine salesmen.

TO OUR DEALERS

A MERRY CHRISTMAS

WE KNOW THAT YOU HAVE ALL HAD A SUCCESSFUL YEAR DURING 1915 AND THAT YOU WILL FINISH STRONG.

IT IS OUR WISH THAT YOU WILL ALL ENJOY THE BENEFITS OF AN INCREASED BUSINESS DURING THE YEAR 1916 AND WE WISH YOU

A HAPPY NEW YEAR

WE WILL BE AT YOUR SERVICE WITH AMERICAN SERVICE, WHICH IS GOOD SERVICE. REMEMBER US.

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON STREET

BROOKLYN, N. Y.



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

“Will there be a Victrola in your home this Christmas?”



That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

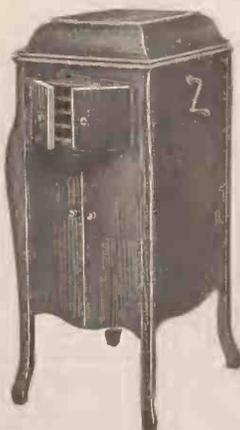
That is the question which will help to make a new high record for Victor Christmas business.

So don't lose sight of the value to you of the Victor holiday advertising and “Will there be a Victrola in your home this Christmas?”

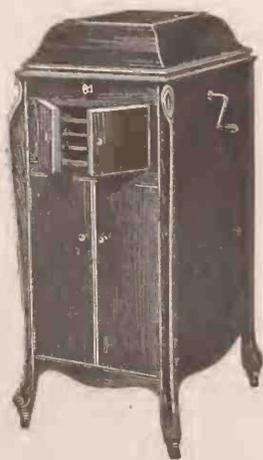
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal. Canadian Distributors

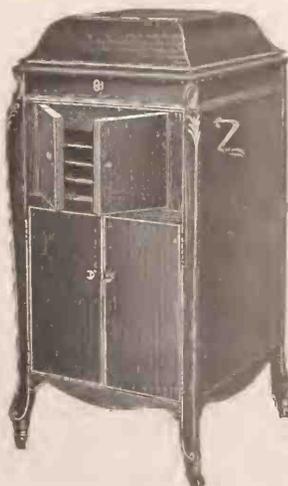
Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



Victrola XVIII, \$350
Victrola XVIII, electric, \$400
Circassian or American walnut



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Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1915.

THE talking machine business for Christmas has broken all previous records. The producing factors being larger this year than ever before, there has, of course, been more stock created, and never has there been in the history of the trade such a demand for the finished product. The business is going ahead by leaps and bounds, and the greater creative facilities which are promised for next year will perhaps be able to change unsatisfied trade conditions.

The holiday trade has been unprecedentedly large, and the manufacturers have done everything possible to take care of the rush orders which have come in upon them. It may be truly stated that during the entire year of 1915, the talking machine trade has been specially favored. While other industries were languishing, and factories were completely closed in many lines, there was no slowing up whatsoever in the demand for talking machines.

The Christmas trade has annihilated all previous sales annals. There is every reason to believe that 1915 has been a profitable year for the talking machine trade in general, and that there should be pleasant memories of the year during Christmastide.

DURING 1915, as in the previous ten years, The Talking Machine World has sought fairly and impartially to serve the best interests of the trade, and it is with some degree of satisfaction that we may say that 1915 marks the best year in point of business prosperity ever reached by this trade newspaper institution.

The World has come to be a recognized constructive factor in the talking machine trade, and no one engaged in selling talking machines should be without it. That is conceded by readers everywhere, many of whom have written us repeatedly that they would rather pay ten times its annual subscription cost than to be without it. It is with a degree of pride that we look back upon years of persistent effort, devoted to the development of the talking machine trade. That we have been a modest force in its upbuilding some of our friends are good enough to say. The words of encouragement which have reached us will serve as an inspiration for the accomplishment of better things.

As this is the last issue of the publication to appear during 1915, we desire to express our thanks for the continued favors which we have received at the hands of friends, and to wish them all good things during this Yuletide season and for the many years to come!

PAYDAY is a very important date in the mercantile world, and every merchant who sells merchandise on the deferred payment plan should see to it that each and every one of his patrons is

instructed that PAYDAY means PAY, because a definite due date is a very important factor in the collection business.

It is easy to keep the machinery of business moving when instalment purchasers are trained to meet their payments promptly. All of these deferred payments act as a lubricant to the business machinery, and it is a mighty dangerous thing for any merchant to intimate, or to have his salesmen say, that the time of payment will be permitted to be adjusted somewhat at the customer's convenience, or, in any way to give the idea of uncertainty in point of payment time.

In conducting a talking machine business it is apparent that sales opportunities increase in proportion to the inducements which may be made to purchasers in the way of time, but it is a mighty poor policy to encourage any purchasers in the belief that payments should not be made with unvarying regularity. By adhering to such a plan the talking machine dealers can meet their own obligations, because they can rely unerringly upon a certain amount which will be coming in every month from their instalment purchasers, but the moment laxity is permitted to sway this important part of the business, just so soon they also will be seeking special favors in the way of credits.

It is just as easy to train men systematically as it is to permit them to conduct such a vital thing as credit along an easy-slipshod-old-time basis.

Getting your money is at all times a necessity, and getting it according to schedule goes a few points better.

Again, if purchasers are trained to meet their payments with regularity, they allow for that amount of money out of their income each month, but if they are nursed along with the belief that pay means some indefinite period later on, presumably they will fail to make the proper arrangements so that their payments may be made to the talking machine merchant.

Much of our trouble in this world would be avoided if men were taught that a promise to PAY means what it says.

MAKING territory profitable is a subject which possesses never-ending interest to merchants in all lines of trade. Naturally where vast aggregations center there are always selling possibilities far beyond those offered by the smaller towns, but as a matter of fact, no matter whether we go in the great centers of population or in the sparsely settled localities, there is everywhere a rich field for the development of new business.

There is at the door of every talking machine dealer, trade potentialities which are beyond estimate.

If a dealer would make a canvass of the various residences in a certain defined district and find out how few of the people who live there actually own talking machines, he would be amazed, not at the number, but at the few, and thus figure, if you will, that everyone who does not possess a talking machine to-day is a future prospect, it will be seen that the business has possibilities of growth which are amazing.

The assertion that the talking machine business has reached its apex is an absurdity, for it has now just reached a point of recognition, as it were, as a home essential. Its admittedly great entertaining features have favorably impressed the people, who years ago viewed it as a fleeting whim—an ephemeral toy, if you please. With the association of the great artists with the talking machine came a vast change, and with the constant improvements in reproductive powers, the talking machine gradually overcame the early antipathies and crushing indifference—stimulated interest everywhere. And the statement that is made by outsiders that the talking machine success is only temporary, shows crass ignorance on the part of those who make such assertions. They have not looked into the fundamentals underlying the talking machine structure. It is built on a foundation which insures permanency.

SOME piano manufacturers for a long time were loathe to regard the talking machine as having reached the dignity of a musical instrument, but they have gradually succumbed to its captivating powers, and the very ones who years ago were indifferent and spoke slightingly of this new creation are to-day handling it in their various branches. They understand full well its money-making powers. Hence an alliance with this new claimant for trade patronage is one to be considered as desirable by progressive business men.

If we study the future opportunities of the talking machine it will be found that they are practically illimitable, purely as a complement to the American home equipment, aside from its sales possibilities as an educational factor.

When we consider for a moment that the opposition to the talking machine has been overcome by the very eloquence of the product itself, and that the avenues of distribution have materially widened by reason of the annihilation of that opposition, it will be seen that the sales possibilities are vast indeed.

No locality is oversold notwithstanding the enormous sales which have been made. There is no spot in all America that has been half worked, and there is on every hand undeveloped and unworked territory which should afford the progressive man satisfactory profits.

IN all lines of human endeavor there is evidenced a new spirit—a will be found that they have grown at an astonishing rate—really for no other reason than that it has been found that the business is profitable. It affords good returns, does not require great capital to establish, and with complete price protection, there is no underselling of the small man by the large one. In brief, there is a good incentive for everyone to do his part in trade development.

The individual profit on a sale does not mean a cutting off of future business. On the contrary, it means nothing more nor less than the development of new and profitable business which comes through the sale of records.

If every dealer will adopt the plan of sending around salesmen to old customers to ascertain if their machines are working satisfactorily, and at the same time exhibit new records, they will come away with a bunch of orders which will be paralyzing. Old customers can be made to pay as well as the new, and there is where the business should be taken care of in a better way than it is by many at the present time.

Old customers in point of record business are frequently neglected. The mere matter of sending out record lists for the month does not suffice. There is too much attractive matter of various kinds sent through the mail to-day to have any which smacks of advertising receive fair consideration. But if a salesman calls representing a house, it shows at once that the house is interested in the old customer, that it is looking after his needs, and a trial of new records means good orders. It means increased business right along. The liking for music may be encouraged, and it means boiled down a strangle hold on old trade, and not letting anyone get by.

There are opportunities in the talking machine trade which are wonderful, and it is small wonder that a lot of young, energetic men are coming into the business because they can see that it has money-making possibilities, and these possibilities are increased by reason of the fact that stocks are non-depreciable by reason of a fixed price

system which is just to all, and a protection to the public as well.

The maintenance of that system is of vital interest to all in the trade, and if anyone in the talking machine trade neglects to impress upon his Congressman that the passage of the Stevens Bill means business stability to many trades, then he is not doing his full duty to himself or to his family. Just remember that!

IN all lines of human endeavor there is evidenced a new spirit—a spirit of co-operation.

If we analyze the inner conditions of every industry we will find there an obvious desire on the part of the creating and distributing forces to co-operate. The reason of this has been to produce greater efficiency, to eliminate waste and to work together with clearer views and a better appreciation of each other's position.

Co-operation is a broad and comprehensive word, and one of the most powerful illustrations of just what co-operation means, is evidenced in the special holiday advertising put forth by the Victor Talking Machine Co.

In all of the principal cities in the land there has been carried on a definite, clean-cut campaign of publicity, by which page advertisements have appeared in the leading dailies.

All of this attractive publicity has appeared without the name of the Victor Talking Machine Co. or its address being connected with the advertising. It has been simply a great co-operative plan of Victor publicity involving a vast expenditure of money, which has carried a knowledge of the entertaining possibilities of the Victor product into millions of homes. It has whetted the appetite of thousands of purchasers for talking machines, and as a result of this great outlay, Victor representatives in every city and hamlet in the land have profited in a practical sense.

It would have been easy to have saved this money, because it is known that the factory is not advertising to sell its present product, which is oversold, but this co-operative work, involving a vast sum of money has been carried on so that the dealers themselves have profited in Victor prosperity. It has made the people of the United States sit and think talking machines.

Great co-operative work indeed!

INTELLIGENT advertising is a proposition that enables a man to become rich with the help of the multiplication table. The manufacturer or business man can establish universal demand for his product with the aid of advertising, and sales can be multiplied in direct proportion to his advertising.

AN analysis of the advertising pages of the magazines of great circulation and of the daily papers shows that the holiday publicity of the talking machine manufacturers eclipses that of almost any other line save that of automobiles.

Small wonder that the talking machine leads at Christmas.

THE SILAS E. PEARSALL CO. has established record service whereby every dealer will secure every record desired. Any Victor catalog of records is representative of the Pearsall stock, and we are offering individualized attention for quick action on small orders.

You cannot have too many numbers of the more popular selections, for records are becoming more and more fashionable as holiday gifts.

PEARSCALL
VICTOR
SERVICE

THE SILAS E. PEARSALL CO.
18 W. 46th St. (near Fifth Ave.) New York, N. Y.

LIVELY HOLIDAY TRADE ANTICIPATED IN CANADA.

Dealers Well Prepared to Take Care of Unusual Demand—Elaborate Advertising and Window Displays the Rule—How Various Dealers View the Trade Situation—New Retail Houses—General Talking Machine News of Interest from Across the Border.

(Special to The Talking Machine World.)

MONTREAL, CAN., December 8.—The returns in Montreal quite evidently justify all the enterprise and all the hopeful activity that the retailers who feature talking machine departments have put into effect to secure business this season. Backed by the publicity enterprise and other selling helps of the manufacturers and distributors, the retailers' efforts have been directed at a readily responsive public.

The Canadian Graphophone Co., of this city, wholesale distributors for Columbia products in the Province of Quebec, states that it is placing a large number of the more expensive types of Grafonolas, indicating that dealers in every section of the Province anticipate a lively and profitable Columbia trade. "The advertising now appearing in the local dailies has succeeded in creating a still greater and wider demand for these goods," said the Canadian Graphophone Co.

After spending a month at the local plant of the Berliner Gramophone Co., Ltd., familiarizing himself with its lines and policy, A. G. Farquharson has returned to Toronto, where his headquarters will be with His Master's Voice Gramophone Co. until December 1. He then removes to Winnipeg in the capacity of manager of the Western Gramophone Co., distributor in the West of Victor and Berliner lines.

E. van Gelder, of I. Montagnes & Co., which firm is Canadian distributor of the Sonora phonograph, reports gratifying results from his efforts in placing Sonora agencies. Montagnes & Co. announce a policy of exclusive territory to dealers. The Sonora is shown at a considerable range of prices, and can be had with electric motor.

The magnet which attracts so many eyes to the show windows of the various stores of the Berliner Gramophone Co., Ltd., apparently is due not only to the method and originality of window dressing but principally to the attractive arrangement of the different models manufactured by this firm.

The coming appearance in Montreal of Mischa Elman, the famous Victor artist, will undoubtedly create a large demand for this artist's renderings.

W. J. Whiteside is now featuring a full line of Columbia Grafonolas and records in this city.

The Berliner Gramophone Co., Ltd., has voluntarily contributed \$500 in aid of the Red Cross Society in Montreal.

Charles Cubross, of this city, has been appointed Canadian distributor for the Cortinaphone Method of Language Study.

The majority of Montreal dealers are now using printers' ink very freely, featuring talking machines as the ideal Christmas and holiday gift.

Layton Bros., in the recent window contest of Edison dealers during Edison Week, have been advised that they have been awarded fourth prize.

Some Montreal dealers claim that it is a question as to whether, at this particular season of the year, it pays to feature recitals. It being so near Christmas, they claim that the average person will not take the time to be entertained for an hour or less, while on the other hand some dealers state that in their opinion recitals during the month of December are productive of profitable business, basing their claim on the assumption that the main thing is to induce the purchaser to come to the store. That done, it is then easy to get and hold their attention, and it brings to the mind of the buyer the many possibilities and enjoyments a talking machine would bring as a Christmas gift.

In speaking to one representative Montreal dealer he voiced his opinion that altogether too much attention in the past has been given to featuring machines, and not enough publicity has been given to the selling and advertising of records; not so much the artists featuring the different makes of machines, but the comparisons of records along educational lines—why one make is so much superior to the other.

Layton Bros. are fully stocked in anticipation of doing a large holiday business in Edison and Columbia machines. They state that Edison business has been particularly good, especially in the demand for the higher priced models, while the less expensive types are being sold in large numbers to men earning anywhere from \$25 to \$100 weekly in the manufacture of shells.

Can a talking machine department situated on the fifth floor of a public building and reached by elevator be made to pay and show a profit? The average dealer will say no, only basement and particularly main store entrances are profitable. Yet it has been proved otherwise, and if you are in doubt as to how it can be done and is being done, simply write or ask Norman F. Rowell, manager of

the Victrola department of C. W. Lindsay, Ltd., Montreal. This gentleman's zealous enthusiasm for Victor quality together with a most pleasant nature, has won for him a big success. With the Lindsay Co. the Victrola Model II seems to be the popular seller. Good inquiries exist for the electric Model XVI, and several sales are pending in this direction.

Gerhard Heintzman, Ltd., of this city, has taken on the Sonora representation in addition to the Columbia line.

C. W. Lindsay, Ltd., in one of its recent Saturday afternoon recitals in the Ottawa branch, featured the electric Victrola and the Apollo piano.

The Cecilian Co., Ltd., of this city, has completed arrangements whereby it will feature the Sonora line.

The R. S. Williams & Sons Co., Ltd., in its Hamilton, Ont., branch, recently featured an invitation Victrola and Edison recital, assisted by Miss Ethel Clowes, a promising young violinist.

The Nordheimer Piano & Music Co., Ltd., has opened a new Victrola parlor with a number of demonstrating rooms in its new Hamilton branch.

THINK of this! Nearly an acre of floor space right on State Street in the best section of Albany, which could be devoted to stocking Victor machines and records.

Hundreds of thousands of records could be put into this place, and we intend to keep our stock of records in such a fine shape that dealers even from remote locations will be sure of getting records at the G-H station.

Albany is now on the map for fair; it has shown that the many dealers of this territory CAN get the proper Victor service here, and as the months go on, you will find that "Albany—for Capital Service"—means a whole lot.

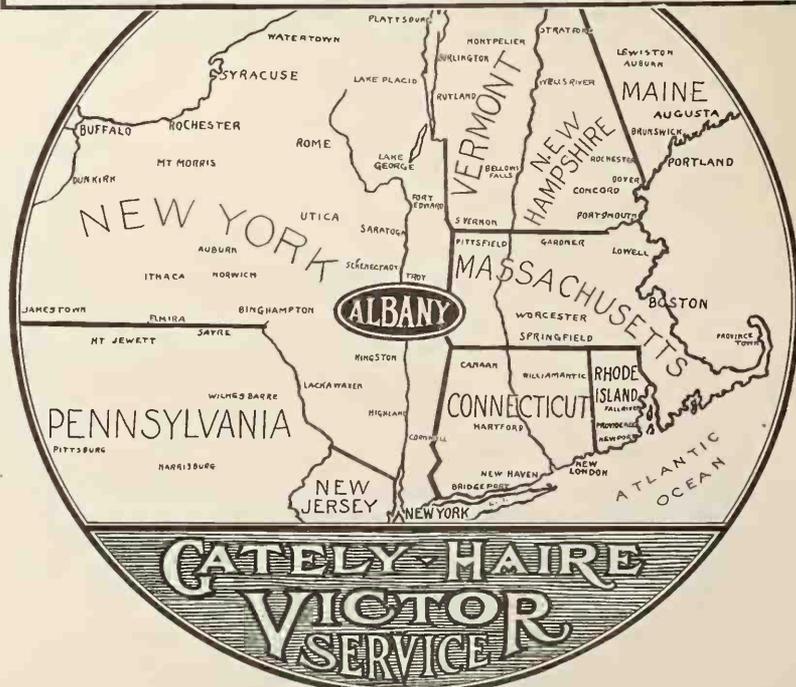
GATELY-HAIRE COMPANY

John L. Gately, President

James N. Haire, Treasurer

Albany, N. Y.

Albany—for CAPITAL Service



a Christmas Greeting

We Extend to

The Talking Machine Trade

our holiday Greeting and our appreciation
of the privilege of having facilitated through

The Unico Demonstrating Room System

an increased Holiday business for many dealers



THE MODEL UNICO SHOP

a New Year Resolution

for the Dealer who has not yet installed

The Unico System

Make Mental Note, during your holiday rush, of the increased business which
an installation of **Unico Rooms** would make possible—then—

Start the New Year right by calling to inspect our **Model Unico Shop** and
adopting many or all of the improvements in store equipment which it suggests.

If you can't call—write for our suggestions

THE UNIT CONSTRUCTION COMPANY

121-131 SOUTH THIRTY-FIRST STREET

PHILADELPHIA, PA.

Preparedness

Our November Announcement of 24 hour Special Delivery Service resulted in rush orders from New York to Nebraska, from Mississippi to Massachusetts. By wire—By phone—By special delivery mail. These orders were shipped in record time and as a result many dealers are counting extra profits many times the cost of their Unico installation. All of which indicates that

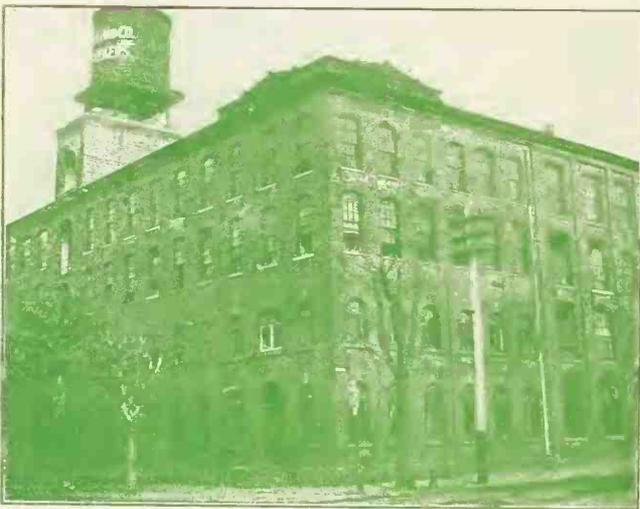
Preparedness is the right Policy

We **WERE** prepared to give holiday service.
 We **ARE** prepared to give 1916 sale suggestions.
 You **SHOULD** prepare to increase your facilities.

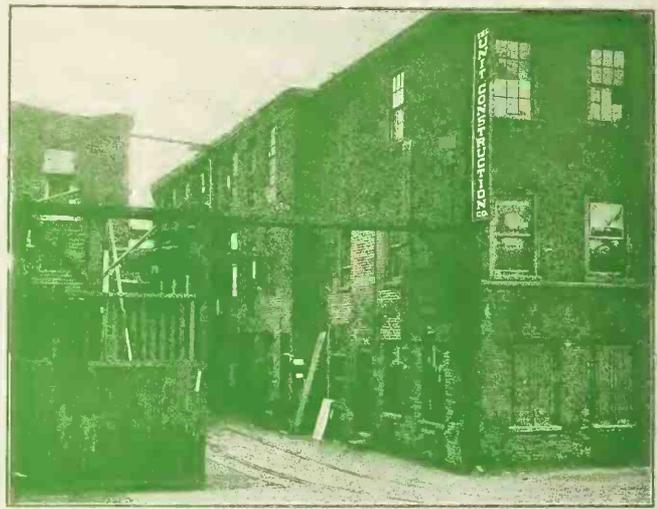
Unico

Sales

RESULT



PLANT No. 1



PLANT No. 2

FROM

Unico

Service

These two plants employing over 500 hands, are working night and day on Unico products for 1916 delivery

Unico Service does not end with the sale and installation of a few demonstrating rooms. The Unico System once incorporated into your store or department becomes an integral part of your organization and a sales factor for all time.

The Unico System Stimulates Sales—Produces Profits—Guarantees Growth.

Every dealer owes it to himself to secure our Sales and Service Suggestions.
Call and Consult with us if possible—if not **Clip the Coupon.**

The Unit Construction Co.

121-131 So. 31st Street - - Philadelphia, Pa.

DISTRIBUTORS IN PRINCIPAL CITIES

THE UNIT CONSTRUCTION CO.
 121-131 So. 31st St., Philadelphia Pa.

Date.....

Gentlemen: Kindly send us your Sales and Service Suggestions. The dimensions of our store (or dept.) are.....

We now have.....Demonstrating Rooms.

Signed

Address



A1863—another Columbia "Cohen" telephone record in the Columbia record list for January. This time written by Montague Glass, the famed Hebrew character creator. It's going to be just as big a trade creator as the first "Cohen" record.



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

Columbia Graphophone Company
Woolworth Building, New York

GREAT PROSPERITY MEANS GOOD BUSINESS IN DETROIT.

Dealers Unable to Supply the Demand for Both Machines and Records—Real Salesmanship Much in Evidence—Unique Pathé Announcement in Newspapers—F. K. Andrew Believes in Window Displays—New Quarters Occupied.

(Special to The Talking Machine World.)

DETROIT, MICH., December 8.—With building operations breaking all past records, with bank clearings thousands of dollars ahead of a year ago, with the population increasing every day, with crops throughout the State very satisfactory, with conditions in the copper country improving and with less men out of employment than ever in the history of the city, how can Detroit—the City Beautiful—famed "Detroit the Dynamic"—be otherwise than prosperous, and how can its talking machine dealers be otherwise than prosperous? The fact is that never before since the existence of the industry have a set of dealers had so much business thrust upon them as those of Detroit. When you ask a retailer to tell you frankly and honestly how his business is going he will answer you, "Well, selling machines is really the easy part of it this year. The thing is to get enough machines and the particular styles which you can sell the most of." In other words, what the retailers are up against this year is to satisfy the customer with some style other than the one he really would like to purchase. Fortunately, most of the dealers had enough foresight early in the fall to place good-sized orders for holiday goods, knowing full well that there would be a shortage and that they would be left in the trenches if they attempted to rely on last-minute shipments.

To advertise Columbia phonographs and Columbia records, Summerfield & Hecht, Michigan avenue furniture dealers, had two professionals dance the latest dances in their windows. The crowds on the streets were so large that traffic was blocked and several policemen were assigned the task of keeping the traffic open.

The Goodfellowship Club (Grinnell Bros.' employees) gave its first fall dance at the store on

Thursday evening, December 2. About 200 people were present.

The J. L. Hudson store will not be open later than 6 p. m. during the month of December. This is a radical departure. This includes the piano and talking machine store.

An advertisement, rather unique, was inserted in the Detroit newspapers recently, consuming a quarter-page. The top showed a chart of the city at Grand River, Library and Farmer streets, being in the form of a magnifying glass. It was headed "This is the talking machine center of Detroit." It showed the locations of the Pathé store, the two Strasburg stores and the Wallace Brown store. These three concerns paid for the cost of the advertisement. It was the first time in the history of the city where three dealers in the same neighborhood pooled together for advertising purposes. These stores will be open Saturday evenings until Christmas.

The Elliott-Taylor-Wolfenden store, Woodward and Henry streets, Detroit, has added a Columbia Grafonola department.

Wegner Bros., Grand Rapids, have established a concert hall and are giving daily recitals to demonstrate the Edison diamond disc machine. The room is on the first floor, finished in white enamel and can accommodate about 100 people. The firm has also several sound-proof booths.

F. K. Andrew, of the J. L. Hudson piano store and manager of the talking machine department, is a firm believer in window displays that will be as attractive as it is possible to make them. He said any kind of advertising is good for indirect results, but "give me the windows for direct results." One day he filled one window with talking machines (Victors) at \$15 and \$25, stacking them as high as they would go. The first day he sold \$800 worth.

"What a store in the downtown district of any big city pays enormous rents for is to get prominent window space, and the store that does not study its windows and get out of them all that he can is not taking advantage of his big rent. That man might just as well be on a side street or in some location not so expensive. The window is the best asset of any store. You can't make them too attractive."

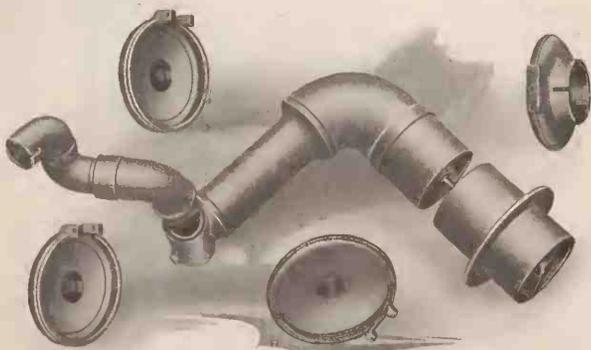
W. H. Goldblum, manager of the Story & Clark store, which handles all well-known makes of talking machines, makes this suggestion: "Why don't the dealers handling the same kind of machine—say, the Columbia, for instance—located in the same town, get together once in a while and talk things over? Why don't they visit each other's stores, get better acquainted and help one another? It is surprising the ideas you can get by talking to your competitors and exchanging visits." As a result of this suggestion there is to be a meeting in the near future of all the Columbia dealers in Detroit—simply a get-together meeting for good-fellowship purposes.

The Goldberg phonograph store is now located at 167 Gratiot avenue, where it has a larger store.

J. H. Heinsman has been appointed manager of the talking machine department of the Bayley music store, 10 Witherell street. Mr. Bayley, by the way, is seeking a temporary location on account of the building he now occupies to be torn down. John H. Kunsy, who has leased the ground and who will erect a new building on the property, has leased space in the new structure to Mr. Bayley. This means that Mr. Bayley will be away from 10 Witherell street temporarily only. The new building will start after the New Year and will be completed by fall of 1916.

Max Strasburg is now occupying his new store at 74 Library avenue, Detroit, which is to be his permanent location. He will hold on to his present store at Grand River and Farmer streets until the lease expires, April 1, 1916. Until that time both stores will be operated, although Mr. Strasburg will gradually work all business over to the new location.

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 holes, 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



How Closely Do Records Resemble the Original?

How will you make the test? Will you be guided by claims, by testimonials, or by your own ears? Suppose you, Mr. Dealer, were a music-lover in search of the best instrument—how would you decide *which* is best? That's the kernel of your retail merchandising to-day, for it is the ultimate end every prospect is in search of.

THE EDISON DIAMOND DISC PHONOGRAPH

in its many Tone-Tests offers you the only satisfactory way to decide this question. It brings the artist and her re-created voice before you on the same rostrum, and allows your own ears to decide how closely Mr. Edison has re-created the original. Competent critics say it is **PERFECT!**



Model B 450 Louis XVI
Price \$450



Model B 375 Louis XV
Price \$375



Model B 275 Sheraton-Inlaid
Price \$275



OFFICIAL LABORATORY MODEL
Model B 250 Modern Renaissance
Price \$250

**Among Edison Artists whose Voices have been heard
in conjunction with their Records are:—**

Mlle. Alice Verlet, of the Paris Opera.
Miss Anna Case, of the Metropolitan Opera House.
Miss Christine Miller, the celebrated concert contralto.
Mr. Thomas Chalmers, of the Boston Opera.
Miss Elizabeth Spencer, the popular concert soprano.

Other great artists are preparing to make similar tests.

Musical critics have conceded their inability to distinguish the living voice of these artists from the Edison Re-Creation of their voices on Edison Diamond Disc Records.

Write us to-day where you can hear an Edison Tone-Test.

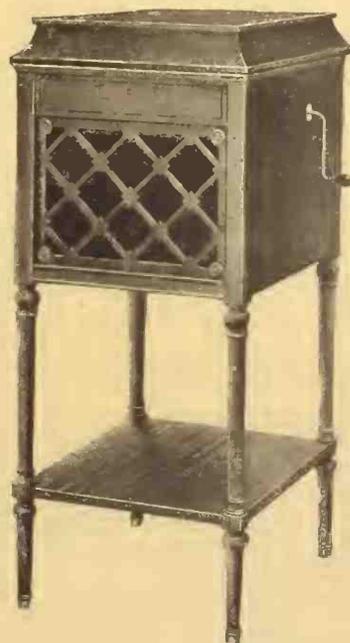
THOMAS A. EDISON, Inc., 279 Lakeside Ave., ORANGE, N. J.



Model C 200 Adam
Price \$200



Model C 150
Price \$150



Model A 100 Moderne
Price \$100

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—With Christmas decorations beginning to manifest themselves in the windows the fact is being borne home forcibly that the great yearly holiday is near at hand. All the talking machine shops are finding business excellent, and the disposal of machines and records exceeds anything known in a long time in the trade. The year as a whole is going to make a record in amount of business done.

Club Postpones Its December Dinner.

The Boston Talking Machine Club has been obliged to postpone its dinner planned for December, because of the many demands made upon the members incident to the approaching holidays. Many of the men will be extremely busy, and it would be hard to get a sufficient number of them together. This is the second time a postponement has been in order, for the November dinner was put over until December 2, and then came still another postponement. Meantime all the members are most enthusiastic over the bowling teams, which are doing some great work.

Introduce the Solophone.

The Solophone is one of the latest talking machines to be put on the market, and it is being retailed by the Hallet & Davis Piano Co. This house has entirely made over for the new uses a room on the third floor heretofore used for piano records. The leaflet makes the announcement that this new instrument "plays any record, absolute control of tone, purest tonal quality, new art case design." There is only one style, which retails at the flat price of \$100. The Solophone is getting considerable attention from the public, as it is being well advertised in the daily papers.

Enormous Columbia Business.

Manager Arthur Erisman, in discussing the

enormous business done by the Columbia Graphophone Co., especially during the month of November, says that there are literally thousands of machines ordered that cannot possibly be supplied before the Christmas holidays. At the present time no effort is made in the advertisements of the company to push the machine business, interest largely being centered in the disposal of records. As far back as July the house made it plain to dealers that it would be necessary to place their orders early. Some of those keenly alive to the situation and men of real business ability were quick to see the necessity, and they accordingly sent in their orders. The first warning was followed by a second, and then a third; yet there were many who paid no attention to it. Instead, they rather laughed at the management for what some called a clever scheme to dispose of goods. It was made plain that there would come a time that the dilatory ones would not be able to get goods, but little heed was given the suggestion. It is some of these very dealers who now are abusing the management, for not a few have sent letters bitterly complaining that their orders are not being promptly filled. But as Manager Erisman explains, it is entirely their own fault, for they failed to take advantage of the opportunity which was one man's as well as another's. The unfilled orders that are accumulating on Mr. Erisman's desk are simply appalling, and throughout the day there are letters and telegrams urging that if the whole order cannot be filled at least a part of it should be sent. With the Boston headquarters the year's business promises to make a showing way beyond Mr. Erisman's fondest hopes.

Tell of Scarcity of Goods.

Business at the Eastern Talking Machine Co.'s Tremont street establishment is all that can be

desired, and the difficulty which is experienced is the same as one hears everywhere at this season of the year, namely, a scarcity of goods. Both the wholesale and retail departments of the business are daily on the increase, and it is stated at this house that the year is to make an unusually good showing, with a large percentage of increase over the previous twelve months.

An Interesting Recital.

There was a concert a few nights ago in the rooms of the Choralcelo, on the tenth floor of the Colonial Building, it being a joint recital between this remarkable orchestral instrument and an Edison diamond disc machine, which was operated by John Alsen, who is in charge of the Edison department of George Lincoln Parker. The Choralcelo was operated by Kenneth Shaw Usher, and quite a large audience of invited guests enjoyed the recital immensely. The fine qualities of the Edison in particular were shown to their fullest value.

Why He Wears a Happy Smile.

Manager Wallace L. Currier, of the Victor and Edison departments of Chickering & Sons, is wearing a happy smile these days; and well he may, for he is finding business right up to the top notch of success, and both he and all his able assistants are busy until a late hour each day.

A Window Feature That Attracts.

In one of the windows of the Eastern Talking Machine Co.'s Tremont street store is a large likeness of Julia Arthur, the actress, who in private life is Mrs. Ben Cheney, and who is now playing a successful engagement in New York in "The Eternal Magdalen," having returned to the stage after a number of years' absence. In another window is a likeness of Senator John W. Weeks, whose name is occasionally mentioned as a Presidential possibility. The point of this display is that both these people are ardent advocates of the Victor machines which they have owned for some time.

Death of J. F. Sullivan Regretted.

The greatest sorrow was manifested the other day among all the staff of the Columbia Graphophone Co.'s Boston offices because of the most untimely death of J. F. Sullivan, one of the popular members, who lost his life in an elevator accident at the Essex street storehouse of the company. Mr. Sullivan had been to the retail warerooms early in the morning and left with Manager Arthur Erisman his report for the day before, for he was head of the shipping department. He was standing near the gate of the elevator shaft on the second floor, leaning over to look up for the car, when the gate suddenly gave way and the man was plunged down to the basement. His head was fractured and he died soon after reaching the hospital. Mr. Sullivan was thirty years old and he had been in Manager Erisman's employ about three years. As he was a member of the Boston Talking Machine Club, that body sent some beautiful flowers for the funeral.

Believes in Attractive Window Displays.

Manager C. A. Hewitt, of the talking machine department of the A. McArthur Co., Inc., of 117 Washington street, Boston, has been having some very taking window displays lately. The windows of the house set low and are very large, affording an excellent opportunity for catchy exhibits. The McArthur Co., which also has attractive and conveniently arranged warerooms, has been having a large fall business.

Developing Foreign Record Business.

A. Thallmayer, the Columbia special representative for the foreign record department, has been in Boston for a few days visiting Manager Erisman. Speaking of the foreign record business of the Boston headquarters, it is of interest that during November 27,000 foreign records were sold.

Building Up a Good Business.

The Frank Ferdinand Co., out in Roxbury, com-

Re-Creation

Just that. No one who heard Christine Miller sing with her Diamond Disc records at Symphony Hall on Thursday, November 18, can find any other adequate word for Edison's wonderful achievement.

The Edison Diamond Disc

Thomas A. Edison has spent five years and over two million dollars in research work to accomplish the actual and vivid *re-creation* of music as distinguished from its mechanical and only approximate *reproduction*. His work accomplished, it was characteristic of the man that he should invite the unheard of test of having artists sing in comparison with his *re-creation* of their voices. Numerous great artists have participated in these tests. On Thursday, November 18, Miss Christine Miller, the celebrated concert contralto, appeared before more than three thousand music lovers of Boston.

They Could Not Distinguish

Face to face with Miss Miller, it was only by watching her lips that they could tell whether they were hearing the radiant woman on the stage before them—or Edison's *re-creation* of her beautiful voice.

Edison's Re-Creation of the World's Best Music

Edison already has nearly one thousand samples of his new art of *re-creating* music. His laboratories are producing new selections weekly. No voice, no form of music is beyond him. The entire field of music is at the command of Edison's wondrous new art.

The Pardee-Ellenberger Co., Inc.

BOSTON, MASS.

NEW HAVEN, CONN.

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

monly known as the Blue Store, is another of the very successful establishments conducting talking machine departments. Harold Clapp is the manager of the Victor and Columbia departments, and Mr. Wingate is head of the Edison department. All three outfits have been in great demand among the Ferdinand patrons.

Visited New Haven for "Opening."

It was a merry party that went down to New Haven, Conn., for the opening of the new Edison retail store of the Pardee-Ellenberger Co. Among the local contingent were Frederick H. Silliman, manager of the Pardee-Ellenberger Co.'s Boston house, and L. H. Ripley and Guy R. Coner, of his staff; Ernest A. Cressey, of the C. C. Harvey Co.; F. H. Thomas, of the company that bears his name; George Lincoln Parker and Wallace L. Currier, manager of the Edison department of Chickering & Sons. Mr. Silliman returned to Boston that same night, several of the others returned the next day, and Mr. Coner remained over Sunday. All the Boston men speak enthusiastically of the handsome store and of the auspicious opening. The flowers sent as a compliment to the owners were something quite beautiful, especially those from Thomas A. Edison. The Boston headquarters of the Pardee-Ellenberger Co. sent a quantity of American Beauty roses with the good wishes and congratulations of the staff.

Mme. Pavlowa Writes the Columbia Co.

The Boston office of the Columbia Graphophone Co. is in receipt of a fine letter from Madame Pavlowa, the premiere of the Ballet Russe, which is doing such admirable work in association with the Boston Grand Opera Company at the Boston Opera House. The letter is in testimony of the Columbia machines and it reads as follows:

"Since I have been in your country I have been amazed to see the popularity of the talking machine record when used with the dance. This so excited my curiosity that I have made it a great study, and think it is due to you to say that the Columbia instruments and Columbia dance records over all others have my unqualified indorsement. I use your Grafonola and dance records in my rehearsals with complete satisfaction, and find your dance records truly represent the very spirit of the dance. Their tempo, rhythm, clarity and musical qualities simply charm me. I am convinced that all who dance can get great satisfaction from the use of your Grafonolas and records.

"Sincerely yours,

"(Signed) ANNA PAVLOWA."

Wearing a Happy Smile.

Fred Erisman, of the Columbia Graphophone Co., is wearing a happy smile ever since the 5th of this month, for on that day he found himself the proud

father of a baby girl. Erisman is such a stickler for business ethics that rumor has it that he will name the youngster Miss Columbia.

Quarters are Convenient.

Harry Rosen's conveniently located talking ma-

chine warerooms in School street, in the downtown business district, are found to be most popular with the approach of the holidays, for many business men use this store rather than take the extra time to get uptown. Rosen always has a large stock.

HOW ATTRACTIVE WINDOW DISPLAYS MAKE TRADE.

Interesting Story Which Emphasizes the Importance of Window Advertising and How It Is An Investment that Pays a Profit When Properly Looked After.

In the Opera News for November there is told a story of a lady who was won by an attractive window display in a talking machine establishment.

Entering the store, she was approached by a most courteous salesman and, after expressing her wants, was shown about the salesroom, where different sizes of Victrolas were on display in different woods and colored finishes.

The lady knew about the Style XVI \$200 mahogany Victrola, and after causing her preference to be known to the salesman, he told her he would like her to listen to a particularly fine instrument in one of the little record-trying rooms. The lady's interest was aroused, and curious to see it, she went into the room to listen to this special Victrola.

The salesman told her that each and every Victrola was personally selected by the proprietor, he making weekly trips to the Victor factory for that purpose and only accepting those Victrolas which came up to his own special high standard. The salesman stated that each sound compartment in the Victrolas they accepted were equipped with special sound blades that improved the tone, thus making the instruments absolutely superior to Victrolas sold elsewhere.

"Now," continued the salesman, "this particular instrument was one that Mr. Caruso personally selected as the best of all in this shop, and Mr. Caruso had been in a short time before playing records on it, and had, in fact, only just left."

Greatly interested, and on the point of purchasing this Victrola, a mahogany \$200 type XVI instrument, she asked the salesman to play one of the records that Mr. Caruso had also played. "Certainly," said the salesman, and he left the room to get the record.

Just then the proprietor of the store came along, and looking in the open door of the small record room, he observed a lady looking at a Victrola. Thinking that she had not yet been waited upon, and there being no salesman in sight, the proprietor said: "That's a fine Victrola there. Miss Farrar was in this morning trying out some of her records on it. She told me it was the finest Victrola she had ever listened to, the sound qualities being so true and wonderful."

"Did you say Geraldine Farrar?" asked the lady.

"Oh, yes, positively," returned the proprietor. "I waited on her myself. Here comes our special tone expert," continued the proprietor, who observed the salesman approaching who originally waited upon the lady, and, not knowing what the proprietor had said to her, he said:

"Here are six of the identical records which Mr. Caruso played on this Victrola this morning. I placed them aside after he had gone."

The proprietor was not nonplused. He said: "Isn't it wonderful to have a Victrola that both Mr. Caruso and Miss Farrar played? It's really the finest toned Victrola we ever had."

The woman bought.

When she left the store the proprietor faced his clerk and said: "A narrow escape—and next time don't leave your customer."

GREAT GATHERING IN BOSTON

Of People Prominent in All Walks of Life to Hear Edison Diamond Disc Phonograph Demonstrated—Noted Artists Participated.

(Special to The Talking Machine World.)

BOSTON, MASS., December 1.—In response to invitations sent to the musical people in the city and others a large audience gathered at Symphony Hall on the afternoon and evening of November 18 to hear the recital given under the auspices of the Thomas A. Edison, Inc. The artists taking part were Miss Christine Miller, contralto, whose recording has delighted so many people who have heard the Edison diamond disc machines; Arthur L. Walsh, violinist, and Harold L. Lyman, flutist, both also from the Edison laboratories. Courtenay Guild, brother of the late Governor of Massachusetts, and president of the Handel & Haydn Society and of the Apollo Club, both leading musical organizations of Boston, introduced Verdi E. B. Fuller, who is the special representative of Thomas A. Edison. Miss Miller was heard in the "Elijah" number, "O Rest in the Lord," and "Abide with Me," both of which she sang to the accompaniment of her own laboratory recording.

(Continued on page 16.)

From the start of making the first needles in the industry—to the achievement of shipping over 63,000,000 needles in ten days, is a long road, but glancing backwards, it seems very short.

The foregoing record gives us the pre-eminent position, not only as a QUANTITY producer of needles, but as a QUALITY HOUSE. Bagshaw-made needles are of a super-quality of steel; highly polished, and accurately "pointed."

If needles could be made ANY better, we would do it

W. H. BAGSHAW

Oldest and Largest
Manufacturer

LOWELL, MASS.

ESTABLISHED 1870

TRADE IN BOSTON AND NEW ENGLAND
(Continued from page 15.)

Walsh gave two Ave Marias with the laboratory re-creations of the same solos as recorded by Miss Marie Rappold, Albert Spaulding and Carl Flesch, and Mr. Lyman was heard in unison with the laboratory re-creation of "The Butterfly" as given by an orchestra. The program was quite a long one and there was generous applause for all the artists. It was generally remarked that the occasion was an unusual one in musical annals.

BUSINESS IS SIMPLY WONDERFUL.

In the West and Northwest, Says H. N. McMenimen, Managing Director of the Pathé Frères Phonograph Co. Who Has Just Returned from That Section—Some Interesting Facts That Tell of Busy Times.

"Business is simply wonderful in the West and Northwest," said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, who returned recently from a week's trip through this territory. "In fact, I do not remember seeing such evidences of prosperity and optimism in the West on any trip I have made in recent years.

"This business activity is general, applying to all lines of business. I had occasion to discuss conditions with several prominent manufacturers in other branches of the mercantile world, and they all report boom times in their respective industries. The enormous crops which the Western farmers harvested have placed vast sums of money in circulation with consequent benefits to manufacturers, wholesalers and retailers.

"As an illustration of the prosperity in his section of the country one Western banker called my attention to an automobile dealer in a city of 5,000 who during the past season has sold 200 automobiles retailing from \$750 upward. Only two of these cars were sold on notes, every other sale being for cash.

"Our own business has far exceeded our expectations, and November has been the best month in our history, showing a very large gain over last month, our previous record-breaker. We have increased our machine capacity materially during the past month, but notwithstanding these additional facilities have been unable to keep pace with our orders. During the past week the capacity of our record pressing plant has been increased by 160 per cent., but further additions will be imperative in the very near future."

P. J. McCoy & Co., Inc., has been chartered under the laws of Massachusetts, with capital stock of \$50,000, for the purpose of manufacturing and retailing phonographs. The incorporators are Reginald L. Robbins, E. Dwight Fullerton and Pearl J. Flower.

A new Columbia Grafonola department has been opened in the department store of the Elliott-Taylor-Woolfenden Co., Detroit, Mich.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

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

OCCUPY ITS NEW HOME.

Wonder Talking Machine Co. Established in Large, Airy Quarters at 113 Fourth Avenue—Factory Working Overtime to Fill Orders.

The Wonder Talking Machine Co. is now established in its new quarters at 113 to 119 Fourth avenue, New York. The company occupies the entire sixth floor at this address, and notwithstanding that the floor space available is more than six times as great as it occupied at its former home, there is every indication that the company's business will reach sufficiently large proportions to make additional room imperative in the very near future.

The most striking feature of this new home of the Wonder Talking Machine Co. is the splendid lighting facilities which are at the command of the employees. There is plenty of light on all sides and the manufacturing of the Wonder machines is accomplished under ideal conditions.

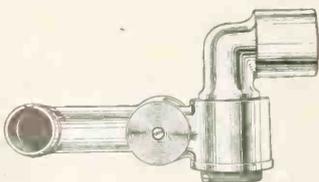
President McNulty and Secretary Radt occupy private offices adjoining the factory, although, if the truth be told, there is very little "occupying" these days, as there is such a remarkable influx of business that every moment is consumed in handling the requirements of the company's dealers with promptness and efficiency.

The unusual progress which the Wonder Talking Machine Co. has achieved in the few months that its products have been on the market is a tribute to the merit of the "Wonder" machines and the hustling aggressiveness of the company's executives. The outlook for 1916 is most encouraging, and the enthusiastic comments of "Wonder" dealers reflect a country-wide confidence in the line.

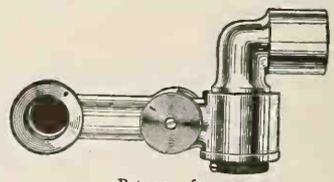
DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.

"PERFECTION" Ball Bearing Tone Arms Fit All Types of

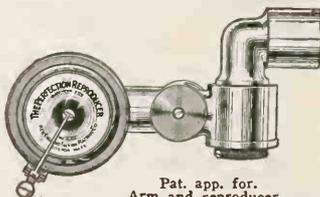
Edison Diamond Disc Machines for playing Victor and Columbia Records. The highest grade arm ever made for this machine. Perfect flexibility in every motion. The ball bearing joint allows the needle to follow any arc, without using feed rake, which renews needle point as the thread on the record carries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



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



Pat. app. for.
Columbia reproducer, Nos. 6 and 7.



Pat. app. for.
Arm and reproducer.

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

NEW ENGLAND TALKING MACHINE COMPANY
120 Boylston Street
BOSTON, MASS.

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

SEND CHECK FOR SAMPLE

Special quantity prices quoted on application.



This is a harvest time for foreign record business! Our Foreign Record Department issues records in 33 different languages and thousands of Columbia dealers in this country are making good regular money on these records.



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

Columbia Graphophone Company
Woolworth Building, New York

TRADE ONE HUNDRED PER CENT. BETTER IN MILWAUKEE

Remarkable Business Expansion in All Departments of the Talking Machine Industry—
Shortage of Machines Causes Quietude—Doing Good Educational Work—New Pathé Dealers—Edison Concert Arouses Enthusiasm—Victor Sales Attain New High Mark.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 7.—The retail talking machine business in Milwaukee is 100 per cent. better than at this time a year ago, according to leading dealers and jobbers. This means much when it is considered that sales during November and October attained a new high mark for that period. This remarkable business expansion is only another proof of the steadily increasing demand for talking machines which has been developing during the past year. A record-breaking business during the month of December seems assured if trade during the early part of the month can be taken as a criterion.

The only disquieting feature in the situation is the serious shortage of machines which is being experienced by jobbers and dealers in the various lines. While the record supply seems ample to meet the demands of the trade, the scarcity of machines is simply discouraging. Jobbers say that although they are putting forth every effort possible they will be able to satisfy only a fraction of the insistent demand coming from dealers everywhere in the territory tributary to Milwaukee. The shortage seems to be equally serious in the Victor, Edison, Columbia and Pathé lines.

The Machine Situation Analyzed.

"We could do about 500 per cent. more business if we could only secure the machines," said H. A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street. "We are able to keep up our record stocks, however, and are filling practically 100 per cent. of our orders in this line. Only this morning we received several telegrams and letters from dealers, all including urgent requests for machines, but we will be able to only partly satisfy the demands. I am confident that the Victor Talking Machine Co. is doing its best to satisfy the trade, but it simply cannot turn out machines fast enough to keep up with the increasing demand.

"I am confident that trade will be about as active during January and February as it is at the present time, owing to the fact that dealers are so short of stocks. The average dealer ordered heavily early in the fall, just as he did a year ago, but business was so unusually good during October and November that stocks were depleted and the dealer entered the holiday period totally unprepared."

Doing Some Excellent Publicity Work.

Victor sales at the three big department stores of Edward Schuster & Co. attained a new high mark during November. M. Marks, general manager of the Victor and piano departments of all three stores, has increased his sales forces in preparation for the holiday trade. John H. Becker, manager of the Victor department at the Twelfth and Vliet streets Schuster store, is doing some fine publicity work for his department by the interesting concerts which he is conducting each day. Mr. Becker says that money is easier, that people are buying a little

more freely and that there is every indication that the holiday business this season will reach a new high mark.

Doing Good Educational Work.

Miss Frances Arnold, of the educational department of the Victor Talking Machine Co., is working very successfully with the Milwaukee schools at the present time. Milwaukee educators are most favorably inclined to the use of the talking machine in the schools, as this city was formerly the home of Mrs. Frances E. Clarke, head of the Victor educational department. When Mrs. Clarke was supervisor of music in the Milwaukee schools she introduced the talking machine into the curriculum, and the demand for machines has increased with the expansion of the schools.

Many New Pathé Dealers.

Lawrence McGreal, jobber for the Pathé Frères line, now located in his new quarters, 350 East Water street, is meeting with much success in placing the Pathé agency with leading houses all over Wisconsin. Mr. McGreal has placed the Pathé line with the Kreiter Piano Co., 181 Third street, where a full line of the goods is being shown. The Hugo E. Bauch Department Store Co., 791 Third street, has also taken over the agency for the Pathé line and has arranged attractive talking machine quarters at its store. The Billings & Sons Piano Co., 504 Grand avenue, the first retail house to sell the Pathé goods, is meeting with a fine business in talking machines.

Ettore Barila, traveling representative of the Victor Talking Machine Co. in Wisconsin, has been spending a few days in Milwaukee of late calling upon the local dealers.

Louis Marks, enterprising young manager of the Victor department at the Boston store, has been meeting with such an increased business of late that he has made several additions to his sales force.

Plans New Columbia Agency.

Although there is a shortage of Columbia goods, A. G. Kunde, 516 Grand avenue, jobber and retailer in the Columbia line, is completing arrangements for locating another large Columbia agency in the downtown section. Business in the Columbia line in Milwaukee during the past few months has

been the best in the history of the local trade.

The J. B. Bradford Piano Co. and the Edmund Gram Piano House, two of Milwaukee's oldest and best-known piano houses, both of which maintain unusually successful Victrola departments, have been carrying on an extensive campaign of newspaper advertising of late, with the result that Victrola sales have been larger than ever. Paul A. Seeger, manager of the Victrola department of the Gram house, says that the demand for high-priced machines is especially strong this season.

Gives Elaborate Edison Concert.

The George H. Eichholz Co., 542 Twelfth street, handling both the Edison and Victor lines, gave the Edison much publicity on December 6, when it arranged an interesting recital, given in the Plankinton Hall of the Milwaukee Auditorium by Miss Elizabeth Spencer, the well-known soprano, who presented a number of her favorite songs to a specially invited audience. Miss Spencer was accompanied in several instances by the Edison, which reproduced her own voice. As at the recital given in Milwaukee recently by Miss Christine Miller, the well-known American vocalist, the Edison laboratory re-creation of the artist's voice, heard in comparison, brought forth the heartiest approval.

The Edison Shop, the retail branch of the Phonograph Co. of Milwaukee, has been advertising in the local newspapers more extensively of late than any other Milwaukee talking machine house. In the evening papers recently the house carried nearly a full-page advertisement featuring the Edison in an excellent manner. The Edison Shop is conducting daily concerts during the holiday season which are attracting much favorable attention. William A. Schmidt, manager of the Phonograph Co. of Milwaukee, has located several new Edison dealers of late.

William P. Gensch, head of the Gensch-Smith Co., operating an exclusive Victrola shop at 730 Grand avenue, has been made the defendant in a suit for \$2,000 damages filed in the Milwaukee Civil Court by Max Lepak, a city patrolman, who declares that his reputation has suffered as a result of remarks alleged to have been made by Mr. Gensch.

Gustave Spankus, manager of the Victrola department of the Hoeffler Piano Manufacturing Co., is conducting daily concerts at the Hoeffler store. Trade in both machines and records is active, according to officials of the Hoeffler house.

Keep your efficiency powder dry—but trust somewhat in the god of courtesy and business kindness.



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? Exclusively Victor

BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

PHONOGRAPH CO. IN DETROIT OPENS NEW STORE.

Will Be Utilized Hereafter for Retail as Well as Wholesale Purposes—Building Transformed Into a Veritable Palace—The Lighting Fixtures and Furnishings Are Conceived Along the Most Modern Lines and the Entire Effect Is Most Pleasing.

(Special to The Talking Machine World.)

DETROIT, MICH., December 8.—On Friday, December 3, the Phonograph Co. of Detroit opened its new store at 256 Woodward avenue, which will hereafter be for retail as well as wholesale purposes.

The building has been made into a veritable palace, with the salesrooms decorated in such a way as to produce an artistic effect that will be pleasing to patrons.

The first floor is given over to a reception salesroom and a concert room. The general character is along English Renaissance lines, giving the effect of a fumed oak paneled room. Much care was taken in the selection of the wood for the development of this scheme.

To add to this richness of the general color scheme and to form a suitable background for the instruments, all lower panels of the walls have been hung with material. The floor coverings are of two-tone mole-colored rugs. The furniture is set in suitable groupings.

In the concert room a new feature for both artistic and tonal qualities will be the use of cork in place of wood in the large wall panels. The interesting feature of this room is the drop canvas ceiling. This is beautifully decorated in a paneled syncopated pattern. Beautiful lighting fixtures hang from the drop ceiling. The large frieze expands over the wood and cork paneling and the four corners of the room are hung with striped mole-colored velour.

The second floor is given over to the sale of records. The woodwork of quarter-sawed red oak gumwood is developed along original lines. The walls are decorated in a harmonious gray color scheme which is qualified by the two-toned blue floor coverings. All the fixtures and hardware on

this floor are in silver finish. The front part of the floor is devoted to a rest room.

Extending the length of the floor are nine booths for the sale of records. To assure correct tonal quality in all of these booths the walls are hung with draperies and the floors covered with rugs. The glass is set double with air spaces between. They are also provided with a heavy felt foundation to prevent any vibration. The record rack is so situated that a salesman can promptly procure any record desired.

The floor will be occupied as the general offices of the company, who are exclusive distributors for Thomas A. Edison, Inc., in this territory.

On the fourth floor are three general salesrooms for the instruments and a reception room. The general treatment is along French Renaissance lines, the woodwork being finished in white enamel and the walls hung with material. Each room is provided with direct light either through windows or skylights. The furniture for these rooms is of mahogany, placed in complimentary groupings to the instruments. All the fixtures and hardware are in dull silver.

Very careful consideration has been given to the heating and ventilating systems of the building. All parts usually visible have been concealed, so as not to destroy the artistic quality of the rooms.

PRaise FOR THE WORLD.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 1.—A. W. Roos, manager of the local store of the Columbia Graphophone Co., has come to regard The Talking Machine World as something more than a trade paper.

"It's a funny thing the way people who have no connection whatever with the talking machine busi-

ness, except that they own talking machines, take The Talking Machine World and read it," said Mr. Roos. "I know of at least six persons here who take it, and I have noticed this feature in connection with my work in other parts of the country. It's the only trade paper I know of that gets outside the trade so much. Now you wouldn't think of taking a shoe gazette if you were not in the shoe business, would you?"

WORKING FOR THE STEVENS BILL.

J. N. Blackman and F. P. Oliver Stimulating Interest in and Getting the Views of Congressman on the Stevens Bill—Dealers Should Get in Touch with Representatives.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributor, who is a member of the special committee recently appointed by the National Association of Talking Machine Jobbers to further the interests of the Stevens Bill, has been meeting with gratifying results in his activities in this direction. Mr. Blackman is handling the New England States, New York and near-by New Jersey, one of the most important territories in the country.

Mr. Blackman states that he has found the dealers, not only in the Victor line, but in other mercantile lines, taking a personal interest in the passage of the Stevens Bill and writing their Congressmen regarding its tremendous value to both the retail merchant and the consumer. Mr. Blackman has personally interviewed many Congressmen, very few of whom are willing to say that they are opposed to the Stevens Bill. The majority state that they are in favor of the principles embodied in the Stevens measure, but naturally few of them care to pledge their votes in favor of the bill, as they feel that their minds should be open when the bill is placed before Congress for a vote.

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., spent an entire week visiting the New England Senators and Representatives on behalf of the Stevens Bill, and was gratified to find an almost unanimous sentiment among the retailers in this territory regarding the desirability of making this measure a law.

Both Mr. Blackman and Mr. Oliver are planning to devote a considerable portion of their time the next few months to furthering the interests of the Stevens Bill, and although Mr. Blackman is well pleased with the progress made to date on the bill's behalf, he considers that the work has only begun and that every Victor dealer, if he has not done so already, should communicate with his Congressman immediately regarding the immeasurable value of the Stevens Bill from every sound standpoint.

NEW PATHE CO. AGENTS.

Distributors Recently Appointed in Indiana, Minnesota and Missouri.

The Pathé Frères Phonograph Co., New York, closed arrangements this month whereby the following concerns will handle the complete Pathé line as distributors in their respective territories: M. A. Tobin, Indianapolis, Ind.; Northwest Pathephone Co., Minneapolis, Minn.; Pathephone Co. of St. Louis, St. Louis, Mo.

J. F. Collins, sales manager of the Pathé Frères Co., who closed these deals, says that these concerns have perfected plans to give the dealers in their territories prompt and efficient service. A number of important deals are now pending whereby the Pathé products will receive aggressive representation in several sections of the country where distributors have not yet been appointed. The list of Pathé Frères distributors is increasing steadily, and the caliber and standing of the companies securing distributor franchises indicates the signal success of the Pathé line.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

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

"The Graduola has taken the machine out of 'Talking Machine.'"

—LEIGH MITCHELL HODGES



*A Statement by The Aeolian
Company on the Graduola*

The Wonderful New Control Feature of the

AEOLIAN-VOCALION

The popularity the phonograph has attained in the last few years has been one of the most striking features of the music-business. The reason for it is not far to seek. The phonograph is a practical and economical means for enjoying music of all kinds. It caters to all tastes. Its novelty as a wonderful invention has hardly yet worn off. And in the past two or three years it has helped largely to supply the universal demand for dance music.

The continued and permanent success of the phonograph, however, is entirely a question of its development *musically*. Novelty and the dance craze are temporary conditions. Its future and even its large success, today, depends on its supplying the demand of the public, critical as well as uncritical, with better music and a *means of musical expression*.

Though phonograph manufacturers with no previous experience in the music-business can hardly be expected to realize the importance of the latter requirement, those who are familiar with it and who know the history of purely automatic instruments, that is, those that have had no element of *personal control*, appreciate the advantage of an instrument which its owner can *help to play*.

The Aeolian Company, probably better than any other concern in the music-industry, knows the music taste of the public. Its new phonograph, which reflects this knowledge, has met with extraordinary success. Wherever it has been shown, it has taken hold *practically without competition*.

Its tonal superiority has, of course, been a vital factor in its success. But in no small measure is it due to its wonderful new feature of *tone-control* which enables its owner to actually play the phonograph and thus express his individual ideas as to how the music should sound.

Amongst the thousands to whom the Aeolian-Vocalion has been demonstrated at Aeolian Hall and in the stores of representatives, there has not been a case recorded where this feature did not make an instan-

taneously favorable impression, and in the vast majority of cases, constituted an irresistible sales appeal.

The only competitive argument which has been found to use against the Graduola, which is the name of the tone-control device on the Aeolian-Vocalion, is easily answered. To the objection that using the Graduola might alter the interpretation of a fine artist, the obvious reply is, in such a case *do not use it*. It is not arbitrary. It may be used or not as desired. As a matter of fact, however, the Graduola does not alter the essential spirit of the artist's interpretation. His technique, tempo and dynamics remain the same. Whereas with it, real pianissimos and other subtle tone effects which the limitations of the present methods of record making exclude, can be introduced.

A complete description of the Graduola; how its peculiar patented construction makes it perfect for true modulation, and the other advantages it offers, is unnecessary here. On the two following pages is reproduced an advertisement telling the story of its invention and adoption by The Aeolian Company. Full particulars about the Graduola are given in the Aeolian-Vocalion Catalog which will be sent in reply to enquiries.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Such territory is exclusive, thus insuring to the merchant the benefit of all the business he helps to create.

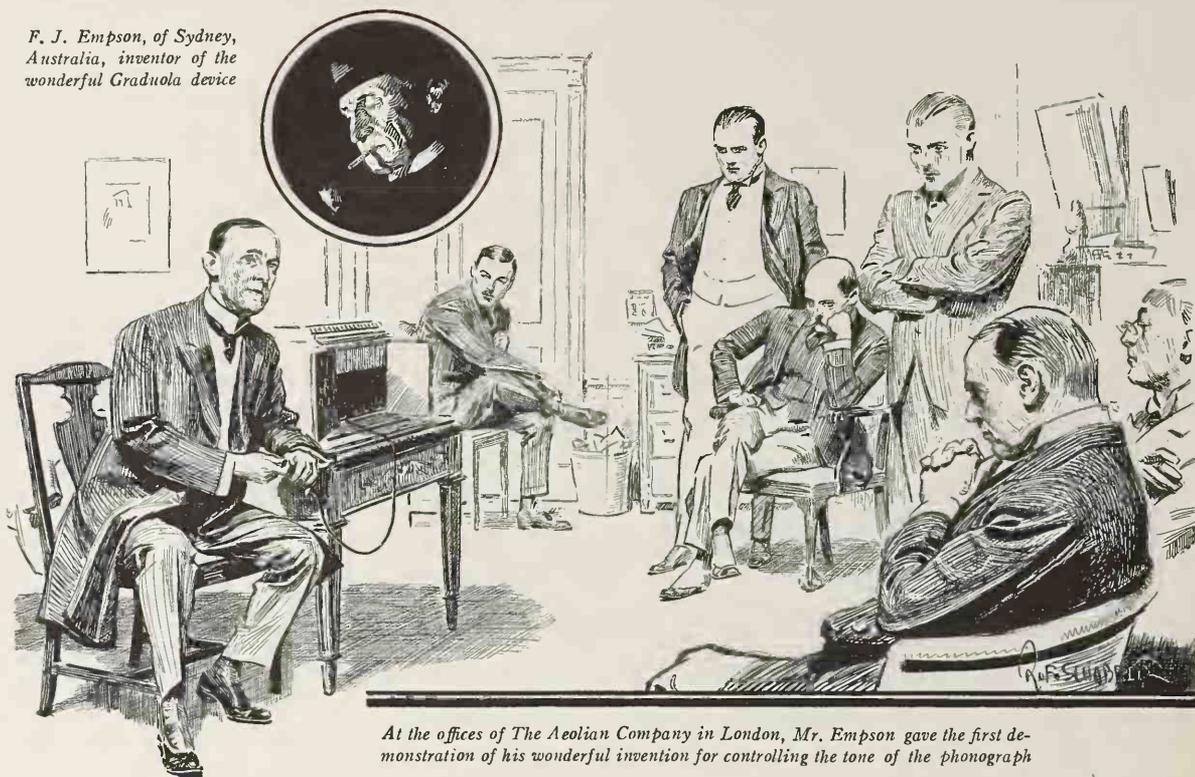
Address the Aeolian-Vocalion Department

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

F. J. Empson, of Sydney, Australia, inventor of the wonderful Graduola device



At the offices of The Aeolian Company in London, Mr. Empson gave the first demonstration of his wonderful invention for controlling the tone of the phonograph

The Interesting Story of The Aeolian-Vocalion

THE *Aeolian-Vocalion* is a new musical instrument of the phonograph type. Its greatest feature, the vital feature of any musical instrument, is its tone—the hitherto unapproached fidelity with which it reproduces the distinctive quality of every voice and instrument. But, in addition, the *Aeolian-Vocalion* possesses another feature of revolutionary character—one that adds immeasurably to the value of the instrument by putting its extraordinary tone under the direct personal control of its owner. This immensely important and absolutely unique accomplishment in connection with the phonograph, is the result of a single, brilliant invention, the story of which is so fraught with human interest that its brief relation is justified.

The Birth of a Great Invention

As the largest manufacturers of musical instruments in the world and originators of many of the most notable innovations in the music industry, The Aeolian Company has had a wide experience with inventions and inventors. The open-minded policy of this house, its dissatisfaction with ends achieved, and constant striving for better and still better results, and its courteous and equitable treatment of all with whom it deals, are proverbial in the music trade. This attitude brings to it practically all who have inventions of value in connection with the art of music, and is largely responsible for its position in the forefront of musical development.

Of temporary discomfort to himself, however, was the fact that The Aeolian Company was but little known to an inventor from Australia who arrived in London, England, late in the summer of 1912 with a phono-

graph containing a revolutionary invention.

This man had purchased a phonograph of leading make for his home in Australia several years before. He was intensely musical, however, and from the first his instrument had failed to satisfy him. Wonderful and interesting as it was he felt keenly its inability to reproduce certain of the finer and more subtle musical effects. But most of all it left him nothing to do. Even had its playing been absolutely perfect, it was always the same and the intense desire that he felt to exercise his interpretative instinct by introducing the slight modifications needed to give the records new meaning and interest, remained unsatisfied. It was a marvelous mechanical instrument but still *only mechanical*.

Fortunately, however, this man possessed rare inventive genius. Instead of finally discarding his phonograph, or resting content with its limitations, he devoted himself to

overcoming them. He sought a means by which the wonderful records of the world's master artists could be heard again and again without monotony—a means for introducing the subtle and changing shades of expression with which the musician himself varies each performance.

To make a long story short, his efforts met with signal success, and after securing letters patent on his invention he sailed for London, confident that he need but show it to the manufacturers of phonographs to arouse their enthusiasm and secure its immediate adoption.

The Inventor Finds Recognition

In London, however, he met with an experience unfortunately not unusual for an inventor. He found so much difficulty in getting a satisfactory hearing from phonograph manufacturers that, finally becoming discouraged, he made his arrangements to return home, and had he not just at this period met a friend who gave him good advice, the wonderful results of his labors would have been lost to the world, temporarily at least.

This friend was well acquainted with the management of The Aeolian Company in London, and strongly urged that before giving up he submit his invention to this house. Unable to assure him of its adoption, he was at least able to promise a courteous reception and careful consideration of what he had to offer.

That he not only received courteous and intelligent consideration, but that the immense value of his invention was recognized by people ever awake to improvement is shown in the following cablegrams, destined to be of such extraordinary importance to music lovers, that passed between the President of The Aeolian Company and the manager of its London house a little over two years ago.

Tremaine, New York

Have been offered exclusive rights for very remarkable talking machine, different from and superior to any machine

have ever seen. Propose sending inventor to America to submit his instrument for your approval.

(Signed) Mason, London

Mason, London

As we are not at present considering manufacturing talking machines, do not see how instrument can interest us. If you think it sufficiently exceptional to send under circumstances, do so, but secure option on invention before inventor sails.

(Signed) Tremaine, New York

Tremaine, New York

Inventor with machine sailing Saturday. Mauretania.

(Signed) Mason, London

On the following Saturday, Mr. F. J. Empson, the inventor, arrived in New York. He was met at the pier by representatives of The Aeolian Company and an audience arranged with the officials of the Company for the following Tuesday.

It was a highly interested and expectant gathering that met in the Directors' Room at Aeolian Hall at the appointed time.

The skepticism born of wide experience was tempered by a knowledge of the conservatism of the London officials. Mr. Mason's cablegram had expressed unusual enthusiasm and the inventor faced a sympathetic, though highly critical audience as he began to play his phonograph.

That afternoon will never be forgotten at Aeolian Hall. As the different department heads left the room after Empson had finished, each one realized that a new epoch had dawned for the phonograph—that in this wonderful invention was the feature that the phonograph had hitherto so greatly needed.

A New and Better Phonograph

Were the patents sound—were they fundamental? These were the important questions. The Aeolian Company was thoroughly familiar with the phonograph—had already

experimented with an idea of finding means for improving its tone, and knew what it could accomplish should it be decided to enter the field.

When Mr. Empson's patents were found basic the matter was settled. The Aeolian Company took up its option, the inventor, gratified beyond measure at the recognition his genius had received and at his treatment, sailed for home, and the great organization, recognized as the most powerful force in the music world, set itself seriously to the task of making a new and better phonograph.

This was more than two years ago. The rest is another story in itself. No man and no body of men in the world were so well equipped for the task of improving the phonograph as the men constituting the expert staff of The Aeolian Company. Not only artists and musicians of exceptional capabilities, but scientific, mechanical engineers comprise this staff. While in addition, the greatest authority on sound alive today, is a permanent consultant, and the most perfectly equipped laboratory in existence for phonographing and analyzing sound-waves, is at this company's command.

The result of The Aeolian Company's entrance into the field of phonograph manufacture might readily have been foreseen. In The Aeolian-Vocalion, its new phonograph recently announced, this Company has produced an instrument that is not only fully up to the high standard of its other celebrated products, but one that is unquestionably the most perfect as well as most interesting phonograph the world has ever seen.

The Aeolian-Vocalion is made in a wide variety of beautiful models. They range in price from \$35 to \$300 in conventional case designs and from \$375 to \$1500 for classic designs. 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

29-33 West 42nd Street, New York

Makers of the world-famous Pianola and the largest manufacturers of musical instruments in the world



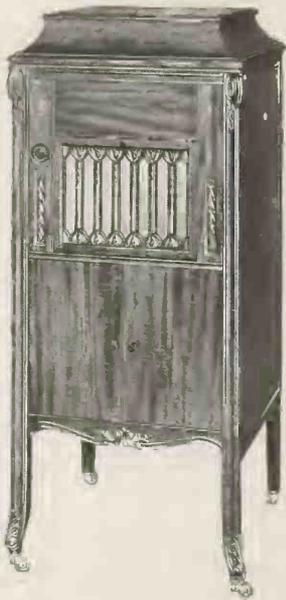
AEOLIAN-VOCALION
STYLE R, \$1500

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 \$300 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.



AEOLIAN-VOCALION
STYLE J
\$225



AEOLIAN-VOCALION
STYLE G 7
\$100

HANDLING COLLECTIONS WITH FORM LETTERS.

System of Changeable Paragraphs Which Does Away with the Necessity of Dictating Individual Letters—Of Convenience and Interest to Dealers.

So much time and effort can be saved by the use of form letters that they are coming to be used more and more, and with a little care in the preparation they can make as direct and as personal an appeal as the specially dictated letter.

This is done by combining certain ready prepared paragraphs in much the same way as a physician writes a prescription, and when this is done the letter so closely follows the individual conditions in the case that it is practically impossible to detect any ready-made quality in the letter.

Some time ago Neil M. Clark, writing in Success, went on to show how collections are handled by this method.

The merchant wishing to write a certain kind of letter to bring a backward account "up to the scratch," glances over a list of numbered paragraphs and then makes a pencil memorandum about like this:

- 20.....17th
- 301.....
- 300.....3d
- 76.....

The stenographer getting these notations refers to a duplicate list of numbered paragraphs and, without the intervening labor of dictation, produces a letter which reads as follows:

"We wrote you on the 17th calling attention to a bill of ours that had escaped attention. There must, we feel sure, be some good reason why we have failed to hear from you.

"If payment is impossible now, the only fair thing is for you to write or call at once and take the matter up with us.

"Enclosed is a memorandum of the bill. Payment, as you will notice, was due on the 3d. Kindly let us hear from you."

The first paragraph of the above letter appears on the stock list of paragraphs as No. 20, the second as No. 301, and the third as No. 300, and the final request as No. 76. Dates which need to be

used in connection with any paragraph are indicated on the "prescription" notation, as shown above.

The only object in having a number of these ready-made paragraphs is, that particularly in collection work, the conditions vary considerably and the tone of the letter should vary, too, according to the debtor's responsiveness.

Such a system is especially adapted to collection correspondence for the reason given above and because it is always a question of making a request for payment, and doing it pleasantly, curtly or unpleasantly, as the case may be. In other words, collection letters are much the same thing over and over again, but with added urgency.

TRADE NEWS FROM INDIANAPOLIS.

Experiencing the Best Season of the Year Throughout Indiana—Talking Machine Men Enthusiastic Over Present and Future Conditions—Business Shows Big Increase.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 1.—A. W. Roos, manager of the Columbia store, in asserting that he is experiencing the best season that the Columbia Co. has ever had in Indiana, says: "The sales for November make even sales for previous Decembers look small, and there is every indication that the year will end with more than double the amount of business done last year."

District Manager W. C. Fuhri was a recent visitor from Chicago. Mr. Roos recently made trips to Chicago and Terre Haute, Ind. In the latter city the Columbia Co. has placed O. D. Standke in charge. Mr. Standke, according to Mr. Roos, has had a long experience with the company, coming to Terre Haute from New Orleans, La., where he was retail manager for three years. Mr. Standke succeeds H. M. Wright in Terre Haute, who has resigned from the company.

B. C. Fletcher, retail floor manager for the local Columbia store, has completed the biggest month in retail and instalment sales that he ever had. He reports a growing interest in the better priced outfits.

F. J. Clark has also shared in the Columbia prosperity, and during November he sold the best bunch of Dictaphones he has had the pleasure to report. Mr. Clark has been in Indiana now over ten months and he has built up his branch of the business to very large and pleasing figures.

The volume of business done this season by Victor dealers in the Middle West, as compared to last year, may be roughly estimated by the volume of business done by the Stewart Talking Machine Co., of this city. Fully more than 50 per cent. additional stock has passed through the Stewart Co.'s warehouses this year than last year.

George E. Stewart, manager of the company, made another trip to the Victor factory at Camden, N. J., on November 30. His object was to encourage faster shipments to take care of the enormous demand being felt in this section of the country.

The tremendous advertising campaign which is being waged by the Victor Co. in both national and local advertising is bringing business to local Victor dealers with a rush.

Arthur C. Ruark, manager of the Vocalion department of the local branch of the Aeolian Co., stopped a few minutes in his rush to say: "I haven't anything to say, because people wouldn't believe it if I said it. Just say it's 10 o'clock every night for me from now on." Mr. Ruark promised he would say something after the holiday season was over.

Walter E. Kipp, of the Kipp-Link Phonograph Co., distributors of the Edison diamond discs, said that his only complaint was that he could not get orders from the factory filled fast enough to meet the demand.

The Oglethorpe Cycle Works, recently opened in Brunswick, Ga., will handle bicycles and talking machines.

CRESCENT-RECORDS
For Quick Delivery

35c. D. S. 8 inch Records (As much music as any 10 inch Record)
65c. D. S. 10½ inch Records. A Standard "Sapphire" Record of Real Merit

"Crescent"



TRADE-MARK.

New England
Distributors
Crescent
Sales Co.
Providence
R. I.

Crescent Non-wearable Needle. Send us 85 cents so that we may send you this point and an attachment which will allow you to play lateral or vertical cut records on your machine. You will hear better music.

CRESCENT--Silvertone--PHONOGRAPHS
\$12.50 to \$200.00

Play any make of Record without change of mechanical parts.

CRESCENT TALKING MACHINE CO., Inc.
99 Chambers St., New York City

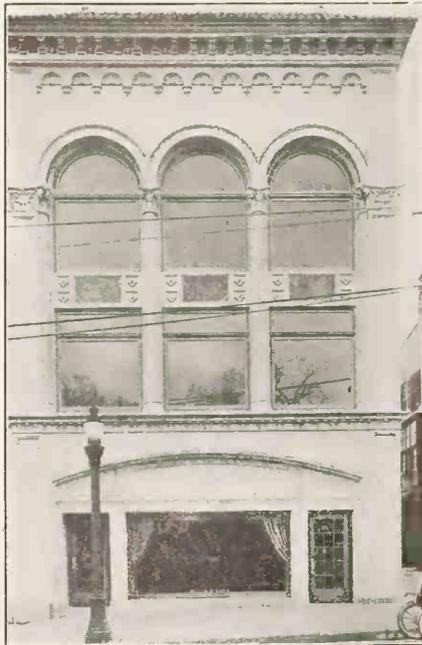
OPENING OF PARDEE-ELLENBERGER'S NEW EDISON SHOP.

A Most Palatial and Beautifully Equipped Building Devoted to Music and the Phonograph Art Opened in New Haven—Large Attendance of Notable Men from Many Points Attend Opening—An Interesting Description of This Establishment.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., December 8.—The Edison Shop, 964 Chapel street, created, erected and owned by the Pardee-Ellenberger Co., in this city, was opened with appropriate ceremonies on November 20, people coming from all over the country to participate and to view the splendors and magnificence of this new phonograph salon.

Guests were received by William Osmond Pardee and Henry Lucius Ellenberger, the visitors being turned over to competent guides for an inspection of the wareroom. During the afternoon a recital of concert and chamber music was rendered by Miss Elizabeth Spencer, soprano, assisted



Exterior of the Pardee-Ellenberger Building.

by Arthur L. Walsh, violinist, during which Mr. Edison's recent laboratory re-creation of Miss Spencer's voice was heard in comparison. A dinner was given at the Hotel Taft by Messrs. Pardee and Ellenberger, which was attended by nearly a hundred people. During the evening an informal recital was held at the wareroom, during which time the New Haven Publicity Club attended in a body.

sold in those days, and which with the modern instruments of to-day show the vast improvement in this line since the early days. This machine was purchased by a local gentleman, who on the opening day gave his order for the latest type of model made, and which was the first instrument sold from the new location.

It is impossible to describe in cold type this beautiful establishment so that the reader can picture in his mind just how it looks. There is nothing like it in the country, and that means the world, and its opening marks a new epoch in phonograph history. It gives the people of New Haven a most artistic environment when purchasing the latest achievement of Mr. Edison, who, by the way, sent the firm a congratulatory letter.

In the design of the building individuality and distinction have been sought, and the architectural style adopted is pure Italian of the period of the early Renaissance. The character of the design is emphasized by the material used, which is terra cotta of a color and texture new in the use of this material. It is exactly the quality of fine axed



Interior of One of the Music Rooms.

granite and even the hammer-marks appear on the surface. The spandrel of the low arch which spans the entrance and display window is enriched with a grouping of classical figures, suggesting successive periods of musical development, modeled especially for this panel.

On entering, one is in the main reception room, which resembles the drawing room of a Fifth avenue palace plus dignity and harmony. At the left

small private parlors for testing the machines and records, where the woodwork of the furniture is finished in the blue, although the same colors of gold and gray are also combined with the blue in the other furnishings.

The "Music Room" reveals the genuine artistic taste with which the establishment has been laid out. The old gold is the predominating color here, the walls in a pale tint, and the deep gold appear-



View from Foyer Showing Store Interior.

ing in the shades on the huge lamps mounted on posts on either side of the small stage, and in the shades about the chandeliers.

The treatment of the interior, reception room, music room and the private booths has been given the most careful study. The aim has been to obtain a result as individual and distinctive as is seen in the exterior design. To this end the architects, Messrs. Shape and Bready, called into association with them the aid and resources of the Herter Looms, of New York, a company especially famous for its original weaves and tapestries, which is under the artistic direction of Albert Herter, widely known as among the first of mural painters. By such co-operation interiors have been wrought into a unity of plan, architecture, color and furnishings which carries to the last detail of fixture, lamp and drapery—a unity such as can only be obtained when every article to complete the furnishings is considered as a part of the whole, and so considered from the very beginning.

Among those present were: From Boston, F. H. Silliman, manager of the Boston offices of the Pardee-Ellenberger Co., Inc.; George Lincoln Parker, M. P. Currier, manager Chickering & Sons warerooms; E. C. Cressey, manager C. C. Harvey Co.; F. H. Thomas, of F. H. Thomas Co.; L. H. Ripley, G. R. Coner. From other points were: Thomas Wardell, Lowell, Mass.; W. D. Wilmot, Fall River; J. F. Klem and Mr. Foster, Jr., J. A. Foster Co., Providence, R. I.; Alfred Fox, Bridgeport, Conn.; G. L. Babson, Phonograph Corporation of Manhattan; Thomas M. Bell and Mr. Bready, of Shape & Bready, architects, New York; Mr. Cahoon, Wal-



View of Concert Hall.

Many handsome floral pieces were received, notable among which were an immense basket of roses from the factory, and handsome American Beauties from the Boston office of the enterprising firm.

On exhibition in the showrooms was to be seen the first Edison machine sold by the firm in 1898, it being of the ancient pattern of horn machine

are the booths; at the right are settees for selecting records, as well as the record counters and record racks. At the rear is the music room, for impromptu recitals, with a seating capacity for seventy-five people.

The entire interior is in a color scheme of dull blue, old gold and French gray, harmoniously blended and effectively used. At one side are



Record Department with Built-In Racks.

tham, Mass.; R. G. Knuepfer, of Knuepfer & Dimmock, Lawrence, Mass.; Chas. Edison, New York. From Thomas A. Edison, Inc., were: C. H. Wilson, vice-president and general manager; William Maxwell, vice-president; A. C. Ireton, sales manager; C. C. Phillips, credit manager; H. R. Skelton, special representative, and Verdi E. B. Fuller, general supervisor.

SHORTAGE OF GOODS HARASSES CINCINNATI TRADE.

Business This Season Has Assumed Extraordinary Proportions and It Is Difficult to Meet the Demand—Business Only Limited by the Stock Supplied—Call for Knabe Crystola Machines—Columbia Expansion—What the Leading Houses Report Anent the Outlook.

(Special to The Talking Machine World.)

CINCINNATI, O., December 8.—Shortages in supplies of the two principal lines in the talking machine field has already brought a shower of coin in the laps of the numerous other instruments which have made their appearance on the market since the last holiday rush.

This is one of the peculiar features of the business so far this month. Numerous instances might be cited of dealers who have been notified that they could not obtain their usual supply of Christmas goods and they have turned to other manufacturers in order to have talking machines for sale in connection with their regular business.

The condition has brought about an unusual demand for machines now being turned out by the Starr Piano Co., the Pathé and several others.

Dealers want talking machines and are going into new fields in order to satisfy the wants of their customers. Representatives of the so-called regular lines are frank in declaring that they will not be able to supply the Christmas needs of their clients. The Starr folks are ordering in machines from branch houses in order to take care of the local situation.

Manager C. L. Byars, of the Vocalion department of the Aeolian Co., reports over 100 per cent. increase in the November business of this year above that of last year. This increase is due entirely to the tremendous success that the Vocalion is enjoying. A number of sales were made during the month where the Vocalions were put in the homes of some of Cincinnati's most prominent residents.

Mr. Byars says in ten years' experience selling phonographic instruments he has never yet sold an instrument which creates such a favorable impression on the first hearing and after being bought

by the customer seems to win its way into the lasting favor of its owner. Every Vocalion owner is a booster for the Vocalion.

The Graduola is the most attractive and fascinating feature of the Vocalion, especially if a demonstration be made by playing the record first without the Graduola and afterward with the Graduola.

It was an inspiring picture recently to see Mr. Empson, of Australia, the inventor of the Graduola, sitting in the demonstration room of the Aeolian store, by means of the Graduola putting his very soul into the reproduction of one of the famous Liszt rhapsodies.

There have been several new dealers signed up in the larger cities in Ohio and a large number on the waiting list, who will be signed up after January 1.

Because of the tremendous demand for the instrument and the fact that the factory is swamped with orders now, it has been necessary to postpone the closing of any more wholesale deals until after the first of the year.

The Knabe Bros. Co., according to Manager W. O. Black, is now shipping out fifteen to twenty Knabe Crystola machines a day, although the instrument was in its infant stages only last month. The demand comes principally from dealers who handle the Knabe Bros. pianos. As yet no attempt has been made to place the machine in this city, although there are at least seven stores where this new line will be placed soon after the first of the year. W. O. Black leaves to-morrow for St. Louis and Kansas City in the interest of the Knabe Crystola.

The Alms & Doepke Co. is now handling the Pathé line.

The Toledo Pathophone Co., Toledo, with a

capitalization of \$5,000, has been incorporated by Rob W. Phillips, A. C. Stevenson, F. K. Denny, E. H. Horton and S. M. Douglas.

When asked about business conditions, Manager Whelen, of the local Columbia store, simply threw up his hands and made the remark, "Get the goods here for us and we will make last year's total sink into obscurity. Business has increased at such a rapid pace that we are refusing orders and are shipping to our dealers only a small proportion of the machines that they want. The factory increased its capacity to a great extent to meet the anticipated onslaught, but the demand has gone so far ahead of their anticipations that they are way oversold. The new era of prosperity has surely struck the talking machine business and each and every dealer is getting his share and they all report phenomenal business, far beyond what they expected to do with the department."

Mentel Bros., of 20 East Pearl street, who are also interested in the Associated Music Publishers' Co., have entered the talking machine manufacturing field with a line of small instruments.

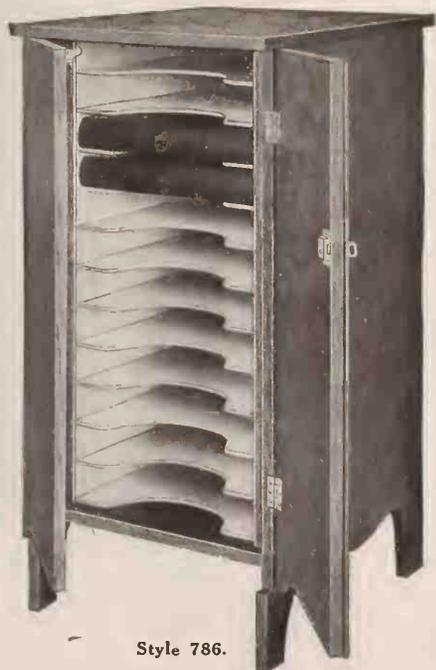
There is one grand rush at the Rudolph Wurdlitzer Co. these days, particularly in the record line. Manager Dittrich is looking for a new high figure for this year's Christmas business.

One of the happy Victrola dealers in Cincinnati is President Summey, of the Cable Piano Co. Somewhat anticipating the Christmas rush, he laid in a supply of machines last summer and is ready for the rush.

DOUBLE DISPLAY SPACE.

Will F. Cheshire, Rockford, Ill., has practically doubled the space occupied by his store by erecting an addition to the rear. The addition includes five separate rooms for Victor and Edison talking machines and records.

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.

SALTER FILING SYSTEMS

Style 786.

Are not confined to the individual felt-lined compartment alone.

We are aware that many people prefer to file their records in albums in order to arrange the different classes of music in groups.

Therefore, we make a number of styles of this type of cabinet and make each one of them of the highest quality.

Style 786 is typical of this. It is 35 inches high and top is 21 $\frac{3}{4}$ x 18 $\frac{1}{2}$ inches. It is large enough to hold the Columbia "Favorite" or Victor IX and similar machines. Holds 12 albums. Is furnished in mahogany or oak finishes.

"Salter Cabinets—Standard in the Industry"

We are originators of felt-lined cabinets.

Ask for catalogs showing complete lines for all makes of machines.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

337-39 N. Oakley Blvd.

CHICAGO

PROPER EQUIPMENT AND GOOD SERVICE PAY A PROFIT.

If the Talking Machine Dealer's Stock Is Complete and Attractively Displayed and Facilities for Prompt Delivery of the Best the Christmas Harvest in the Way of Increased Business Should Be a Bountiful One—Importance of a Repair Department.

If the product is meritorious, the concern back of the product right, and the field for the product sufficiently wide, the success of the business depends very largely upon two things, namely, equipment and service. Any talking machine dealer with faith in his manufacturing company and its goods should find the highway to prosperity of velvet smoothness and strewn with roses if he but bring to his aid these "gold-dust" twins.

In spite of the fact that volumes might be written about these two attributes to big business, there are a vast number of talker men who greatly underestimate their true worth.

You, Mr. Dealer, are judged by every detail in connection with your establishment—your display windows (especially during the Christmas season), your store interior, your clerks' treatment of customers, your advertising, your delivery system, and your salesmen.

I can think of no business where it is of greater importance to have your patrons satisfied with you and your store than that of the talking machine. A contented customer is a constant source of revenue from record purchases, the sale of an instrument being but the first step in your relations with him.

I am going to tell you what I consider to be the proper equipment for an up-to-the-minute dealer. In these strenuous days of keen competition, if a dealer is not up to the minute he had best take down his sign, leaving the field to his more progressive brothers. The talking machine industry of to-day can find no place for the laggard.

An attractive window display at all times, one denoting the excellence of the establishment behind it, should be the first step toward proper equipment because, undoubtedly, that is the thing that strikes the eye of the passer-by, and, through its pulling power, draws him into the shop; hence its importance. Many thousands of people who pass some windows every day in the week gain only a hazy idea of the kind of business conducted inside, due to the lack of ability shown by the dresser.

Once inside the store, the patron's eye should be attracted by the artistic lighting arrangements. A dingy and poorly illuminated shop enacts the role of a cold blanket to the prospective customer who enters it.

The furnishings, draperies and decorations should be in harmony, one with the other, and should convey an impression of good taste and dignity to the beholder.

It is very important also that the salesman who sells your product amid these pleasing surroundings should be on a par with them. He should be carefully drilled as to the best methods of handling prospects through the medium of meetings held at stated periods and conducted as salesmen's schools. The biggest concerns in the country do this, Mr. Dealer, so there is no good reason why you should hesitate.

After the sale is made the next step is to deliver the instrument. In order that this may be done to the best advantage it is a good thing to use a light delivery automobile for the purpose. The chauffeur should be an expert mechanic who is quite



Blake & Burkart's Delivery Wagon.

capable of installing a talking machine in the home in such a way that it will give the best possible service to its owner. Many a good customer becomes disgusted owing to the fact that the machine is literally dumped into his residence without any instructions as to adjustment, operation, etc. Proper installation is a big thing for the dealer, and the best and cheapest kind of advertising.

How many concerns try to worry along without a first class repair man—to their own detriment? Mr. Dealer, if you would have your patrons taken care of properly in this particular, you should employ a trained mechanic, preferably one who has received some factory experience and who can determine at once the cause of the trouble and make a quick and satisfactory repair. Messrs. Beckman and Moyer, of the Girard and Penn Phonograph companies, Philadelphia, respectively, can be taken as criterions of the thoroughly competent repair man.

Up-to-date firms equip their repair men with motorcycles, which enable them to circulate among their patrons without needless loss of time. These motorcycles are made to carry a kit of tools, so that the man goes prepared for any trouble he may find.

The salesman also who is furnished with a run-about automobile, on which he carries an instrument properly incased, will reach a prospect far in advance of the chap who depends solely upon street car service.

I was very much interested to find, while gathering data upon the subject of Equipment and Service, that a comparatively young firm in Philadelphia is apparently working along the very lines I have in mind. Blake & Burkart, who handle the Edison diamond disc at 1100 Walnut street, come nearer to having a complete equipment than any firm in its class with which I have come in contact.

From the time the mailing machine prints the address on a letter to a prospect until the instrument is properly sold, delivered and installed, every step of the equipment has been taken care of with the prime idea of good service in mind. It seems to me that these gentlemen might be able to give some of their elder brothers in the trade a few hints in this regard.

By the way, this firm is just enlarging its store to give double its present space after January 1, and is equipping the new store, which will occupy 1100 and 1102 Walnut street, with a luxuriously appointed recital hall seating more than one hundred guests. Equipment and service have no doubt paid well in this case, as they will in any other.

Especially during the holiday season, Mr. Dealer, it is imperative that your business be conducted along progressive lines, with every detail toward the prompt dispensation of goods worked out to the superlative degree.

Another thing: Just as the department stores throughout the land urge their patrons to do their Christmas shopping early, so should you endeavor to avoid congestion by sending out advertising of whatever character most appeals to you at this season of the year, explaining that a better selection of both machines and records can be indulged in now than later. Explain also that the just before Christmas rush will bring a scarcity of goods, and that, in order to take advantage of your equipment and service under normal conditions, they should purchase now.

Sincerely trusting that my little story has not wearied you too much, Mr. Dealer, and that you may reap at least a small benefit from its perusal. I am, with best wishes for a merry Christmas and a prosperous New Year, cordially yours,

HOWARD TAYLOR MIDDLETON.

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.

Efficiency

as a dominating policy is aiding this business daily, and the efficient service we are giving the dealers in our territory draws us closer together.

ECLIPSE

Promptness

Having for years familiarized ourselves with all of the needs of the dealers, we realized the value of promptness.

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND

TALKING MACHINES DOMINATE ST. LOUIS PUBLICITY.

Trade with Jobbers and Dealers in All the Various Lines Is Excellent—Some Effective Window Displays—Harry Koerber Tells of the Growth in Victor Trade—Columbia Business Satisfactory—Good Results from Edison Tone Test Recital—News of Month.

(Special to The Talking Machine World.)

St. Louis, Mo., December 8.—Statistics showing just what part of the advertising in the local newspapers for this season is due to talking machines would be exceedingly interesting. With the advent of the Victor Co.'s page ads, the talking machines became the most prominent feature of almost every newspaper. The Aeolian Vocalion, too, was well represented in advertising space, the Columbia folks did not allow themselves to be overlooked and the Silverstone Music Co. came forward with some good publicity for the Edison machines. But this was not nearly all, as Thiebes Piano Co. and the Smith-Reis Piano Co. were quick to follow up the page ads of the Victor Co. by announcing that the Victor line was handled at their stores. Another feature was the department store advertising to follow up the Victor campaign.

Trade is excellent in all branches of the talking machine business. The great question is whether or not there will be on hand stock enough to supply the holiday demand. No local jobber appears to feel entirely confident that he is going to meet all of the demands that will be made upon him.

The prominence of talking machines in window displays this fall has aroused much comment from observers. It is a fact that it is seldom that the department stores do not give at least one window to talking machines and the popular-priced furniture houses invariably have some show for talking machines. On Olive street recently it was noted that five adjoining stores were showing talking machines, the total of machines shown in the combined windows being forty.

The Victor trade in this jobbing trade territory is growing apace, according to Harry Koerber, president of the Koerber-Brenner Music Co., Victor jobbers. The country trade has been excellent, he says, while the city trade has gone forward in leaps and bounds. The record trade has been amazing. So far the Koerber-Brenner Co. has been able to take care of its trade in very good style, but the visible supply of machines has not at all times been encouraging despite the foresight in placing orders that at the time did not seem to be justified. Just at present E. C. Rauth, vice-president of the firm, is deeply engrossed in working for the passage of the Stevens bill. He is devoting practically all of his time to this work and has been specializing in it since September 1. The first of the month Mr. Rauth and V. B. Taylor, traveling representatives of the firm, returned from a ten-day trip to Washington, where they interviewed a number of influential men in behalf of the bill. While in Washington they talked to Minority Leader Mann, who appeared to be impressed with their argument, and also they talked with Mr. Davies, chairman of the Federal Trade Commission, and saw Mr. Stevens, author of the bill. While in Washington they were joined by J. N. Blackman, of the Blackman Talking Machine Co., of New York, who worked with them.

Business reports reaching this firm are that a business revival throughout Indiana, southern Illinois, Kentucky and Missouri is well under way and especially in Indiana business records are going ahead of those of 1905 and better than any since that time.

That the generous advertising instituted by the Victor Co. in the leading daily papers, a page at each insertion, is having immediate and direct effect on the trade here is attested by Manager Campion, of the Famous-Barr Co.'s piano and talking machine department. This firm, like others handling the Victor line, joined in this advertising campaign by placing individual advertisements showing the styles and prices of machines, which facts were not a part of the Victor Co. copy. When Mr. Campion is asked "How is the talking machine business?" he looks around to count the demonstration rooms and then says, "Very good, thank you. We have twelve booths busy now."

The Field-Lippman Piano Stores, handling the Victor, Columbia and Melotone (firm name for pianos and talking machines) opened for business in their new warerooms the first of the month. This new store is called by many persons "the handsomest in the city." There is nothing else just like it in St. Louis, in that the finish all is in natural oak and the bright cleanliness of the entire main floor warerooms is a pleasant shock. The arrangement of the new warerooms is something of an innovation for this old piano firm, as the talking machines are given the first floor and there are ample rooms for demonstration purposes. In the former warerooms the talking machines were in the basement and the fact that this department outgrew the quarters was one of the reasons for seeking larger warerooms. The plans for these warerooms include a large recital hall, not yet completed, and it is understood that there will be frequent talking machine recitals.

Irby W. Reid, manager of the Columbia warerooms, was in Arkansas early this month and found much prosperity down in the State where crop diversification has flourished to the great prosperity of communities where cotton formerly was the sole dependence. During Mr. Reid's absence C. R. Salmon, of the wholesale department, was extending the welcoming hand to visitors.

The Columbia business has been very satisfactory, so much so that it is an expert mathematician's job to pass the machines around. The local warerooms are getting out a holiday booklet which presents the various styles of machines according to the new plan of the company, by which all are known by numbers which correspond with the prices, the names formerly used being dropped.

Retail Manager A. R. Coughlin, who recently came from the Columbia warerooms at Kansas City to the desk here, was highly pleased when he received notice of a generous consignment of electric machines for the holiday trade. They have proven very popular here.

"Our record business," said Mr. Coughlin, "has been excellent, and we are looking for some sensational sales days before this Christmas season passes."

The May Stern Furniture Co. is opening Columbia parlors. The department is new and thoroughly up to date and the firm will carry a large stock of machines. Miss Sadie Rosenblatt, formerly in the employ of the firm but recently in the music roll department of the Aeolian Co., will have charge of the Columbia sales.

Mark Silverstone, president of the Silverstone Music Co., says that the real influence of the tone test recital held last month at the Victoria Theatre is just beginning to be felt by the Edison dealers of the city. The comment caused by the recital has not yet died down and there are many questions as to when the next will be held.

Miss Marie Kaiser, of New York, an Edison record artist, was a caller at the Silverstone warerooms a few days ago and sang with her records in the recital hall for a private audience. From here she went to Cape Girardeau, Mo., where she appeared in a tone test recital before an audience of 1,500 persons and scored a success. H. L. Layman, a flutist who has made Edison records, supplied the instrumental numbers of the recital.

The Smith-Reis Piano Co. finally has got possession of the main floor booths and now are making an exceedingly strong bid for the Victor record trade. This firm has been greatly handicapped by having to send even record customers to the upper floors, and now that all obstacles have been removed some lively advertising is being done.

The latest machine introduced to the local public is the Vitrola. The Hub Furniture Co. is advertising this make.

We Thank You

- ☞ This organization, collectively and individually, wishes to thank those Victor dealers who have loyally supported us during the past year.
- ☞ Any measure of success which we have been able to achieve in 1915 is due entirely to the co-operation which these Victor dealers have so heartily extended us, and we desire to take advantage of this opportunity to wish them all, and every member of the Victor trade, a

Merry Christmas and Happy New Year

- ☞ We shall endeavor during 1916 to give our dealers every possible assistance in developing and increasing their business. Filling orders will be only one phase of our co-operation. Real, old-fashioned SERVICE, in the true meaning of the word, will be our constant aim.

*May we not number you
among our dealers in 1916?*

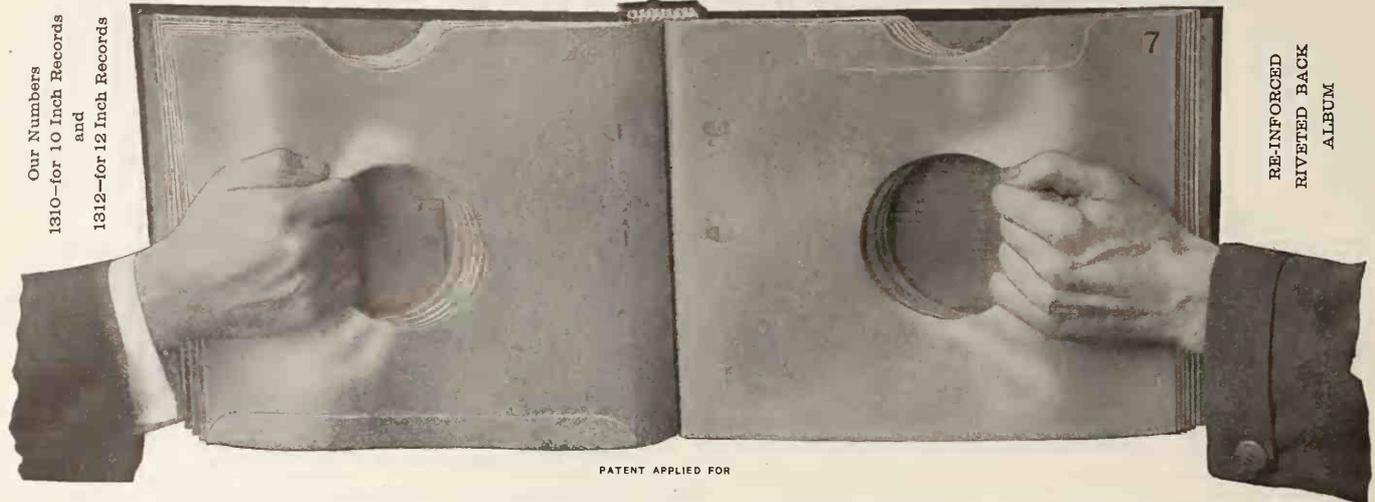
G. T. WILLIAMS CO.

Victor Wholesale
Exclusively

217 Duffield Street
BROOKLYN, N. Y.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

PATHEPHONES IN KANSAS CITY.

First Shipment of Those Machines Arouses Much Favorable Interest.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—The first view of the new Pathephone gained by Kansas Citizens was December 1, when the Butler & Sons Music Co., Kansas City, opened its shipment. The machines aroused a great deal of curiosity and genuine musical interest, not only because the name Pathé is associated with such efficient service in other lines but because of the presentation of these talking machines on their merits. Butler & Sons have the exclusive handling on the Kansas side. The agency was placed by the Trower Music Co., of St. Joseph, distributor for the territory.

It is understood in Kansas City that the Pathephone will have a shop in Kansas City this winter.

Butler & Sons handle also the Victor and the Columbia goods.

CARRYING MUSIC INTO EVERY HOME.

In The Outlook for the week of November 24 several pages in the Department of Industrial Progress in the magazine are devoted to a most interesting article on the development of appreciation and use of the talking machine under the caption, "Carrying Music Into Every Home." The article deals particularly with the development of the talking machine and player and the manner in which those instruments have overcome the prejudices of even the most artistic. The story is an old one to those in the trade, but nevertheless is well put, makes interesting reading and should serve to impress the doubtful ones of to-day.

HEINEMAN MOTORS
"The Motor of Quality"

HANDSOME NEW QUARTERS OF MARCELLUS ROPER CO.

Elaborate Facilities Provided for the Display of Victor Machines and Records in New Building of Prominent Worcester Concern—Modern Systems Installed.

V. W. Moody, sales manager of the New York Talking Machine Co., New York, Victor distributor, received this week a set of interesting photographs showing the interior of the new building occupied by the Marcellus Roper Co., Worcester, Mass., well-known piano and Victor dealer, which was recently opened. Mr. Moody is keenly inter-

In its new home the Marcellus Roper Co. devotes the entire main floor to the display and sale



The Demonstrating Booths.

ested in the Marcellus Roper Co.'s new home, having spent quite some time in Worcester recently and making a number of valuable suggestions for the lay-out of the Victor department.



The Comfortable Reception Room.

of Victrolas and Victor records. Two views of this new department are shown herewith and will give a fair idea of its attractiveness. The color scheme of the Victor showrooms and demonstration booths is white and French gray enamel, with the individual rooms finished in divers colors, harmonizing with the general decorations. The rooms are comfortably furnished, affording visitors every possible convenience, and the fact that the Victor department is given the most important floor in the building indicates the high esteem in which Mr. Roper holds this business.

The Marcellus Roper Co. includes in its Victor equipment the various stock, sales and efficiency systems which the New York Talking Machine Co. has introduced and developed, and which have been important factors in the success achieved.

"Knocking" at another man's door may help to break it down, but it won't open yours.

TIFFANY MOTOR CO.

MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES

75 FULTON ST.

NEW YORK CITY

TALKING PICTURES AND SELENIUM.

Samuel Wein Descants on Present Day Imperfections of Talking Motion Pictures and Reviews Dr. Ruhmer's Contribution and Its Value with Important Suggestions.

Under the heading "Talking Motion Pictures and Selenium," Samuel Wein, who is well known in the talking machine field through his many years of experimenting and research, has written the following interesting article, which appeared in a recent issue of the *Electrical Experimenter*:

"In the present-day talking motion picture systems use is made of simultaneously recording and reproducing animated objects and sounds by means of combining the motion picture machine and the phonograph. The success attained thereby is of very little practical importance, owing to the difficulty of insuring perfect synchronism. Another method recently patented was to record the sound waves from the needle of the phonographic 'sound box' on the same film with the motion pictures; the success attained in this method is of no value at all on account of the fact that duplicates were impossible to make, and not only that, but that the film in order to reproduce the sounds therefrom must be a little thicker than what it is; otherwise the sounds will not be reproduced successfully.

"It is essential to the correct reproduction of the movements of the persons or objects in combination with the sound waves that the simultaneous movements and sounds should be recorded and reproduced simultaneously in exact synchronism and that the sound waves which constitute the sounds should not suffer any variation in the process of recording and reproduction, but should be recorded and reproduced without the introduction or accompaniment of any other sound waves.

"It is obvious, therefore, that no true record or reproduction of the sound waves could be made by any mechanical process or means in which a hard substance necessary to make the impression comes in contact with another hard substance, such, for instance, as the recording or reproducing pin of the phonograph, because the friction caused between the two hard substances itself creates vibration or sound waves which accompany, vary or modify the sound waves which it is desired to record or reproduce. These are recorded and reproduced with the latter, proving detrimental to their true acoustic reproduction. The record, therefore, must be taken or produced without any contact between the medium caused to vibrate by the sound waves and the record or recording substance. It is further obvious that if the impressions of the movements and sounds were recorded separately on separate records, the movements and sounds would be liable to vary in point of time and fail to synchronize with each other.

"Another disadvantage of the present-day talking motion picture machines or systems is that if the operator either neglectfully or wilfully tears or cuts out a piece of the film which constitutes the movements or the actions, the result would be that a certain amount of action or movement is missing, but the equivalent in sounds would still be in the phonographic record, thus showing the device would soon be put out of synchronism at this point.

"In order to avoid this and to insure correct synchronism the late Dr. Ernest Ruhmer, of Germany (see *Scientific American*, July 20, 1901), already in 1901, in his experiments with the 'photographophone,' was the first to suggest that the 'movements and sounds must be recorded (photographically) simultaneously, on the same photographic film.'

"For the purpose of collecting or receiving the sound waves, a sensitive telephone transmitter is employed to transmit the sound waves electrically (in the usual manner) from the place where the

sounds originate to the motion picture camera, which has a source of light so arranged that it will vary in degrees as to area, quantity, intensity and corresponding effect of light and shade proportioned to their period and amplitude, simultaneously with the recording photographically of the successive movements of the objects on the same film.

"When such a film record is obtained it is reproduced by causing light to pass through that portion of the film containing the picture record of the successive movements, and so project them on to a screen, and also simultaneously cause light to pass through that portion of the film containing the photographic sound record, and thence on to a selenium cell, which is connected in series with a battery and a loud speaking telephone receiver."

REDUCES RECORD PRICES.

New Schedule for Columbia "Symphony" Record—"Grafonola Grand" Now Priced at \$350.

The Columbia Graphophone Co. has announced a material reduction in the prices of the records in the Columbia catalog designated as the "Symphony" series. This series comprises a wide assortment of operatic and concert selections by prominent artists, many of whom are internationally renowned.

Twenty-five 10-inch records in the series are reduced from \$2 to \$1, five 12-inch single-faced records from \$2 to \$1, fifty-five 12-inch records from \$3 to \$1.50 and thirteen records, formerly priced at \$4 to \$7.50, to \$2 to \$3. All of these changes went into effect on December 1.

The Columbia Co. has also announced the reduction in price of the Columbia "Grafonola Grand" from \$500 to \$350, this change also taking effect on December 1. At this new price Columbia dealers are afforded a splendid opportunity to institute an energetic campaign on behalf of the Columbia "Grand" among their most discriminating patrons, both from a musical and an artistic standpoint.

Saul Birns, Inc., has been incorporated at Albany for the purpose of handling pianos, player-pianos, phonographs and musical instruments. Capital stock is \$5,000. Incorporators: E. A. Brown, S. and S. Birnzwieg, 111 Second avenue, New York.

NEW VICTOR RECORD CATALOG.

Just Sent Out to Dealers This Week—Most Carefully Edited and Will Be Found Very Convenient for Reference Purposes.

The Victor Talking Machine Co. has just sent out to its dealers an announcement of the new general record catalog, November, 1915, edition, which is now ready for distribution. Accompanying this announcement were two artistic posters of different size, to be used for advertising purposes. The larger poster, which is exceptionally attractive, may be placed in a window to advantage and the smaller one in the interior of the store.

This new catalog will be advertised in the near future by double-page spreads in the *Saturday Evening Post* and in full pages in all the leading magazines of the country.

The Victor Co. suggests that its dealers give the distribution of this new catalog careful consideration, as every new edition costs many thousands of dollars and in spite of all care there is always a shortage before the next edition appears.

NEW COLUMBIA MANAGERS.

R. R. Souders Placed in Charge of Minneapolis Branch—E. B. Shiddell Now Manager of Southwestern Talking Machine Co.

The Columbia Graphophone Co. announced this week the appointment of R. R. Souders as manager of the company's Minneapolis distributing headquarters and E. B. Shiddell as manager of the Southwestern Talking Machine Co., Dallas, Tex., Columbia distributors. Mr. Souders succeeds Jay H. Wheeler, resigned, and Mr. Shiddell, who has been assistant to Mr. Souders at Dallas, is promoted to the management of the branch.

Mr. Souders has been associated with the Columbia Co. for many years, having been connected with its several interests both here and abroad. He is thoroughly familiar with all phases of Columbia methods and policies and his advancement to the management of the Minneapolis headquarters is a well-deserved one. Mr. Shiddell was formerly connected with Frank Robins & Co., Havana, Cuba, Columbia distributors, before joining the "Lone Star" State forces.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

Let us tell you about them before placing your orders

THE UNION SPECIALTY AND PLATING COMPANY

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W.

CLEVELAND, O.

NEWS OF THE CANADIAN TRADE.

President Dodge, of Columbia Graphophone Co., Pays Visit to Headquarters in Toronto—Frank Stanley Secures Pathephone Representation—Edison Week Celebrated.

(Special to The Talking Machine World.)

TORONTO, ONT., December 7.—Philip T. Dodge, of New York, president of the Columbia Graphophone Co., and connected with various other large enterprises, paid a visit to Canadian headquarters in this city recently. He spent a half day with the firm's new manager, Ralph Cabanas, and was an interested visitor in the factory. He was much impressed with the possibilities of the Canadian market and with the promise of this country's future. Mr. Cabanas recently visited Montreal and Quebec in the interests of the Columbia lines. Considering the necessity of assimilating entirely new trade conditions, newspapers, geography, climate, etc., Mr. Cabanas states that he feels quite at home already in Canada and imbued with the spirit of optimism so apparent.

The latest sound-reproducing machine to claim the interest of the trade is named the "Best-Phone." The Canadian agency is in the hands of J. J. Brophy and E. G. Bryson, under the name of Best-Phone Distributing Co., at 406-408 Yonge street, Toronto.

The Pathé representation in Ontario has just been acquired by Frank Stanley, of this city, who takes over the stock of records, Pathephones and supplies purchased from M. W. Glendon. Mr. Stanley has adequate display facilities in his new store on Yonge street and will carry a representative stock of Pathephones and records for both wholesale and retail trade. On opening up in his new premises this season he added the Columbia line under the management of Henry Pratt, whose department is now largely increased.

The Music Supply Co., of this city, has received papers from its dealer at Brockville, Ont., the Robert Wright Co., telling of their big campaign and the splendid sales results achieved with the Columbia line.

A. J. Frieman, proprietor of the Canadian House-furnishing Co., of Ottawa, is another enterprising customer on the Music Supply Co.'s list. At the Ottawa Fair they exhibited a full line of Columbia Grafonolas. The center of attraction was the Grafonola grand, the \$650 electric model, built on the lines of a grand piano, which so appealed to Mrs. Frieman that it was installed in the Frieman home.

Columbia dealers are being notified of the introduction of three types of Grafonolas with electric motor. These are the "De Luxe," "Nonpareil" and "Mignonette."

F. H. Prockter, head of the National Talking Machine Co., Ltd., Winnipeg, Man., which is Western distributor of the Phonola talking machines, visited Toronto recently. Mr. Prockter's firm also wholesales a general line of fancy goods in addition to Phonolas and Odeon, Fonitopia and Jumbo records.

A feature of Edison week in Toronto was the "Tone test" recital arranged by the R. S. Williams & Sons Co., Ltd. The artists were Thomas Chalmers and Arthur Ely, in conjunction with the phonograph, to show the audience how the Edison recording was so true to life that the reproduction could not be detected from the original. The R. S. Williams & Sons Co. gave daily recitals during Edison week and a dozen Toronto picture houses used the Edison phonograph.

CALDWELL WITH PATHE CO.

Well-Known Talking Machine Man Joins Sales Department of This Company—Now on Month's Trip to Pacific Coast.

R. B. Caldwell, one of the best-known members of the local talking machine trade, has become associated with the sales department of the Pathé Frères Phonograph Co., New York. Mr. Caldwell assumed his new duties the first of the month, and is now making a trip to the Coast to visit the Pathé distributors throughout the country.

Mr. Caldwell has been connected with the talking machine field for the past twelve years, and

during this time has acquired an intimate knowledge of all phases of the industry, which well equips him for his important position with the Pathé Frères Co. His first trip will be in the



R. B. Caldwell.

nature of a co-operative and service one, as he will endeavor to extend to the Pathé distributors trade assistance of a practical nature.

Before leaving for the Coast Mr. Caldwell spent quite some time in the factories of the Pathé Frères Co. securing at first hand a detailed knowledge of the constructional and tonal features of the Pathé products. The information which he acquired in this way has aroused Mr. Caldwell's enthusiasm to such an extent that he predicts an unprecedented era of prosperity for the Pathephones and Pathé discs during the coming year.

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.



No. 61

COLUMBIA RECORD CABINET

DESIGNING SERVICE.—We are designers and builders of talking machine and music cabinets of all kinds. Our corps of expert designers is at the command of any manufacturer or dealer, and this staff will gladly submit original models. Simply give us an idea of the price that you wish to meet and the number wanted, together with any other data that will help us to give you our best efforts.

ART CABINETS ARE HERZOG CABINETS

Everything you have ever heard about Herzog cabinets has reflected the ideals of quality. It requires so much patience to maintain quality; so much extra labor and so much more capital. But the proof of this policy is in the ever increasing sales, Herzog sales mounting every year to figures far beyond expectations.

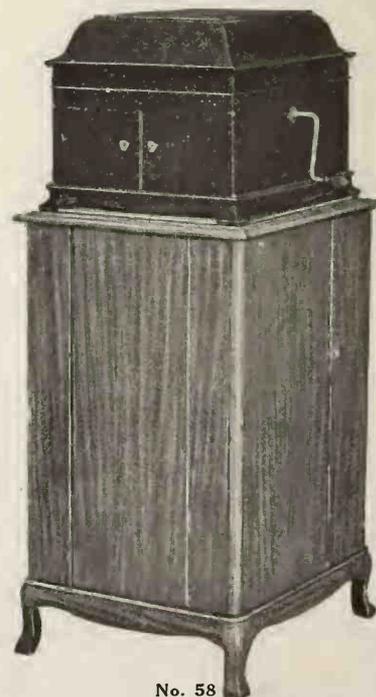
Two specimens of Herzog architecture are herewith shown (we make several hundred designs all told), and these are at the top of the list as sellers. Our cabinets are not only for talking machine Records, but for Sheet Music and Player Rolls.

Become acquainted with Herzog Merit, and look over our latest Bulletin of Styles. It will give you a truer realization that quality pays—particularly to you—right on the firing line where profits depend upon cabinet goodness.

Ask for copy of "Catalog H."

HERZOG ART FURNITURE CO.

Saginaw, W. S., Mich.



No. 58

VICTROLA RECORD CABINET



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street
NEW YORK

CHICAGO OFFICES
19 West Jackson Boulevard

FACTORY
Elyria, Ohio

We manufacture high grade motors for phonographs. Eight different styles, playing from one to eight records with one winding.

TONE-ARMS
SOUND-BOXES

Write for our new catalog







There are 17 models in the Columbia Grafonola catalogue from \$15 to \$350 and there is sufficient price variety to make good going every step of the way from one end to the other.



(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

INSTALLS DANCING FLOOR IN STORE.

A. F. Mengel Springs a Surprise on the Trade in St. Louis—Patrons May Actually Try Out Dancing Records Before Purchasing.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., December 8.—A. F. Mengel, of the Mengel Co., a West End warerooms, served a surprise on his downtown competitors when he announced early this month that he had fitted one of the Victor record demonstration booths with a dancing floor, and that hereafter customers would be welcome to try out any of the new dances advertised as records. Mr. Mengel says that often the purchaser does not get the idea the writer intended to convey in a description of the records and buys the wrong one. Also, that the modern dances become confused and that really only very expert dancers can tell exactly how steps will work with certain music without a trial. Hence the demand for the new sort of demonstration room. Mr. Mengel does not offer to supply partners for these demonstration dances.

CENSUS OF MANUFACTURES.

Progress of This Important Work Disclosed—Tabulating and Summarizing the Statistics.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 4.—The field census of manufactures, conducted by field agents of the United States Bureau of the Census, has been closed, the work of classifying, editing, tabulating, comparing, adding and summarizing the statistics is now well organized, and the director states that it should proceed rapidly.

During October preliminary notices relating to the census of manufactures were issued for fifty-five cities, making a total of sixty-three since the work was started. At the corresponding date for the 1909 report similar statistics had been published for only five cities. During October 27,709 schedules were classified, making a total of 279,792 classified to date, and 17,000 schedules were tabulated, making a total of 43,000 tabulated to date.

A large number of establishments failed to make reports to the special agents, claiming in some instances that they sent their reports by mail, and in other case it is found that the reports must be made from offices or establishments not located in the respective districts of the special agents. The Bureau is therefore carrying on an extensive correspondence with manufacturers to secure returns and corrections for defective reports.

PATHEPHONE CO. OFFICES IN ST. LOUIS

(Special to The Talking Machine World.)

ST. LOUIS, Mo., December 8.—The Pathephone Co. has leased a suite of rooms in the Real Estate Trust Building, at 810 Olive street, as wholesale quarters for this machine. While the Pathephone has been on sale in St. Louis for several years, there has been no effort to distribute machines from this city, and this move is said to be a move toward increasing the number of sales agencies in this section. Offices will be opened in the new quarters at once.

NEEDLE SHOULD ONLY BE USED ONCE.

Writer in Scientific American Explains Why Continued Use of Needle Serves to Ruin Records—Needle Point Bears Down on Record With Force of 9,000 Pounds Per Square Inch—Travels 1.82 Miles an Hour.

Makers of talking machines urge the public never to use a needle more than once. The reason for this is shown by microscopical examinations made for the Scientific American by J. B. Taylor.

These show that after once playing a 12-inch record the point of the needle is like an engraving tool. No serious harm will be done if it be swung back and used again on the same record, as is often done in dancing. But a record can be ruined forever by playing it with a needle that has been used before on another record, for the sharp shoulders of the needle will not fit the grooves of the record, but will scrape or plow these into nicks on alternate sides.

Mr. Taylor calculates there is a weight of 4 ounces on the point, and the average area of the bearing surface of the point is 1-36,000 of a square inch; therefore, it is carrying a weight of 9,000 pounds to the square inch. In playing four records it travels 2,928 feet—that is, the records travel under it, which amounts to the same thing—at an average speed of 1.82 miles an hour (2.73 miles an hour the maximum, .91 miles an hour the minimum). By this time steel has been worn off its point to a depth of 1-500 of an inch, leaving it with a point like a chisel.

Diamond and sapphire points are all right on the phonographs that have up-and-down cut grooves—of the Edison and Pathé type, for instance—but they cannot be used on those that have lateral-cut grooves such as the Victor and Columbia, for instance, because they do not fit the slot. If too small they wiggle from side to side, giving false tones; if too large they jam and quickly wear out the edges of the grooves.

Steel needles are "sufficiently soft to wear from an approximate to an exact fit in the first few revolutions of playing a piece, and yet sufficiently hard to play the whole of one or two records without wearing down to too extensive a shoulder bearing, or too long a base bearing for proper tone-rendering."

THE AEOLIAN-VOCALION IN BOSTON.

That Line to Be Featured in Store Already Leased and to be Opened First of Year.

(Special to The Talking Machine World.)

BOSTON, MASS., December 7.—From all indications, the Aeolian Co. will present the Aeolian-Vocalion to the Boston public about the first of the year. The handsome store at 190 Boylston street has been leased for this purpose, and in the window is a large card stating that the store will be opened for the display of the Aeolian-Vocalion line on or about the first of the year. The location of these Vocalion warerooms is ideal, and the interest which this phonograph has already aroused in local musical circles insures its success in this territory.

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 B), 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.



Your Last Minute Record Calls!

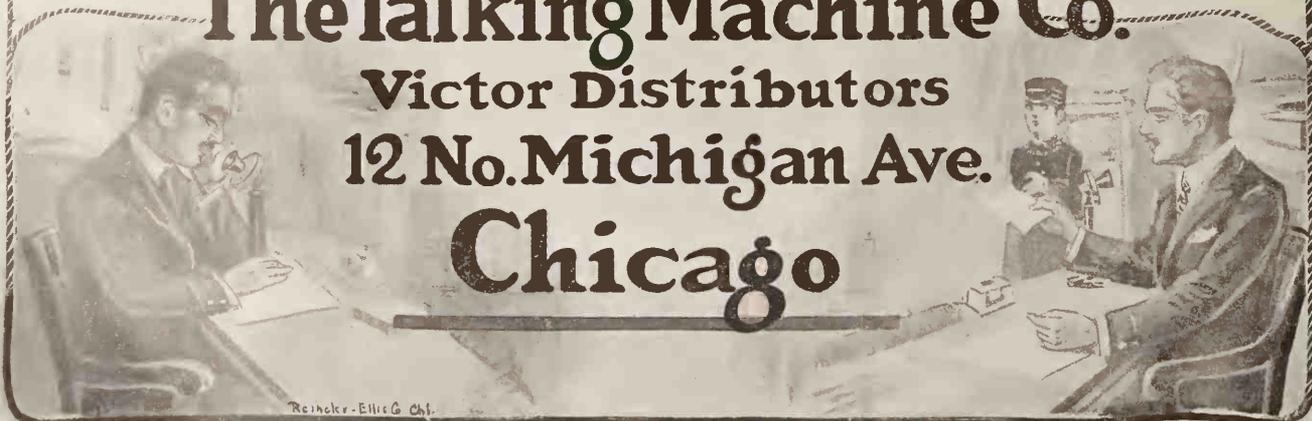
Telegraph or Telephone
them to us

Don't wait to write

The Talking Machine Co.

Victor Distributors
12 No. Michigan Ave.

Chicago



FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., December 10.—The local talking machine trade is now witnessing (if it has time to witness) the busiest thirty days in its entire history.

In every department of the industry trade records are being smashed and all of the old standards of business measurement have gone by the boards.

"It used to be a business, but now it is an industry," said one of the big men in Chicago's music trade last week. "What a few years ago was a mere toy is now a musical instrument of limitless versatility and therefore limitless appeal, and it is just beginning."

Officers of the principal companies are a unit in saying that the demand for talkers shows an increase of fully 300 per cent. over last year. This should be discounted, however, as numerous dealers have filed orders with more than one distributor, hoping that if they cannot get machines of a certain type from one jobber they can from another.

There is, of course, the last-minute rush by dealers who neglected to stock up when the opportunities presented themselves, and they have been in strong evidence around town in their efforts to repair their mistake. Records are in comparatively good shape. An immense demand had been looked for and preparations were made by the pressing plants, so that to-day dealers are having their record orders filled practically complete. This is an excellent thing, for in addition to the extremely heavy holiday sales there is the added influence which the dealers are using to boom the record and the record certificate as an ideal Christmas gift to the talking machine owner. The public has been thoroughly acquainted with the advantages of the glove and umbrella certificates and have fallen in line for the record certificate with ease."

Although dealers have had tremendous difficulty in securing stocks, they are nevertheless doing some excellent advertising, and this has been supplemented by talking machine manufacturers, all of whom have caused to be inserted in the dailies some excellently written publicity ranging from ads of a few inches to full page talks on quality.

Manufacturers of accessories are now getting in their best work, for most dealers are planning ag-

gressive action in this direction, not only during the holiday season, but immediately afterward, when the proud new owner of a machine feels the necessity of having these things.

A. D. Geissler Loses Uncle.

A. D. Geissler, vice-president of the Talking Machine Co., was in Chicago this week for the purpose of attending the funeral of his uncle, Charles McCorkle, who died December 8 at his home in Chicago. The funeral was held at Evansville, Ind., which is the family home. The deceased, who was in the wholesale lumber business, was a brother of Mr. Geissler's mother.

Victor-Cheney Suit Postponed.

The preliminary injunction asked by the Victor Co. in its suit against the Cheney Talking Machine Co. has been waived by counsel for the plaintiff. A deposition will be taken from Rudolph M. Hunter, patent expert for the Victor Co., at Philadelphia on December 15 by attorneys for the Cheney Co. Ten days later John F. McElroy, patent expert for the Cheney interests, will make a deposition and be examined in Chicago by the Victor Co.'s attorneys. The date will be then set for trial in open court before Judge Carpenter, at which the testimony of a number of other witnesses will probably be admitted. No date for the trial can be determined upon for some time, but it will probably be round February 1.

Talking Machine Co. Enjoying Rush Business.

The Talking Machine Co., like the others, is busily engaged in efforts to deliver as far as possible the machine orders of its patrons, and Sales Manager R. J. Keith and his associates have been kept very busy in the effort to supply the demand.

"The record situation is in good shape," said Mr. Keith to The World, "and despite the fact that business is breaking all records we are filling orders particularly complete. With machines, of course, it is not so good, in spite of the fact that the Victor Co.'s capacity has been increased by 50 per cent. I just returned from the factory at Camden, where it is quite evident that everyone connected with the institution is doing his or her best to relieve the situation. The move of the dealers to stock up on standard records some time ago was a good one, as it has aided that department of the business very materially and permitted more concentration on the machine side. We regret very much being unable to deliver to numerous dealers

with whom we have not done business before, but we feel that it is our duty to stand by the dealers who have been our patrons throughout the year.

"The strain of the work has not been without its victims, George Cheate, for instance, having found it necessary to go to California with his wife, where he is enjoying relief from work and a nervous strain. He is on a ranch near Sacramento.

"We feel that the Talking Machine Co. set a new standard in service this week. Upon receiving word in the morning of three new records, we printed and delivered notices for the same, together with requests for the dealers' reservations, by 11 o'clock in the morning of the same day. By 3 o'clock we were receiving replies and orders both by telephone and special delivery."

Mrs. Frances Clark, of the promotional department of the Victor Co., passed through Chicago this week on her return from the exposition, where she spent three or four months in connection with the Victor exhibit there. Mrs. Clark reported that there were about 2,500 people who visited the Victor temple right up to the last day.

C. J. Schulz Is Killed.

C. J. Schulz, dealer of Kenosha, Wis., was killed on Tuesday morning of this week when crossing the tracks of the Chicago & Milwaukee Electric Railroad in his automobile. He was struck by a rapidly approaching train, which completely demolished his machine and killed Mr. Schulz instantly.

Empire Security Co. Capital Increased.

The Empire Security Co., of 1856 Continental & Commercial National Bank Building, has increased its capital from \$500,000 to \$1,500,000. The company's business has steadily increased under the careful direction of President Louis H. Grimme, whose twenty-five years of banking experience are standing him in good stead in dealing with the piano and talking machine dealers' business and in the purchase of instalment paper.

The Rotary Club Exhibits.

Edwin C. Barnes, president of Edwin C. Barnes & Bros., Chicago representatives of the Edison dictating machine, is being given a great deal of publicity pictorial in text in the Chicago dailies in connection with the Rotary Club's annual business show, of which he is manager. The exhibition, which opened to-night and continues to-morrow afternoon and evening, utilizes the entire second floor of the Hotel Sherman. As is well known, the membership of the Rotary Club is confined to rep-

(Continued on page 31.)

THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

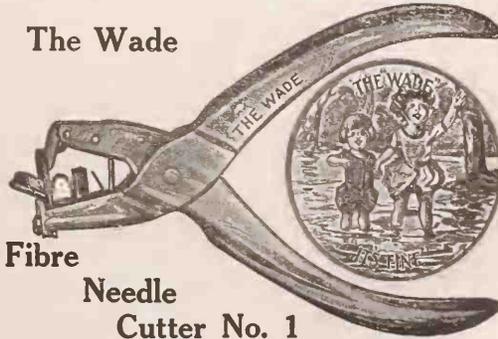
The Wade



Fibre Needle Cutter No. 2

The WADE has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one fibre needle. No. 2 has a double action, making it especially easy to operate. No. 1 is a very popular cutter which has given excellent service. You save more than double the price of the Wade in the re-pointing of the first 50c. worth of needles.

The Wade



Fibre Needle Cutter No. 1

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

1864

1916

We extend to all
our best wishes for a

Merry Christmas

and a

Happy

and

Prosperous

New Year

Lyon & Healy

Victor Distributors

CHICAGO

1864

1916

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 29).

representatives of one house in a line, but there are no less than 160 handsome exhibits. The preparation of the exhibit has involved an immense amount of work, and no one can be more qualified for the task than the energetic Barnes. Of course, Edwin C. Barnes & Bros. have a booth, where the latest models of the Edison dictating machines are to be demonstrated, and in another part of the floor demonstrations are given of the Edison "Telescribe," the wonderful device by which permanent records are made of both sides of telephone conversations.

E. H. Uhl, manager, and F. H. Siemon, assistant manager, of the Rudolph Wurlitzer Co., have an attractive booth, in which a Victrola XVI helps to entertain the visitors.

Durand a Visitor.

Nelson C. Durand, vice-president and in charge of the dictating machine department of Thomas A. Edison, Inc., spent a day or two this week at Edwin C. Barnes & Bros. He was unable to stay over for the Rotary Club exhibition, but left for short trips to points further West.

Wade Has Biggest Year.

Wade & Wade, manufacturers of the Wade fibre needle cutter, report that this has been the heaviest year in the history of their business. The demand has been so great that it has taxed the company's factory on Lake Park avenue to the utmost this fall to care for the demand. In view of the congested condition of affairs and the conditions of the raw material market, S. O. Wade advises the trade to place orders early so that there may be no delay in supplying the large demand which always arises from owners of new machines after the holidays.

Working for the Stevens Bill.

James F. Bowers and L. C. Wiswell, of Lyon & Healy, both of whom are members of the National Talking Machine Jobbers' Association campaign committee on the Stevens Bill, have been doing very vigorous work along that line and have been in communication not only by mail but in person with Illinois and other Middle Western representatives. Even trips to points in Illinois to lay the matter before Congressmen in person have been made. Both gentlemen, while optimistic regarding the final outcome, still recognize that important interests are opposed to the measure and urge every member of the trade to exercise continual vigilance in keeping the matter before the Congressional representatives and those who have influence with them.

Cover Support Meets with Success.

The Chicago Hinged Cover Support & Balance Co. is having notable success with its specialty. A number of manufacturers have already adopted it for their product and the company is now supplying them in large quantities. One of the many enthusiastic letters which the company has received is that from John H. Steinmetz, president of the Empire Talking Machine Co., of this city, in which he says:

"I consider that the Empire Talking Machine Co. was especially fortunate in being able to pre-

sent its new Model B machine to the trade with your cover support and balance as regular equipment, and in my opinion this is one of our best features and one that the dealer can use to advantage, because the buyer will be quick to appreciate its many advantages as compared with the old style cover support. With your support the cover can be raised or lowered with one hand, something that is necessary when holding records, and the weight of the cover is entirely eliminated. With all these advantages your device is so simple that there is no chance for it to get out of order, no matter how long or how often it may be used."

Charles F. Winegar, sales manager of the Chicago Hinged Cover Support & Balance Co., left on Tuesday of this week on an extended trip to the East. He will visit Philadelphia, Boston, New York and other points, and on his return will see the Canadian manufacturers and some of the large Middle Western cities. Besides the manufacturers he will also call on a number of the larger dealers.

The "Orotund" Sound Box.

The Combination Attachment Co., of 624 South Michigan avenue, is greatly encouraged with the reception given the Orotund sound box, which it is introducing in addition to the other excellent talking machine specialties manufactured by it. The company has received many compliments on the Orotund because of its various distinctive features and the very excellent reproductive results it obtains. The quality of tone is exceptionally good when playing either the lateral or hill-and-dale cut records. One of the principal merits claimed for it is the practical elimination of scratching and metallic sounds.

P. T. Dodge a Visitor.

P. T. Dodge, president of the Columbia Graphophone Co., visited Chicago on Tuesday of this week. Mr. Dodge undertook the flying trip that he might be better acquainted with the activities of the company which he directs in relation to the Western holiday business. While here Mr. Dodge told of the new additions and improvements that were being made to the Columbia plant at Bridgeport, which will increase the company's output very materially. The latter information was especially interesting to District Manager W. C. Fuhri, to whom the remarkable excess of the demand over the supply has been the only regrettable feature of recent business. In this connection, Mr. Fuhri said that the increase in demand was at least 300 per cent. over the demand of last year. This was more than the increase in the factory output, and serves as an excellent illustration of the thriving demand for the company's goods. Mr. Fuhri reported that business in Minneapolis and St. Paul, where he recently visited, was exceptionally good, with every prospect of a long continuance of such conditions.

"The new electric Grafonolas, which retail at \$150, \$200, \$250 and \$350, are 'taking' with the public in wonderful shape," said Mr. Fuhri. "They are proving absolutely satisfactory and their advantages are becoming more apparent all the time."

An excellent way to illustrate the smoothness of operation of the Columbia electric motor was discovered by A. T. Boland, manager of the retail sales department of the Columbia Co. Mr. Boland had mounted the motor board in the show window in such a way that a mirror placed beneath the motor and set at an angle demonstrated to the passing throngs the motor's easy running operation.

Enjoys Big Eastern Orders.

H. T. Schiff, president of the Vitanola Talking Machine Co., of Chicago, is spending the week in New York City.

The popularity of the Vitanola line in the Eastern States has grown by leaps and bounds, and this is the second trip this month which Mr. Schiff has been obliged to make in connection with the work of delivery.

"We take a great deal of satisfaction in being able to say that those dealers who contracted with us some time ago are not being disappointed in deliveries now," said Mr. Schiff to The World. "Of course, there have been a large number of orders recently which we were obliged to reject for the simple reason that while we appreciate the business we feel that the dealers with whom we made arrangements some time ago have a prior claim to our attention, and in this connection the work of taking care of our people alone has been as much as we can handle. On my last trip to the East I was favored with a number of surprisingly large orders, one house alone making arrangement for the delivery of 5,000 machines. Our business in the manufacture of machines designed according to private specifications has also been wonderfully increased. This department is becoming one of the principal ones of our business, and into the special machines which we produce we are incorporating the same high degree of quality and attention to detail that we do in the case of our own lines. We are also now placing upon the market jewel-pointed needles and have two varieties, those suited for hill-and-dale cut records and those suited for lateral cut records. We are receiving numerous orders in this department also and are making a special price on goods in large lots."

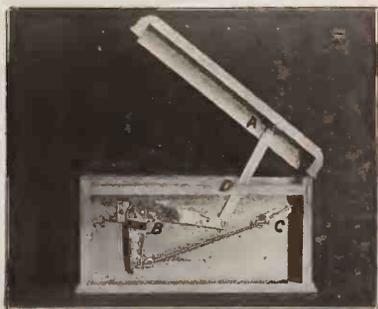
F. K. Dolbeer a Visitor.

F. K. Dolbeer, credit manager for the Victor Talking Machine Co., was in Chicago for a day this week. He left here for Minneapolis, and after visiting some of the other Western jobbing points will return to the East via Chicago in about ten days.

Lyon & Healy's Largest November.

"Yes, November was the largest month in the history of the talking machine department of Lyon & Healy," said L. C. Wiswell. "Of course, the shortage on machines is great. At the same time shipments from the factory have been much greater than last year, but the demand has, of course, increased in much larger ratio. The way December has started out it is also going to be a record breaker, although it will have to go some to beat the last month of last year, which was the

(Continued on page 33.)

HERE IT IS—THIS IS THE**CHICAGO HINGED COVER SUPPORT AND BALANCE**

Sectional View Showing How It Operates

A.—Cover Connection.

B.—Where Apex of Bell Crank Lever is Attached to Cabinet, Forming a Fulcrum.

C.—Point at Which Tension is Adjusted.

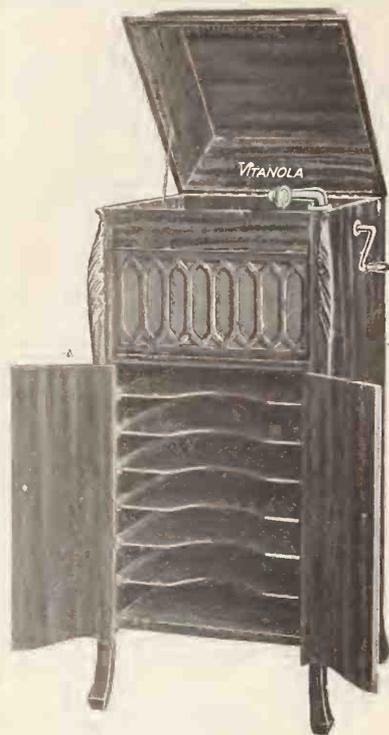
D.—Slot at Edge of Motor-Board Where Arm Emerges.

The tension of the spring reacting through the application of the lever exactly equals and counterbalances the weight of the top. As a result, the cover cannot drop to smash itself or fingers. It does not require two—or even one hand—to raise the top, a mere touch—enough to overcome inertia—being sufficient. This leaves hands free to adjust records.

Models Will Be Sent to Interested Manufacturers and Illustrated Information to Dealers.

CHICAGO HINGED COVER SUPPORT & BALANCE CO.

144 S. Wabash Avenue, CHICAGO



THE VITANOLA TALKING MACHINE COMPANY HAS MADE GOOD!

Months ago we contracted with dealers to supply them with goods.

We anticipated a tremendous business and prepared our stocks accordingly, with the result that TO-DAY we are making prompt deliveries and our dealers are not getting mere promises but the actual goods!

WE WILL TAKE CARE OF YOU!

If you join the ranks of VITANOLA dealers for the year 1916 you can rest assured that YOU will be taken care of—month in and month out—busy season or not!

We manufacture high-grade talking machines for use as special lines built according to your own architectural ideas and following your own specifications.

We make machines that are absolutely equal in quality and appearance to any standard machine at a great reduction in price. We have no five million dollar advertising campaign to pay for and we give you the difference in the goods themselves. If the combination of low prices and thorough quality appeals to you—

YOU WILL BE OUR CUSTOMER!



There are reasons why we can do this. Write to us and we will tell you what they are.

VITANOLA TALKING MACHINE COMPANY

**17 N. Wabash Avenue
CHICAGO**

We manufacture motors, tone arms, sound boxes, jewel points and accessories and can quote attractive prices to quantity buyers. Samples of 3 styles, jewel points, mailed on receipt of 50c.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 31).

largest December up to that time. The rush orders we are receiving even from dealers who ordered very early and thought they were preparing amply for the holiday trade, is of a nature showing that business is exceedingly active in the country. In fact, I think the holiday trade has opened considerably earlier than usual. This is indicated by the experience of our own Chicago retail trade, as the sales each day are running very much heavier than was the case last year, and we never had so many machines purchased early for delivery on Christmas day."

Lyon & Healy's Victrola advertising in the Chicago dailies has attracted much attention in the trade, and many dealers have written the house from time to time asking permission to reproduce the illustrations in their local advertising. The house has just issued a pamphlet showing reproductions of twelve of the illustrations, matrices of which will be furnished for a dollar each. The illustrations, as those who have followed Lyon & Healy's splendid Victor advertising know, are wonderfully attractive and convincing and are strong in the human interest factor. This is only the first of a series of these illustrations which will be offered the Lyon & Healy Victor dealers from time to time. Those shown in the present pamphlet are not offered especially for Christmas advertising, but can be used for six months to come.

Lyon & Healy are sending out to their retail customers in Chicago a neat booklet of Christmas suggestions. It tells the recipients what they can buy for their Victrola friends. There is a well selected list of records especially adapted for the holidays, and the Lyon & Healy fibre needle cutter and record albums are illustrated and described. Special gift packages for Christmas gifts of records are used. There is also a reproduction of Lyon & Healy's record certificate, something the house has used for several years. It is on the same order as the glove and mercantile certificates sold by the dry goods houses.

The January list of the Victor Co. will contain two double-faced records of special interest to Chicagoans. They represent four selections by the Imperial Quartet of Chicago. This quartet went to Camden with Mr Wiswell last summer, and the resultant records promise not only to be very large sellers in Chicago, but to spread the fame of the Chicago singers abroad. The selections are "Perfect Day" and "My Ain Folk" on one disc, and the "Cross Bow" song from "Robin Hood" and "Way Down Yonder in the Cornfield" on the other.

Personals and Visitors.

Recent visiting talking machine dealers included a number from the Badger State. They were Mr. Marks, in charge of the talking machine department of the Schuester Co., Milwaukee; Mr. Marks, Jr., of the Herzfeld-Phillipson Co., Milwaukee;

THE "OROTUND" SOUND BOX

FULL, RICH, CLEAR, MUSICAL TONES

The "Orotund," 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 "Orotund" is reducing the scratch and metallic sounds to a minimum.

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

Sample to dealers complete, with jewel points to play all hill and dale records, \$4.00 prepaid.

IMPORTANT—Mention the make of machine on which you wish to use "Orotund."

TERMS—Strictly cash with order. Satisfaction guaranteed.

Special discounts to jobbers and dealers in quantities.

Dealers will find the "Orotund" a ready seller with any make of machine.

Combination Attachment Co., 624-626 So. Michigan Ave., Chicago

Joseph Pitts, of Kenosha, and C. B. Towsley, of Fort Atkinson.

Other dealers in the city were M. L. Bennett, Alma, Mich.; J. B. Johnson, Jacksonville, Ill.; A. Lowenstein, of Valparaiso, Ind., and A. Livingston, who recently took over the C. S. Stewart business at Bloomington, Ill.

H. V. Burgee is an addition to the retail sales forces of the new Pathé Pathephone Shop at 15 East Adams street.

C. R. Ely, wholesale representative of the Columbia Co., assigned to special work, was in Chicago for a short visit en route to the Coast, where he will be for sixty days.

E. P. Bliss, who travels for the talking machine department of Lyon & Healy in Michigan and Indiana, was confined to his hotel here for ten days with a severe attack of tonsillitis, but is again able to leave for his territory this week.

Among the visiting dealers the past few days were Mr. Williams, of the Raymond Furniture Co., Sault Ste. Marie, Mich.; E. D. Allington, Freeport, Ill.; Edward Burr, of E. L. and A. M. Burr, Rockford, Ill.; R. Bannon, Morris, Ill.; George Eichholz, Milwaukee, Wis.; George Wiswell, of the West Piano Co., Joliet, Ill.; M. M. Marlin, Grand Rapids, Mich.; F. J. Berberet, Springfield, Ill.; A. B. Crosby, Aurora, Ill.; F. F. Dawson, secretary and treasurer of the Grafonola Co., of Lincoln, Neb., and Mr. Noelck, of Noelck & Paus, Sturgeon Bay, Wis.

O. T. Johnson, Galesburg, Ill.; Thor Norberg, Moline, Ill.; S. Von Fossen, Beardstown, Ill.; B. Livingstone, Bloomington, Ill.; Harry A. Healy, Kentland, Ind.; H. B. Hughes, Oshkosh, Wis.; H. H. Kassler, La Porte, Ind., were other dealers visit-

ing the great central market in an endeavor to hasten deliveries.

The Doyle Furniture Co., of Galesburg, Ill., has acquired the talking machine business of G. D. Swanson, of that city.

Ross P. Curtice and his wife passed through Chicago on their way to visit the factories of the Victor Co. at Camden, N. J. Mr. Curtice went in the interests of his Victor distributing business.

Elizabeth Spencer in Tone Test.

Elizabeth Spencer was heard in a "tone test" concert with the Edison disc at Govan Hall, Broadway and Wilson avenue, Wednesday evening of this week, assisted by Abraham Bond, violinist. The concert was given under the auspices of the Broadway Diamond Disc Co. A similar recital will be given at the Englewood Masonic Temple to-night by Tegmeier Bros., the Edison dealers of that locality.

The Six Best Sellers.

Six of the popular numbers in the Victor library this month are: "A Perfect Day" and "Mother Machree," by the McKey Trio; "There's a Little Lane Without a Turning" and "You'll Always Be the Same Sweet Girl," "When You're in Love With Someone Who Is Not in Love With You" and "To Lou," "Down in Bom-Bombay" and "My Little Girl" (one-steps), "Georgia Grind" and "Tulip Time in Holland." "Adeste Fidelis," sung by John McCormack, is one of the most popular of the Red Seal records.

Six of the popular Edison records are: "When I Leave the World Behind" and "My Sweet Adair," "Whistling Rufus" and "Ragging the Scale," "Aloha Oe, Medley" and "Haipio Medley," "Dingle-

(Continued on page 34.)



Model C—\$75.00.



Talking Machines

Meet Every Situation and Beat All Competition

as no other Talking Machine does. They offer every worth-while feature of other makes, while all the weak points of the others have been eliminated. Yet you have a machine to offer your trade at a price never before featured on a high-grade talking machine.

The Empire Machine Plays All Disc Records
without the bother of assembling additional parts.

Model B equipment includes Automatic Stop, Patent Cover Support and Tone Modifier.

COSTS YOU LESS. EVERY EMPIRE GUARANTEED.
As a dealer you'll appreciate our liberal, open and above-board methods. WE HELP YOU SELL EMPIRES. We furnish beautiful literature printed in two colors free—also strong, convincing newspaper advertising copy and electros.

WRITE TO-DAY FOR COMPLETE PARTICULARS.

Empire Talking Machine Company

JOHN H. STEINMETZ, President

429 South Wabash Ave.

CHICAGO, ILL.



Model B—\$100.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33).

Dangle" and "I Wish I Was," "Habanara" and "All Hail, Thou Dwelling Lowly," "Ave Maria" and "Explanatory Talk."

Six Columbia sellers have been: "Never Mo'" and "Purpostus" (Bert Williams), "Frank Tinney's First Record" and "Frank Tinney's Second Record," "Back Home in Tennessee" and "To Lou," "Trust Scene" and "Restaurant Scene" (Weber and Fields), "Kaiwi Waltz" and "Honolulu Rag," "Blue Danube Waltz" and "The Three Jewels" (which is most fascinatingly played by the Royal Marimba Band).

To Introduce New Phonograph.

Elmon Armstrong, Western representative of the Coté Piano Co., with offices in the Republic Building, announces that Edmond Coté has completed arrangements for the organization of the Edmondson Phonograph Co., which is to be a subsidiary concern of the Coté Piano Co.

"Samples of our \$200, \$150 and \$100 machines will be on display in a couple of weeks," said Mr. Armstrong to The World, "and on January 1 instruments retailing at \$75, \$50, \$40 and \$25 will be placed upon the market."

All Is All Right.

Sir—An Irish policeman came in to buy a phonograph record. "Do you wish to hear some of John McCormack's?" I said. "Sure, and I don't think much of McCormack's voice," he replied. "Why, he and Alma Gluck are the two greatest ballad singers in the world!" said I. "McGluck's all right," said he.

G. W. M.

CHANGES IN FINANCING

In the Talking Machine Industry—An Interesting Interview with Evan Rees of the Hamilton Investment Co. on This Important Subject—Many Inquiries from Dealers.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 10.—In an interview with The Talking Machine World to-day Evan Rees, of the Hamilton Investment Co., remarked upon the noticeable changes in financing the talking machine business of the present day. Mr. Rees said: "With the approach of the new year and the ending of the old we are receiving large numbers of inquiries from dealers who now propose putting their business with the manufacturers of machines upon a cash basis, and from others who feel that the general improvement in conditions warrants a further expansion of their individual business. The proposition of putting their business upon a cash basis and obtaining cash from a company of our

character and facilities, rather than borrowing from the banks, is growing more popular every day. With the banks a specific sum of money must be repaid at its specific time. With us, when a sale is made of installation paper to us, the proceeds from the collections of the accounts automatically take care of the obligation"

BUILDING UP A GOOD TRADE.

The Empire Talking Machine Co. Find a Good Demand for the Products Which They Are Producing—Attractive Folders Prepared.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 9.—The Empire Talking Machine Co., 429 South Wabash avenue, Chicago, of which John H. Steinmetz is president, is not only offering the talking machine dealer machines of exceeding attractiveness, but is also prepared to furnish him with ammunition for inaugurating and prosecuting an effective sales campaign. The line at present consists of two handsome styles, the Model B, designed to retail at \$100, and the Model C, at \$75. These instruments have an unusual equipment for machines of their price, including automatic stop, patent cover support and tone modifier. Both machines are equipped for playing all disc records. The cases are most attractively designed, and Mr. Steinmetz, in offering the Empire to the trade, does so in the conviction that the machines will appeal strongly because of their attractive appearance, excellent construction and tonal effectiveness.

Very attractive folders, printed in three colors and attractively illustrated, setting forth the strong points of the Empire, are furnished dealers in quantities ready for mailing, with the exception of addressing and mailing. In addition, a series of attractive, illustrated advertisements have been prepared for the dealer's use in his local papers.

"TONE-TEST" OF EDISON DISC PHONOGRAPH IN CHICAGO.

Noted Artists, Headed by Mlle. Alice Verlet, Participate in Concert Given at Orchestra Hall Under Auspices of the Phonograph Co.—General Demonstration Arouses Enthusiasm.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 6.—A remarkable "tone test" of the Edison disc phonograph was given last Tuesday evening at Orchestra Hall under the auspices of the Phonograph Co., the Edison distributor for this zone. Mlle. Alice Verlet, the Belgian prima donna, formerly of the grand opera companies of Brussels and Paris, and who is a favorite Edison artist, was heard in recital, singing

with her own records in a remarkable program. She was assisted by Arthur L. Walsh, violinist, and a member of the New York Philharmonic Orchestra. Almost every seat in the immense Orchestra Hall, seating 2,500 people, was taken. The big audience was a decidedly enthusiastic one and gave continual evidence of its appreciation of the different numbers.

IN NEW WHOLESALE QUARTERS.

The Sonora Phonograph Co. Have Spacious Offices at 320 So. Wabash Avenue, Chicago.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 10.—The Sonora Phonograph Co. of Illinois, distributor of the Sonora phonograph, is now settled in the new wholesale quarters upon the sixth floor of the building at 320 South Wabash avenue. The old retail department continues as before at 305 South Wabash avenue.

The demand for Sonora machines has grown so strong in the Middle West that President William F. Martin and his associates found it necessary to immediately arrange for greater facilities. This they have done, and have secured sufficient space to afford every opportunity for giving the best service to Sonora dealers. The new quarters will also aid greatly in the work of the last-minute Christmas deliveries.

O'NEILL-JAMES CO. AFFAIRS.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 7.—In a hearing yesterday of the petition of the Columbia Graphophone Co. asking title to certain assets of the O'Neill-James Co., bankrupt, Referee in Bankruptcy Wean dismissed the petition for want of equity and decided that the property belonged to the estate. The assets in question consisted of 3,600 records of special design and approximately thirty talking machines. Henry T. Martin, attorney for the trustee, will shortly file a petition asking leave to sell the assets.

J. E. Curtis, supervisor of Edison interests in this zone, introduced Mr. Walsh, who gave a brief talk on the development of the Edison disc, explained the significance of the "tone test," and then introduced Mlle. Verlet, who first sang the "Caro Nome" solo from "Rigoletto" with the diamond disc re-creation of her voice. At times the singer would pause, permitting the voice from the phonograph to be heard alone for a few phrases in order to give the opportunity for comparison. It was a marvelous test and a daring one, and demonstrated the remarkable reproduction of tone quality and color, and this was continually commented upon by members of the audience.

The other numbers which Mlle. Verlet sang with her records during the evening were the Strauss "Voce di Primavera" ("Spring Voices"), "The Jewel Song" from Faust, "The Parigi O Cara" and "Addio del Passato" arias from "Traviata," and "O Belle Nuit," from "Tales of Hoffmann." The latter record reproduced the voices of Mlle. Verlet and Margarete Matzenauer. For this selection Mr. Walsh supplied a violin obligato.

Mr. Walsh also played second violin to the record of "Cui's Orientale," by Albert Spalding, and in unison with Schubert-Wilhelmz "Ave Maria," by Carl Flesch. He was also heard in "Mediation," from "Thais," in unison with the re-creation of Albert Spalding's rendition of the number.

A notable feature of the evening was the record of the piano solo, Leschetizky's "Two Larks," played by Andre Benoist. The difficulties presented in the reproduction of the tones of the piano were well recognized, and this number was hailed by the

FAST BECOMING UNIVERSAL



PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

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

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

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

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

audience as a masterly bit of recording. Other records were the tenor solo "Tu che a Dio spiegasti l'ali," sung by Giuseppe Anselmi, and the introduction to the third act of "Lohengrin," recorded by the American Symphony Orchestra.

The next morning those who had been so delighted with Mlle. Verlet's remarkable vocal art were delighted to read in the dailies that she had been engaged by Director Campanini, of the Chicago Grand Opera Company, to sing in a series of special performances of "Mignon," her first appearance being on December 11.

C. E. Goodwin, general manager of the Phonograph Co., was highly pleased with the result of the recital. "It represented an immense amount of work, as you may imagine, as we could have filled a much larger auditorium than Orchestra Hall. As a matter of fact, we received many more applications for tickets than we could supply. That the recital was an immense success is shown by a perfect deluge of congratulations, verbal and written, which we have received. Here is a postal from Prof. Star W. Cutting, of the University of Chicago, who is the owner of an Edison disc phonograph, and who says: 'The concert was a great success. It demonstrated convincingly the absolutely faithful re-creation of tone quality, vocal and instrumental. It did this in the presence of enough of Chicago's music lovers, including some excellent musicians, to be the best possible means of introducing the Edison disc to this part of the world.'"

Mr. Goodwin and Henry F. K. Babson, of the Phonograph Co., attended the opening of the Edison Shop in Detroit in its new building at 256 Woodward avenue, that city, which was held on December 2.

The improvements at the Chicago Edison Shop, made to give them the needed increased facilities in time for the holiday business, have been completed. They secured six new record demonstration rooms on the second floor and three large and exquisitely furnished machine salesrooms on the fourth floor. Two of the latter are decorated after the Japanese style with tapestry hangings and panels.

TO INCORPORATE MUSIC SHOP.

Fischer's Music Shop, Talking Machine Dealer in Kalamazoo, Mich., Plans Expansion.

(Special to The Talking Machine World.)
KALAMAZOO, MICH., December 7.—Plans are now under way for incorporating the "Fischer Music Shop at Gilmore's" in this city, with a capital stock of \$15,000, of which \$9,000 will be paid in.

The Fischer Music Shop has for some time past been located on the third floor of Gilmore's department store, one of the largest stores in this city, and has handled Victrolas, Grafonolas and records, as well as other musical goods, including sheet music, with much success. Charles L. Fischer, leader of two of the principal orchestras of the city, is head of the business, and under the corporation will have associated with him Harry Beach, of Lansing. It is planned to broaden the scope of the business materially, so as to make it the musical center of the city.

MAKE DISPLAY OF PRODUCTS.

The Pierce-Goodell Piano Co., Beaumont, Tex., had a splendid exhibition of the musical instruments which it handles in the recent South Texas State Fair held in that city. The company made a very handsome display of the newer styles of Victors, including an electric Victor-Victrola. It also showed a Kohler & Campbell player baby grand and a Fischer piano in art finish. The booth was very artistically arranged, and the Kohler & Campbell player grand was sold before the fair was over, as well as a number of talking machines.

OFFERS LIBRARY TO CAMDEN, N. J.

(Special to The Talking Machine World.)
CAMDEN, N. J., December 10.—Eldridge R. Johnson, president of the Victor Talking Machine Co., of this city, in a letter to Mayor Ellis, received last week, offers to the city of Camden a free public library building to cost not less than \$230,000. The generous offer will be accepted.

WORLD ADS BOOM BUSINESS.

J. B. Ogden Reports That His Advertisements in The Talking Machine World Bring Orders from Australia, Asia, South America and Other Distant Points as Well as from United States—Manufacturing Facilities Taxed.

J. B. Ogden, Lynchburg, Va., manufacturer of the very successful Ogden filing system for talking machine records, states that the many telegraph orders for express shipment of his system are keeping his facilities taxed to their capacity and a little beyond. Mr. Ogden has been granted broad protecting patents on his cabinets recently and plans to enlarge the scope of his business during the coming year.

Mr. Ogden gives full credit to The Talking Machine World for the development of his business, and he says in that connection: "The World brings orders from Australia, Asia, South America, Cuba and Porto Rico, with a big increase for the good old U. S. A."

NEW COLUMBIA MANAGERS.

William E. Henry has been appointed manager of the San Francisco, Cal., store of the Columbia Graphophone Co., succeeding F. Anglemeier, resigned. Mr. Henry is familiar with the Coast situation, having been associated with the Columbia Co. some years ago in the Portland, Ore., headquarters. He is an enthusiastic admirer of the Columbia products, and will doubtless be very successful in his new post.

Another change in the management of the Columbia stores is the appointment of O. M. Kiess as manager of the Toledo store, succeeding F. G. Flightner, resigned. Mr. Kiess has been connected with the Columbia Co. for several years, and is well acquainted with the Toledo trade.

W. S. Riley, formerly a druggist at Kansas City, recently moved to Kearney, Mo., where he has opened a drug store and has taken the Columbia Grafonola agency.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the



D 77
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 5/8 in. Holds 102 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 5/8 in. Holds 102 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

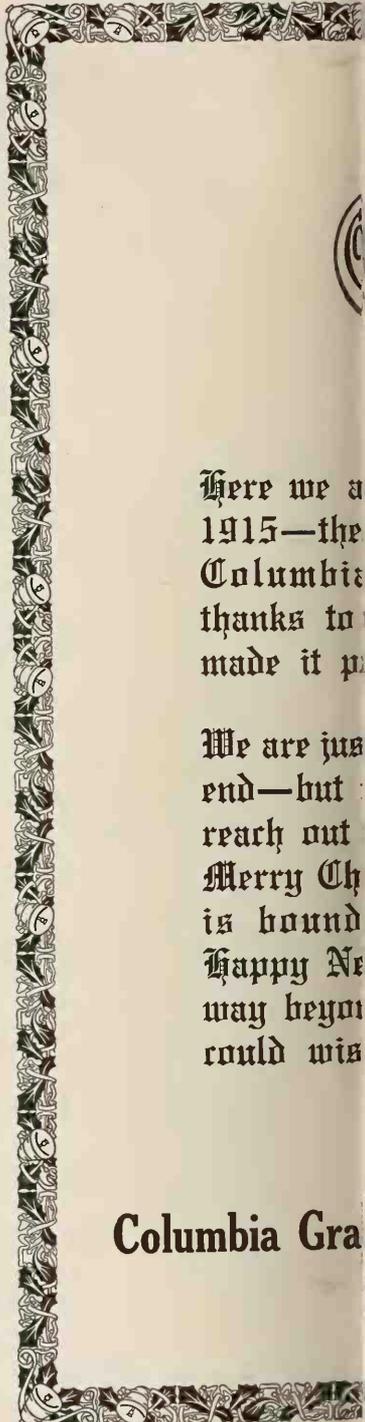
ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

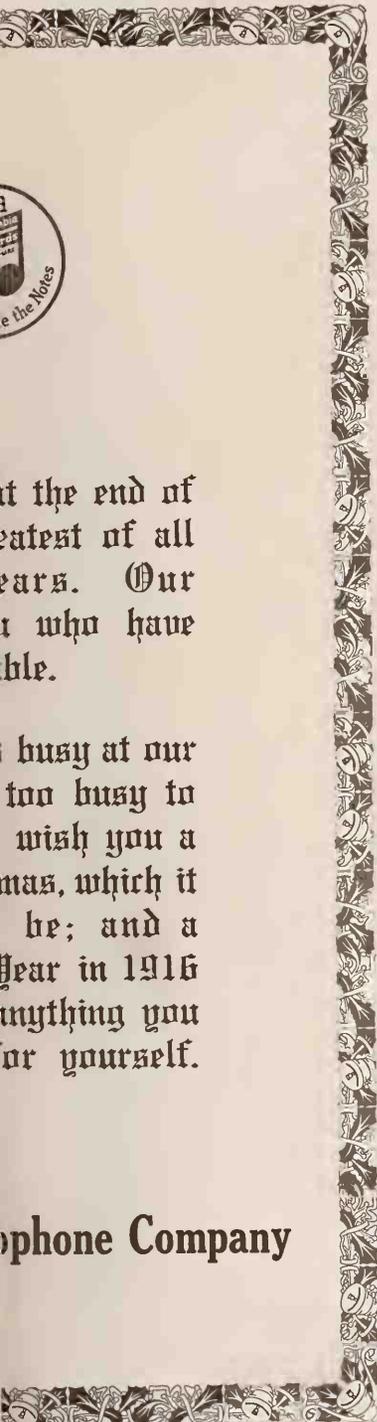
THE GEO. A. LONG CABINET CO.,
HANOVER, PA.



Here we are at
1915—the great
Columbia era
thanks to our
made it possible

We are just
end—but
reach out
Merry Ch
is bound
Happy Ne
way beyond
could wish

Columbia Graph



at the end of
reatest of all
ears. Our
i who have
ble.

busy at our
too busy to
wish you a
mas, which it
be; and a
Year in 1916
anything you
or yourself.

ophone Company

WHAT MUSIC SHOULD MEAN TO THE BUSINESS MAN

By ELDRIDGE R. JOHNSON, President Victor Co., in the Etude.

Ignorance of the true philosophy of life is a blight upon the average business man, but, in our defence, it can be said that most of us were poor boys and, in our early financial struggles, we became too intensely practical. We have neglected the delicate proportion of aestheticism and have tried to build up our characters and temperaments with cold, unyielding materialism. We had, as a fact, but little time for the aesthetic. Our early lives were divided mainly into two parts—work and sleep, and if there was not enough time to go around we had to go without some sleep. Everything that could not be turned into material wealth was pushed to one side or postponed to that time which we all looked forward to the time when we would achieve success and when we could afford to indulge ourselves. The fact that a well-balanced temperament is necessary to the proper use and enjoyment of wealth when obtained was not generally understood a few years ago.

Music does not appeal to the average business man simply for the reason that he does not comprehend it. The musical part of his temperament has been crushed, dwarfed, almost destroyed, but not entirely so, for every creature on this earth

enjoys some kind of music; but far too many business men believe that they can get along very well without it.

I refer in this article to the middle-aged business man of to-day; the business man of the near future will be different. The younger generations have more wisdom as a rule. Opportunity to hear good music is becoming more general, and we are beginning to understand that success in life means more than wealth and that a successful life means development of every faculty. If riches come, so much the better, but there should be a limit to the sacrifices for wealth. Money cannot buy back that which has been lost through neglect in early life, and a rich old man without musical appreciation has that place in his soul, which should be sacred to music, filled with bitterness and sadness. We cannot all produce satisfactory music, no matter how hard we try, but it will pay us all to try, however. We can all become intelligent listeners, and a little try at some musical accomplishment develops our appreciation of music amazingly.

The successful musician is the result of high development in a God-given gift; but appreciation of music is simply a normal faculty that is pos-

essed by all who have not deliberately refused to listen. The appreciation of music is a boundless pleasure; it clears the mind, stimulates the imagination, puts us in touch with humanity, inspires higher thoughts, develops our spiritual temperament, increases our capacity for happiness and makes us better business men. Happiness is harmony and music is the outburst of spiritual harmony. Let no man conclude that music is foolishness. Consider the song of the nightingale or the thrilling notes of the thrush; they did not learn to sing because of an idle fancy. The God of Nature made them to sing, and the God of Nature never made a mistake. The mistakes are all made by men, and the man who does not love music is a mistake.

It is our business to develop and enjoy the gifts that Nature has bestowed upon us. Let no man think that he is too busy to listen to music—he is cheating himself.

Music means more to the business man than to any other class of men.

BIG DEMAND FOR ELECTRIC MOTOR.

Walter Thorpe Declares Orders on Hand Will Eat Up Surplus Stock Up to First of Year.

Walter Thorpe, of New York, manufacturer of the Thorpe electric motor for talking machines, reports that the demand for the motors has been so heavy that the entire surplus and output of the company until the first of the year will be required to take care of the orders at present in hand. Talking machine manufacturers in large number have inspected the motor, and as a result several makes of machines containing the Thorpe motor will soon be placed on the market.

Singing our own praises seldom gets us an encore.

SWAPS.

5,000 Indestructible U-S records, both two and four minute, guaranteed new, perfect stock. Will trade for Columbia and Victor records and machines. Deninger Cycle Co., Rochester, N. Y.

POSITION WANTED

By a young man, 33 years of age; I am desirous of making change for better position; have had 9 years' experience with the Columbia line, the last five as manager of one of their stores in a large city and for the past 18 months have been retail sales manager for one of the largest Victor distributors in the East. Address "Box 300," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED.

A high-grade man, thoroughly familiar with the manufacture of the talking machine matrices, records, etc. Must have executive ability and tact. Well versed in handling large stock orders for records. Address Box 301, care The Talking Machine World, 373 Fourth Ave., New York.

PARTNER WANTED.

With capital to manufacture and market brand new patented accessory for talking machines of all makes. No competition. Address "Partner," care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH

Paid for any quantity of records, double face. Advise quantity, make and price. Address "Spot Cash," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MAN, TWENTY-FOUR YEARS OF AGE, WITH FOUR YEARS' EXPERIENCE AS MANAGER OF RETAIL VICTOR DEPARTMENT, WILL BE OPEN FOR POSITION THE FIRST OF THE YEAR. WOULD LIKE TO MAKE GOOD CONNECTION WITH JOBBER. EXPERIENCE, EFFICIENCY, ABILITY AND ENTHUSIASM. Address Box 302, care The Talking Machine World, 373 Fourth Ave., New York.

WE WILL PAY CASH

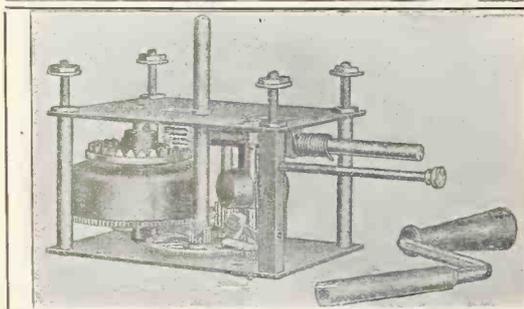
Amounting to

From 90 to 94 per cent. of

the face value for acceptable installment contracts on talking machines and pianos. Ask for details.

HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO

CHICAGO ILL
WILLIAMSPORT PA
GOSHEN IND



The HERCULES MOTOR

The Motor that makes less noise. Built Solid all the Way Through. Guaranteed for 1 Year.

Separate Parts Can Be Furnished. Plays one 12-in. record with one winding.

Also Tone Arms, Sound Boxes and Turn Tables

PRICES UNUSUALLY LOW
SEND FOR SAMPLES

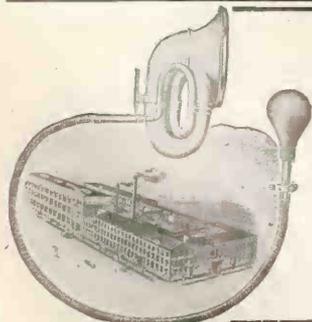
The Hercules Talking Machine Supply Co.
611-621 BROADWAY : : : NEW YORK
The House that Delivers Promptly

PHONE ARMS TURNABLES

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
H O R N S Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.



COLUMBIA CO.'S NEW AD. MANAGER.

Edw. M. Baker Appointed to Important Post with Columbia Graphophone Co. and Assumes New Duties—Has Had Many Years of Experience in National Advertising.

Edw. M. Baker was this week appointed advertising manager of the Columbia Graphophone Co., New York. Mr. Baker assumed his new duties on Monday, and is now directing the varied activities of the Columbia advertising division.

Mr. Baker is prominent in advertising circles, having for the past five years been advertising



Edw. M. Baker.

manager of the Corn Products Co., New York, one of the largest and most successful concerns of its kind in the world. Mr. Baker's work with this company was an important factor in developing the world-wide following and prestige attached to this concern.

Prior to his association with the Corn Products Co. Mr. Baker was connected with Frank Seaman, Inc., New York, an advertising agency of high standing, and during his four years' association with this company assisted in the development of a large number of very successful advertising campaigns. For five years previous to his agency work Mr. Baker was connected with the Quaker Oats Co., working out many important merchandising and advertising problems.

Mr. Baker is essentially a "quality" advertising man, his many years' experience in the advertising world having been concentrated on quality publicity along high-grade lines. The vast advertising campaign which the Columbia Graphophone Co has fostered the past year, and which will be greatly strengthened and increased during the coming year, made it advisable for the company to secure the services of an advertising manager who was familiar with every detail of national advertising from all standpoints. Mr. Baker was selected as the ideal man for this position, his past training having well warranted this choice.

H. B. Ray, who has been acting as business manager of the advertising department for the past year, will remain with the advertising department in an important executive capacity.

A large talking machine department has been installed in Murgittroyd's drug store, Riverside and Post streets, Spokane, Wash., under the management of R. M. Madison.

The F. F. Herrmann Talking Machine Corp., New York, has been incorporated, with capital stock of \$1,000, by Arthur Schwartz, Julia L. Herrmann and F. K. Herrmann.

Frank S. Cross has opened phonograph parlors in the Pan-American Building, 2 Court street, Batavia, N. Y.

THE UP-TO-DATE MAILING LIST.

Suggestions of Importance That Will Keep This Valuable List 100 Per Cent. Correct.

One of the bed-rock foundations of your business is your mailing list. Some customers come in from the street—some are sent in by others—others get in by chance—but your steady countable sales come from the names you have on your mailing list, providing those names are correct.

Do you know your list is right? All of it? The answer is, "no." Moving, changing, marrying and dying play almost daily havoc with any list of over a thousand names. But there is one step every Columbia dealer can take that will go a long way toward keeping his list up to date.

The Postal Regulations of 1902, Section 549, paragraph 3, provides the following:

"Postmasters must not furnish lists of names of persons receiving mail at their offices. Lists of names sent to postmasters for revision must be returned to the sender, when postage is provided for that purpose, but no new names must be added to the lists. Postmasters may, if they so desire, however, cross off the names of those who have moved away, or are deceased."

This means, as a favor, your postmaster can go over your mailing list and furnish you with corrected information as to changed addresses, cancellations and deaths.

There are two things Columbia dealers can do to secure this information:

(A) Once or twice a year write your local postmaster a polite letter requesting him to revise your mailing list—which will be attached. Tell him his action will avoid accumulation of third-class matter at his office, and his authority for complying with your request will be found in the Postal Regulations of 1902, under Section 549.

(B) On Supplement envelopes and all special envelopes carrying third-class matter, you can have printed either in type or by a rubber stamp the following inscription in the lower left-hand corner:

POSTMASTER.
If not delivered within 10 days, Postmaster will please notify sender, and return or forwarding postage will be sent. If returned please note why (as required by law, Section 15, U. S. Postal Guide), by checking proper reason in the following list.

Does not receive mail here.
 Refused.
 Dead.
 Unclaimed.
 Removed to

Both of the above suggestions followed systematically will give every Columbia dealer a mailing list just about 100 per cent. live, and the value of a live, kicking, up-to-the-minute mailing list means saved postage and fullest returns from every circularization.

This is more than a good idea, says the Columbia Record, and every dealer should follow it.

TREMENDOUS VICTOR DEMAND.

"More than a hundred Victor dealers from all parts of the country have visited our offices during the past few weeks," said R. W. Morey, general manager of the New York Talking Machine Co., New York, Victor distributor. "These dealers have one and all commented upon the shortage of machines and records, placing particular stress on the scarcity of the higher priced models of Victrolas. The demand for Victrolas Nos. XIV and XVI is unprecedented, and the new Victrola XVII, the most expensive model in the Victrola line, is enjoying an active sale in all sections. One dealer, who caters to a high-class clientele and uses energetic methods to secure business, left an order for three Victrola XVIIIs, stating that all of these were sold to prominent music lovers in his town."

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.

- W. D. Andrews Co.
- Andrews Music Co.
- Blackman Talking Machine Co.
- Emanuel Blout.
- C. Bruno & Son, Inc.
- Chase & West.
- The Corley Co., Inc.
- Consolidated Music Co.
- Cohen & Hughes, Inc.
- E. F. Droop & Sons Co.
- Chas. H. Ditson & Co.
- W. J. Dyer.
- Eclipse Musical Co.
- Elmira Arms Co.
- Hext Music Co.
- Henry Horton.
- Knight-Campbell Music Co.
- Mickel Bros. Co.
- Nebraska Cycle Co.
- Neal, Clark & Neal Co.
- Orton Bros.
- Penn Phono. Co., Inc.
- Standard Talking Machine Co.
- Sanger Bros.
- Stewart Talking Machine Co.

EDISON JOBBERS.

- Phono. Corp., N. Y.
- Phonograph Companies of Chicago.
- Milwaukee.
- Cleveland.
- Cincinnati.
- Kansas City.
- Detroit.
- Pacific Phono. Co.
- Denver Dry G. Co.
- Kipp-Link Phono. Co.
- Harger & Blish.
- Chandler & Co.
- Laurence H. Lucker.
- American Phono. Co.
- Frank E. Bolway.
- Girard Phono. Co.
- Buehn Phono. Co.
- W. A. Myers.
- Texas-Okla. Phono. Co.
- Proudfit Sporting G. Co.
- C. B. Haynes & Co.
- Pa. T. M. Co.



No. 5.
Capacity,
1,500 Records.
Models:

- Nos. 1 and 3.....\$50.50
- No. 6..... 29.50
- 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

Lynchburg, Va.

The Columbia Grafonola 200—\$200 has been designed and built with a view to providing the best quality for \$200 that this Company—or any other company—has ever produced, and it is proving itself all that.



(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**

IMMENSE RECORD TRADE

Will Be Done This Winter—Dealers Will Be Wise in Stocking Record Albums—A Line That Is Popular with Machine Owners.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 8.—With the opening of this month the winter season will have been ushered in, and talking machine men everywhere will have to consider seriously the matter of stock for the winter and New Year's trade generally. Despite the war troubles abroad there is certain to be a very large domestic trade this year, particularly in records, and in this connection dealers will do well to consider the fact that with the larger sale of records there is certain to be a demand for record albums.

There are hundreds of thousands of homes where the record cabinet resources are exhausted—records are laying around for need of proper receptacles to keep them clean and sightly—hence the great market for record albums. In this connection the National Publishing Co., 235-243 South American street, Philadelphia, is handling a line which has made a special appeal to discriminating purchasers by reason of their appearance and solidity of construction. This line of record albums is referred to elsewhere in its advertisement and dealers in stocking up for fall should keep these products in mind.

Don't worry over what people are thinking about you. Already you have been sized up by the intelligent ones, and the others don't think at all.

PARAPHRASE HAMLET'S SOLILOQUY.

A Clever Modernization That Should Appeal to Those Dealers Who Like to Cut Prices.

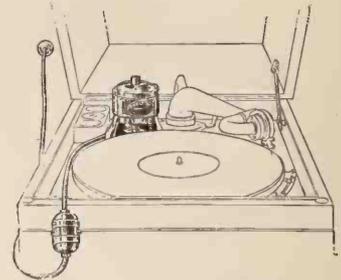
To cut or not to cut. That is the question. Whether it is not better in the end To let the chap who knows not the worth Have the business at cut-throat prices, or To take up arms against his competition, and by opposing cut for cut, end it. To cut—and by cutting put the other cutter Out of business—'tis a consummation Devoutly to be wished. To cut—to slash—Perchance myself to get it in the neck—Aye—there's the rub; for when one starts to meet The other fellow's prices, 'tis like as not He's up against it good and hard. To cut and to slash is not to end the confusion And the many evils the trade is pestered with; Nay, nay, Pauline; 'tis but the forerunner Of debt and mortgage such a course portends. 'Tis well to get the price the goods are worth And not be bluffed into selling them for what So-and-so will sell his goods for. Price cutting doth appear unseemly And fit only for the man who knows not What his goods are worth, and who, ere long, By stress of making vain comparison 'Twixt bank account and liabilities, Will make his exit from the business.

Rustin's Talking Machine Co. is a new concern at 1519 Main street, Columbia, S. C., handling the Columbia graphophones and records.

NEW ELECTRIC MOTOR.

Shelton Electric Co. Offers New Idea in This Field—Has Many Advantages.

The Shelton Electric Co., 30 East Forty-second street, New York, one of the leading members of the electrical industry, has just placed on the market the Shelton electric phonograph motor, which offers a new field for talking machine dealers. This



Shelton Motor on Machine. motor is not attached to the cabinet, but is simply placed on it, as shown in the accompanying drawing. The motor does not interfere with the spring motor in any way, as either motor may be used as desired. It is attachable to the light socket, requiring no electrician to place it on the machine. The Shelton motor is noiseless, and its retail price, \$17.50, affords an unlimited field for its sale.

ATTRACTIVE SONORA AD.

Last Sunday's papers contained a very artistic advertisement above the name of the Sonora Phonograph Corp., in which the various styles of Sonora phonographs, running from a popular price up to \$1,000 were featured. The latter is one of the highest priced models on the market.

EDISON LINE WITH CHRISTMAN.

The Edison diamond disc phonographs are being handled by Christman Sons in the new warerooms which they recently opened at 753 Sixth avenue, New York.



MERRY XMAS



HAPPY NEW YEAR



TO OUR MANY PROGRESSIVE PATHÉ DEALERS

PATHÉPHONE

THE PERFECT PHONOGRAPH



PATHÉPHONE

BEST IN THE WORLD



No Needles to Change—Plays all Makes of Records

We have an exceptionally good proposition for a few more good dealers; better wire or write us to-day.

WE CAN FILL YOUR ORDERS PROMPTLY

Give us a trial

The Southern Pathé Phonograph Co.

SOUTHERN DISTRIBUTORS

Ask for Catalogue

426-28 Elm St., CINCINNATI



THE KEY TO SUCCESSFUL TALKING MACHINE CONSTRUCTION

MICATONE

MICA DIAPHRAMS

USED IN THE BEST MACHINES

WASTED
Cabinet—Motor—Advertising—all the excellent things you put into your machine

UNLESS
a Good Diaphragm be among them. MICATONE is the Best.

MEIROWSKY BROS.
108 Broadway Jersey City

The Answer is YES

YES:—The SHELTON ELECTRIC PHONOGRAPH MOTOR enables you to electrify all the leading makes of phonographs, those you have sold and those you will sell; regardless of their price.

NO:—The SHELTON ELECTRIC PHONOGRAPH MOTOR does NOT interfere with the spring motor in any way whatsoever. Either one may be used as desired.

YES:—The SHELTON ELECTRIC PHONOGRAPH MOTOR is absolutely noiseless.

NO:—The SHELTON ELECTRIC PHONOGRAPH MOTOR does not require an electrician to place it on the phonograph. Your customer can do it himself by simply attaching it to the light socket.

Fully guaranteed. Made by the world's largest electrical manufacturers.



Two-Thirds of Actual Size of Motor.

**RETAIL
PRICE
COMPLETE
\$17.50**

**Liberal
Trade
Discounts**



**RETAIL
PRICE
COMPLETE
\$17.50**

**Write for
Dealer
Proposition**

Cranking of the phonograph is now passé.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding of crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors—a second prosperity week.

Write for prices—now.

**PATENTS
protected by our own
and allied interests.**

Shelton Electric Co., 30 East 42nd Street, New York



SONORA DOWNTOWN WAREROOMS.

Formal Opening of These Attractively Arranged Quarters in the Standard Arcade Occurred Last Week—Represented Up and Downtown.

Formal opening of the new downtown warehouses of the Sonora Phonograph Corp. occurred recently, with a great many visitors helping in the ceremonies. Located on the ground floor of the



Downtown Warerooms of Sonora Phonograph Corp., 50 Broadway.

Standard Arcade, 50 Broadway, with one ware-room window on the Broadway side and several in the main corridor, through which pass thousands of people daily, the vantage of the new Sonora spot is readily appreciated.



Interior View of Sonora Downtown Warerooms.

A style of decoration between the artistic and the commercial, blending the two factors harmoniously, has been utilized in making this downtown warerooms so attractive. Numerous booths aid in the comfort of the customers, the booths being of large size.

This wareroom is in charge of Thomas F. De Laney, Jr., a talking machine man of wide experience in the retail end. Mr. De Laney comes from Atlanta, where he made quite a record for himself in the matter of sales.

With a Fifth avenue salon at Fifth avenue and Fifty-third street, main offices and wareroom (wholesale and retail) at 57 Reade street, and the new downtown spot, the Sonora is well represented throughout the city, to say nothing of the stores at other points, where the public may hear the musical qualities of this instrument to the best advantage when desirous of purchasing. Business with the downtown Sonora store is excellent.

IMPORTANT COLUMBIA CATALOGS.

Semi-Annual Record Catalog and New Grafonola Book Just Issued—Numerous Text and Design Improvements in the New Volume.

The advertising department of the Columbia Graphophone Co. has just issued two new catalogs of vital import to the trade, which indicate the "quality" atmosphere which characterizes every division of the Columbia publicity achievements.

One of these new catalogs is the semi-annual record catalog, which includes all records issued to date. This book contains 416 pages, 324 white pages and thirty-two tinted pages, and is indexed and cross-indexed in such a way that every selection is listed from eight to ten times. Every conceivable division under which a selection may be considered as belonging has been given consideration, and the result is a book which permits of maximum convenience in handling. The tinted pages are devoted to the recordings of the symphony and operatic artists in the Columbia record library. The cover of the new Columbia catalog is vastly superior to former editions, the design being both striking and artistic. The typography is excellent, and the catalog as a whole is deserving of hearty commendation.

The other new catalog, which is also a model of typographical excellence, is devoted to illustrations and descriptions of the complete Grafonola line, accompanied by an interesting story of the development of these popular instruments. The most striking feature of this new catalog is the elimination of all names and the substitution of numbers corresponding with the prices. The "Favorite" will be known as "Grafonola 50," the leader as "Grafonola 75," etc.

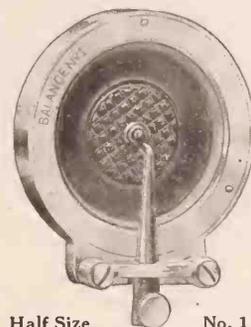
H. L. TINKER IN CHARGE.

Harry L. Tinker, formerly connected with the Fischer Piano Co., Cleveland, O., has resigned from that position to become manager of the Pathé department of Wolf & Dessauer, Fort Wayne, Ind., one of the largest department stores in northern Indiana. This store will maintain an artistic Pathé department and will give this line aggressive representation.

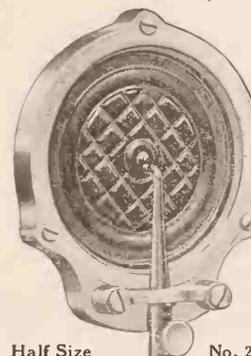
CELEBRATE FORTIETH ANNIVERSARY.

(Special to The Talking Machine World.)
EASTON, PA., December 8.—William H. Keller & Son, who conduct "Keller's Temple of Music" at 219-221 Northampton street, this city, where, in addition to pianos and other musical goods, they handle Victrolas and records in a very large way, recently celebrated the fortieth anniversary of the establishment of the business, which was started on November 27, 1875. At the present time the house occupies an entire eleven-story building. This gives an idea of the resources of this establishment and its growth from a modest beginning.

Balance Sound Boxes



Half Size No. 1



Half Size No. 2

No. 1
Retail Prices
Nickel Plate \$3.00
24k Gold Plate \$3.50

No. 2
Retail Prices
Nickel Plate \$3.50
24k Gold Plate \$4.00

Both these Sound Boxes have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Will be furnished with black mica diaphragms at the same price for those wishing greater volume of tone.

Edison dealers may obtain their supply from Edison Jobbers.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. MEISSELBACH & BRO.
NEWARK NEW JERSEY

Makers of High Grade Motors, Turn Tables, Tone Arms, Sound Boxes, etc., for Phonograph Manufacturers.

THORPE ELECTRIC MOTORS

For Talking Machines

THE LATEST WONDER OF THE INDUSTRY

Simple, Compact and Fool-Proof

Occupies Less Space Than a Double Spring Motor

Powerful, Smooth Running and Noiseless

Prices Compare With Those of Good Worm Gear Motors

(Quantity Prices Particularly Attractive)

WALTER THORPE

29 West 34th Street

NEW YORK

Operates on Two Dry Batteries, Alternating or Direct Current, Without Adjustment

RECITAL A GREAT SUCCESS.

Recital Rooms of Schumann Piano Co. in Rockford Headquarters Packed at Formal Opening—Edison Tone Tests Interest.

(Special to The Talking Machine World.)

ROCKFORD, ILL., December 11.—Hundreds of Rockford people who visited the West State street salesrooms of the Schumann Piano Co. at its opening last month were delighted with the wonderful improvements which have been made in the remodeling of its headquarters, and all the beautiful appointments came in for a share of praise.

The four concerts given during the afternoon and evening as tone tests of the Edison diamond disc phonograph proved a great success, the rooms being taxed to capacity at each recital.

The beauty of the new recital hall and accompanying rooms came in for a general appreciation, and tone test demonstrations were a revelation. The absolute accuracy of the diamond disc reproductions were heard with intense interest by the throngs in attendance.

Mrs. Maude Fenlon Bollman, soprano, of this city, accompanied by Miss Lila Lund and several Chicago artists, participated in the tone test demonstrations with admirable results. Mrs. Bollman, in a charming group of numbers as announced, gave a recital that of 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 Albany Diamond Disc Studio was incorporated with the Secretary of State at Albany, N. Y., this week, for the purpose of dealing in talking machines, with a capital stock of \$22,000. The incorporators are: Edward R. Hoffman, Rudolph Horst, Richard M. Nelson, 465 Broadway, Albany, N. Y.

A NEW MODEL PATHEPHONE

Placed on Market, Is an Electric Machine Designed to Retail at \$300.

The Pathé Frères Phonograph Co., New York, has placed on the market a new model Pathephone



The Pathephone Electric.

which is an electric machine designed to retail at \$300. The new Pathephone, which will be known as Style 300, is finished after the Sheraton style, and, as will be seen by the accompanying photograph, presents an artistic, high-grade appearance.

The electric motor in this new model Pathephone operates with dry batteries, the turntable acting

as the armature. All parts are on bronzed ball bearings and the motor is absolutely noiseless and exceedingly simple in operation. The batteries will last more than a year with ordinary playing and can be renewed without the slightest inconvenience. An automatic stop is one of the many features of the new Pathephone.

The No. 300 Pathephone is typical of Pathé quality of tone and design in every detail. The success which has attended the Pathé Frères product to date may be attributed to the time and attention which have been bestowed upon every phase of their construction, and judging from the enthusiastic reception given the first shipment of the new No. 300 its popularity is assured.

ATTRACTIVE VICTOR STORE.

(Special to The Talking Machine World.)

BLOOMINGTON, ILL., December 8.—C. A. Fenn, who has been handling the Victor line for the past ten years, has just opened a new store at 114 East Front street, which is one of the most attractive retail establishments in the city.

There are six demonstration rooms in the store, all of which are furnished and decorated along the most advanced ideas of store decoration. These booths are absolutely sound-proof and are sufficiently large to afford comfort and convenience to visitors. A large concert room is used to excellent advantage in giving informal Victor recitals.

AN UP-TO-DATE SERVICE

Is That Rendered by the Koerber-Brenner Co., the St. Louis Victor Jobbers.

Service is a mighty important factor in business nowadays, and the Koerber-Brenner Co., St. Louis, Mo., has fairly earned the reputation for prompt service in filling dealers' orders.

The Western trade has profited by the splendid supplies carried by this corporation and its ability to serve them with accuracy and dispatch. Reports from the Southwestern metropolis indicate a record-breaking holiday season.

FRAAD TALKING MACHINES

Represent a New High Standard of Value

Cabinet work of finest quality.

Mechanical construction perfect.

READY FOR IMMEDIATE DELIVERY

All styles equipped with tone arm and sound box that will

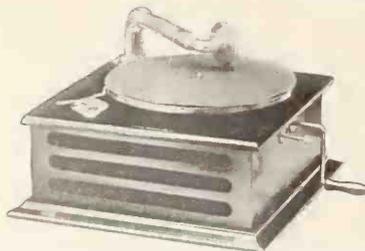
PLAY ALL MAKES OF RECORDS WITHOUT SPECIAL ATTACHMENTS

Send for Details

Fraad Talking Machine Co.
225 Lexington Ave. New York

PHONES { 5106 } MURRAY HILL
 { 5821 }

MANUFACTURERS TO THE TRADE
Will Make All Sizes to Order.



STYLE 6—Mahogany finish, 10" turntable, strong single spring motor. All metal parts nickel plated and highly polished.

Dimensions: Width 14", depth 14", height 5 1/4".

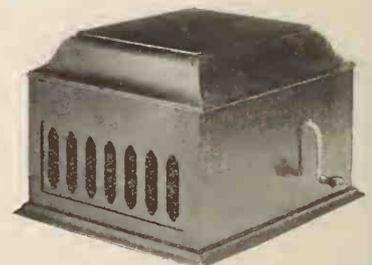
Retail Price \$10.00



STYLE 5—Mahogany finish, 10" turntable, strong single spring motor. All metal parts nickel plated and highly polished.

Dimensions: Width 15", depth 15", height 7 1/4".

Retail Price \$15.00



STYLE 4—Fumed, early English Oak or Mahogany, 10" turntable, strong double spring, worm gear motor. All metal parts nickel plated and highly polished.

Dimensions: Width 15 1/2", depth 17 1/2", height 13 1/4".

Retail Price \$25.00



STYLE 3—Golden or Fumed Oak or Mahogany, 12" turntable, strong double spring, worm gear motor. All metal parts nickel plated and highly polished.

Equipped with Diamond Point
Dimensions: Width 17 1/2", depth 19 1/2", height 14 1/4".

Retail Price \$45.00

VICTOR PUBLICITY CAMPAIGN.

Attractive Advertising Put Forth as Aid to Dealers for the Holiday Season Has Won the Highest Commendation from Experts.

The publicity campaign carried on by the Victor Talking Machine Co. has been one of the remarkable features of national Christmas advertising.

Victrola

Mighty as Caruso
Faultless as Melba
Tender as Paderewski
Sweet as Mischa Elman
Droll as Harry Lauder
Martial as Sousa



\$15 to \$400

The Victrola is all artists and all instruments in one. It gives you the actual tones of the renowned singers and instrumentalists of the world. It is the genius, the power, the beauty of every voice and every instrument. It is the supreme musical instrument of all time.

Victor dealers everywhere
Ask your nearest dealer for demonstration



Victor Supremacy

The world's famous singers

The world's famous instrumentalists

The world's famous bands and orchestras

The world's famous comedians

The Victrola is all artists and all instruments in one. It gives you the actual tones of the renowned singers and instrumentalists of the world. It is the genius, the power, the beauty of every voice and every instrument. It is the supreme musical instrument of all time.

Victor dealers everywhere
Ask your nearest dealer for demonstration

Victrola the greatest of all musical instruments

\$15 to \$400

The daily papers in the great cities, East and West, have carried page advertisements, gotten up in such an attractive form that the Victor advertisements were the dominating feature of the paper. No matter whether in cars, hotel lobbies or restaurants, where readers were turning the pages of their papers the Victor advertisements were clearly discernible.

The attractiveness of this advertising may be seen from the reduced fac-similes which are shown herewith. These reductions show a type of Victor publicity which, it might be remarked, is clearly for the benefit of the dealer, inasmuch as the name of the talking machine company or the place of manufacture does not appear in any of this attractive advertising matter.

Caruso chose the Victor

—because only the Victor gives you his voice exactly as it is

—because only the Victor thrills you with his mighty power

—because only the Victor charms and carries you with all the delicate beauties of his subtlest tone shadings

—because only the Victor and Victor Records convey his matchless art to all the world for all time

Caruso is the greatest singer the world has ever seen. He dominates the artistic world. By sheer force of his genius he has at his best and call every measure known to his art. Only the best would suffice for such an artist. His choice of the Victor was a foregone conclusion. He decided that only the Victor could do full justice to his superb art, that only the Victor could thrill you with his power, that only the Victor could express in every fine detail the vocal subtlety of his sweet tones. Hence it is that only on Victor Records can you hear him. And only on the Victrola, played with Victor changeable needles, can you hear him *exactly as he is*, in the tone-volume best suited to the environment in which you happen to be. Caruso's choice of the Victor demonstrates beyond question the *Supremacy of the Victor*.

Victrola and Victor Records \$10 to \$400

Victor dealers everywhere
Ask your nearest dealer for demonstration!

ENTERS TALKING MACHINE TRADE.

Daniel Fraad, Prominent New York Contractor, Now Interested in the Manufacture of Talking Machines—Plans Big Campaign.

One of the latest entrants into the field of talking machine manufacture is Daniel Fraad, of 225 Lexington avenue, New York, who for over twenty-five years has been successfully engaged in the woodworking and contracting business. Mr. Fraad has recently taken over and assumed direct responsibility for the business formerly conducted by the Symphony Talking Machine Co., and will in future conduct it under his own trade name while still retaining his interest in his other business enterprises.

Under Mr. Fraad's direction several new styles of machines have been designed and manufactured with special attention paid to the mechanical construction and the cabinet work. Those who have inspected the new machines have been very favorably impressed with them, and a large advertising concern has already placed an order for a large

number of the smaller types to be used in a special distribution plan.

Associated with Mr. Fraad in the new venture are several men with experience of a decade or more in the talking machine trade, both in the manufacturing and sales departments, and as a result of their efforts there has been gathered together a large stock of machines of the several more popular types for the purpose of filling orders immediately.

MUSIC A GREAT HELP IN STUDIES.

Typewriting and Penmanship Becomes Easy When Taught to the Music of a Talking Machine in Burlington, N. J., High School.

(Special to The Talking Machine World.)

BURLINGTON, N. J., December 8.—Making the fingers of pupils dance over the keys of typewriters in time with lively melodies from a talking machine as a means of increasing speed and efficiency, is meeting with remarkable success at the Robert Stacy High School, where Prof. William Beck has introduced the innovation in the commercial

courses, and jigs, marches and two-steps may become an indispensable feature in other classes if experiments now being tried by the faculty bring expected results.

Penmanship of pupils is improving under the rhythmic influence of "Yankee Doodle" and Hawaiian waltzes, which, it is claimed, arouse the interest of the pupils, increase their speed and improve the clearness and regularity of their writing. At the same time the music removes the monotony of the usually dull writing exercises and relieves the nerve tension, both of teacher and pupil.

It is in typewriting instruction, however, that the music is expected to accomplish the greatest results. It starts in slow time as the pupils settle in front of their keyboards, and they soon learn to time their strokes to rhythm. As an exercise proceeds the teacher gradually quickens the time of the music and the pupils unconsciously respond by increasing the speed of their fingers.

Finer woodwork is the order of the day—and it is an order that should be encouraged.



Model No. 10. Price \$100

A Tone Chamber of Crystal Glass

One of the many exclusive features of

The Sonab-Crystola

THE WONDERFUL PHONOGRAPH

No wood sounding board and hollow tone.

Other special features include:

New needle arm mounted on ball bearings.
NO SCRATCHING NOISE

Plays ALL makes of records.
NO RECORD LIMIT

A new, exclusive, high-grade Proposition worth knowing about.

The Sonab Bros. Company

Cincinnati, Ohio

A personally selected list of records which you should have in your home. Kindly mark any you would like to hear, and it will be a pleasure for us to play them for you.

11011	Walt Disney's Funny Face	11012	Walt Disney's Funny Face
11013	Walt Disney's Funny Face	11014	Walt Disney's Funny Face
11015	Walt Disney's Funny Face	11016	Walt Disney's Funny Face
11017	Walt Disney's Funny Face	11018	Walt Disney's Funny Face
11019	Walt Disney's Funny Face	11020	Walt Disney's Funny Face
11021	Walt Disney's Funny Face	11022	Walt Disney's Funny Face
11023	Walt Disney's Funny Face	11024	Walt Disney's Funny Face
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11095	Walt Disney's Funny Face	11096	Walt Disney's Funny Face
11097	Walt Disney's Funny Face	11098	Walt Disney's Funny Face
11099	Walt Disney's Funny Face	11100	Walt Disney's Funny Face

BEE CROFT

Record Delivery Envelopes | Perfection Record Holders
Record Stock Envelopes | Long Cabinets
Catalogue Supplement | Needles
Envelopes | Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

SUES ON CANCELED CONTRACT.

May-Stern Furniture Co., St. Louis, Brings Action for Damages Against the Victor Talking Machine Co. and Koerber-Brenner Music Co.

(Special to The Talking Machine World.)

St. Louis, Mo., November 15.—The May-Stern Furniture Co. recently filed suit in the Circuit Court against the Victor Talking Machine Co. and the Koerber-Brenner Music Co. for \$1,047, which the plaintiff claims to have lost in profits by reason of the Victor Co. canceling the contract with the May-Stern Co. The contract, according to the petition, was entered into September 18, 1913, through the Koerber-Brenner Co., distributor. Under it the May-Stern Co. according to the petition, was authorized to deliver to the public talking machines, disc records, disc machines, sound boxes and needles, for use by the public, to be granted by a license to use for the purpose of reproducing sounds, on the condition that the May-Stern Co. pays to the Victor Co. royalty and license fee.

The May-Stern Co., prior to and on March 19, 1915, placed orders for seventeen Victrolas. Up to May 26, according to the petition, they had not been delivered. On that date the Victor Co. canceled the contract with the May-Stern Co. The right of the Victor Co. to cancel the contract is not questioned in the suit, but it is contended that the Victor Co. should have delivered the goods ordered before cancellation. The \$1,047 sued for

represents the profits that could have been made by the May-Stern Co. if the machines had been delivered.

In the contract attached to the petition the Victor Co. retains the title to all machines, and it is set forth that the Victor Co. can repossess machines, records and sound boxes on paying to the "user" the amount of "royalty" paid by him to the retailer for the use of the machine, less 5 per cent. per annum for machines and sound boxes and 10 per cent. per annum for records.

The machines, records, etc., the contract says, are to become the property of the users only at the expiration of the patent having the longest term to run, if the conditions have been complied with.

RETIRE FROM BUSINESS.

The Plaza Talking Machine Co., 11 East Fifty-ninth street, New York, Victor dealer, has disposed of its stock of machines and records, and has retired from business. O. A. Marsh was the owner of this concern.

TAKES ON THE EDISON LINE.

A. K. Snyder, of Winfield, Kan., has added a line of Edison diamond disc and Amberola phonographs to his drug store. The phonographs are well-displayed and a large stock of records will be kept on hand. Attractively arranged sound-proof rooms will be installed.

FINE EXHIBIT BRINGS RESULTS.

J. F. Chaffin Co., Corners Sales and Prospects as Result of Display at Fitchburg Fair.

(Special to The Talking Machine World.)

FITCHBURG, MASS., December 9.—The J. F. Chaffin Co., which conducts the music store at 356 Main street, this city, has been enjoying a particularly successful business throughout the fall with



Chaffin Co.'s Victor Display.

its lines of pianos, player-pianos and Victrolas, particularly in the latter.

A considerable portion of the company's excellent business is the result of its attractive exhibit made at the Fitchburg Fair recently, where the display occupied a large and handsomely decorated booth. In addition to pianos and player-pianos, there was shown a full line of Victrolas, including the new Style XVIII and the XVI Electric, which were kept going almost constantly. A particularly interesting feature was the exhibition of modern dancing to the music of a Victrola by Leon Foster and Christine Beckett, pupils of Vernon Castle and Joan Sawyer, and which served to keep a large crowd in front of the booth at all times. The result was numerous sales and the listing of many new prospects.

Clifford R. Ely, special representative of the sales department of the Columbia Graphophone Co., left Sunday for the Coast, to co-operate with Fred A. Denison, the recently appointed district manager of the Pacific Coast territory. Mr. Ely will spend a short time on the Coast, working in conjunction with Mr. Denison in various business-getting directions.

Milton R. Slocum, the well-known piano dealer of Cleveland, O., who recently added the Pathé line of talking machines to his large stock of pianos, is enjoying an excellent business, and the prospects for a continuance of good trade for the holiday season are of the brightest.

The Raymond Phonograph Co. has opened a store at 2135 Second avenue, New York City, and will sell talking machines exclusively.

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!

PREPAREDNESS FOR 1916



BY HAVING THE ABOVE CABINETS IN STOCK
Write for catalog and full information TODAY. Immediate deliveries for January 1,
YOURS FOR "THE VERY BEST"

SCHLOSS BROTHERS

Phone Columbus 7947

637-645 WEST 55th STREET, NEW YORK

A Prosperous and Happy New Year to Everybody

FORMAL OPENING OF EDISON SHOP IN INDIANAPOLIS.

Handsomely Appointed Establishment Opened by Walter E. Kipp on North Pennsylvania Street Arouses the Enthusiastic Admiration of Visitors—Holiday Sales of Large Proportions.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 4.—The recent formal opening of the Edison Shop in North Pennsylvania street, opposite Keith's Theatre, by Walter E. Kipp, was one of the most important events the talking machine trade here has witnessed. Three



Reception Room, The Edison Shop.

thousand persons visited the Edison Shop on the opening day.

No money was spared by Mr. Kipp to make this temple of music a beautiful and attractive place for the demonstration and sale of the Edison diamond disc phonograph. Architect and skilful workmen



Concert Hall, The Edison Shop.

changed ordinary business quarters in a prosaic business-block into a spot of beauty. Not only has everyone in Indianapolis who has visited the new Edison Shop voiced words of praise, but others who have visited similar shops in larger cities declare there may be demonstration rooms that are as



Approach to Record Department, Seven Booths. attractive, but that none are more beautiful or artistic.

The reception room of the Edison Shop is first observed on entering the shop. In this room, as in other rooms, the arch is used effectively. To the left in this room is the arched entrance to the concert hall, and a prettier little concert hall could not be found. The indirect system of lighting produces just the right glow of light while one is listening to the daily concerts in which the singing and playing of the world's greatest artists is featured. The hall has a perfect system of ventilation.

No expense has been spared by Mr. Kipp in bringing to the notice of the public, in a splendid campaign of advertising, the opportunities offered by the new shop. Everyone is invited to slip into

the concert hall at any time without obligation to the management in any sense.

The approach to the record department brings one down an attractive winding stairway. Here there are seven booths where patrons of the shop may listen to the latest records or hear played any record they wish to hear.

The circular stairway was patterned after the unsupported stairs in the Federal Building here. On the second floor are found the business offices.

Mr. Kipp is exceedingly proud of the new Edison Shop, and there is no reason why he should not be. Arch H. Olds is in active charge of the shop. A



Sales Corridor, The Edison Shop.

capable sales force is working effectively under the direction of Mr. Olds. Visitors at the shop received an elaborate booklet on "Edison's Life and His Favorite Invention."

The Kipp-Link Phonograph Co., Edison jobber, is experiencing increases in its trade by leaps and bounds. It keeps the company busy getting stock to fill its orders.

George A. Young, for a number of years manager of the store of Finch & Hahn, Albany, has opened a retail talking machine store at 210 Central avenue, that city.

"BACKING UP THE DEALER."

The Advertising Campaign of the Victor Co. Comes in for Strong Editorial Commendation from the New York American.

Under the heading "Backing Up the Dealers" the New York American published an interesting advertisement in Printers' Ink, referring to the advertising campaign of the Victor Co. as follows:

"Once a week—fifty-two weeks in the year—the Victor Talking Machine Co. advertises in several New York newspapers, a combination Victor and Victor dealers' advertisement—the space occupied by the dealers having been filled by the efforts of representatives of the newspapers carrying the advertisement.

"At this time last year the Victor people used several full-page advertisements in several newspapers, and this year they are doing the same thing over again. This is in addition to their regular campaign.

"What is the result? Every Victor dealer in the New York territory is on his toes all of the time to sell as many Victrolas as he possibly can. The dealers themselves do advertising on their own account.

"The people have the merits of the Victrola placed before them every week in the year. They are told where they can buy Victrolas. They know that around the corner in their neighborhood is a Victor dealer. They know that it makes no difference from which dealer they buy—the price is the same everywhere. Every dealer knows that he is in competition with every other dealer, but that does not keep him from advertising. As a matter of fact it encourages him to advertise. He figures rightly that he will get his share of the business by going after it."

PLAN TO EXPAND BUSINESS.

The Blackman Talking Machine Co., New York, Victor distributor, was granted a certificate of incorporation on Tuesday of last week by the Secretary of State at Albany, N. Y. The capital of the company is placed at \$200,000, and the incorporators include J. Newcomb Blackman and Fred P. Oliver, president and vice-president of the company. The incorporation of this company automatically cancels the charter of the old company, which was incorporated a few years ago with a capital of \$35,000. The increased capital of the new company will permit of expansion and growth along the progressive lines which have characterized its steady rise in the Victor field.

A \$10 BILL FOR YOU

Clear profit in the sale of a single course in

The Herman Klein Phono-Vocal Method

Based upon the famous school of Manuel Garcia

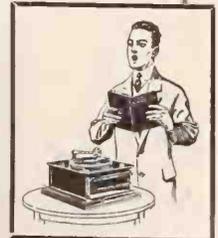
The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

Ten double-sided records, wonderfully made—twenty lessons—lead the student from the simple scale to the aria, and a comprehensive text book, compiled by Herman Klein, based on the method of Manuel Garcia, explains each step intelligently and interestingly.

This method increases appreciation of music and means more sales of high-class records and machines.

RETAIL PRICE \$25, FOR COMPLETE METHOD IN ANY VOICE

Ask about our demonstration outfit, sales aids for the dealer and other details—**you owe it to your business—Write TODAY!!!**



THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York

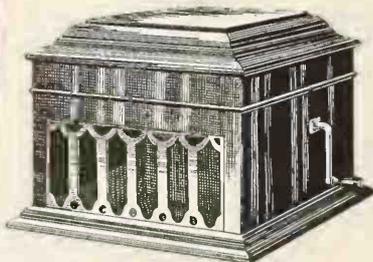


**NO
NEEDLES
TO CHANGE**

**1916 WILL BE A
YEAR**

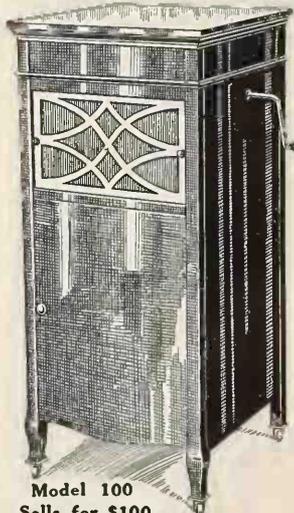
Notice the picture above, showing the ordinary needle and the **PATHE SAPHIRE BALL** magnified. This is a striking illustration of one of the most important differences between the **PATHEPHONE** Method of Reproduction and that of other phonographs or talking machines. The needle is bound to dig into the record surface and wear it out. The **PATHE SAPHIRE**

travels over the record grooves down wave-like motions, catching the waves from forty points of contact, and producing the best tone.



Model 50 Sells for \$50.

Ask the people to compare the **PATHEPHONE** with every other phonograph or talking machine. That's the line of least resistance for you. After they've heard the ordinary machines, they'll buy a **PATHEPHONE** just as surely as they prefer reality to imitation, art to crudeness, perfection to makeshift. **PATHEPHONES** stand comparison because they are above competition.



Model 100 Sells for \$100

So true, so vibrant, so compelling is the performance of the **PATHEPHONE** that every reality of musical interpretation is brought in a satisfying manner never before achieved possible. This wonderful truth is due to the **PATHE GENUINE SAPHIRE REPRODUCING-BALL**, the **PATHE ALL-WOOD SOUND CHAMBER**, and the **PATHE PERFECT TONE-CONTROL**.



PATHE FRERES P
28 W. 38TH STREET



**PLAYS
ALL DISC
RECORDS**

**A BIG Pathephone
MAR!**

SAPPHIRE never wears out and never has to be changed.

The music lovers are buying PATHEPHONES all over the country! The PATHE Dealers in hundreds of localities are all reporting an enormous volume of business—they are having a phenomenal demand for PATHEPHONES for Christmas.

moves in an up-and-down motion catching the music contact and bringing it to the diaphragm. The PATHE



Model 200
Sells for \$200



A PATHÉ Agency is an exceedingly valuable franchise. How about your territory? Is it taken care of? Better get in touch with us to-day and reap the advantage of our National advertising campaign and the benefit to be derived by you through the use of the well-known name, "PATHÉ FRÈRES," familiar to millions of people every day who attend the moving-picture shows.



Model 300
Sells for \$300

**PHONOGRAPH Co.
NEW YORK, U.S.A.**



Experience

—is the best teacher. Being the largest manufacturers of talking machine packing cases, we have come in contact with all sorts of problems concerning shipment and delivery of talking machines. Our capacity enables us to take care of the largest contracts on scheduled time, and delivery when wanted is one of our big assets.

OUR EXPERIENCE has placed us in a position to advise new as well as old manufacturers intelligently regarding both shipping costs and style of packing.

Write to-day to our General Sales Office, Montgomery Center, Vt., stating your requirements.

Atlas Cases are made of northern hardwood veneer with clear spruce cleats. Carry the weight, save freight.

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

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

NEW FACTORY AT CAMDEN, NEW JERSEY

TO INCREASE CABINET OUTPUT.

Schloss Bros. Enjoying Lively Demand for Their Cabinets and Meeting It Promptly.

One has but to visit the factory of Schloss Bros., Inc., 637 West Fifty-fifth street, New York, to realize the rapid strides this concern is making in the manufacture and sale of talking machine cabinets. Getting under way late in the spring, and delayed in many ways in the securing of raw material, Schloss Bros. have succeeded in overcoming these obstacles and reaching a point where their holiday trade could be taken care of with surprisingly little delay, even though the demands have been heavy. At the present time Schloss Bros. are looking forward to the business of the new year and are prepared to increase their output to a considerable extent, beginning with the first of January.

BUFFALO ASSOCIATION ELECTS.

(Special to The Talking Machine World.)

BUFFALO, N. Y., December 6.—At a recent meeting of the Buffalo Talking Machine Dealers' Association the following officers were elected for the coming year: W. F. Gould, president; W. L. Sprague, vice-president; W. J. Bruhl, secretary, and H. G. Towne, treasurer. The affairs of the association are progressing nicely, and a large number of new members have been added to the rolls.

A LIVE PENNSYLVANIA HOUSE

Is that of J. E. & W. H. Nace, of Hanover, Pa., Who Handle the Columbia Line in that City.

(Special to The Talking Machine World.)
HANOVER, PA., December 8.—One of the live-wire and aggressive retail concerns of this city is J. E. & W. H. Nace, 11 Carlisle street, who



J. E. & W. H. Nace's Float.

handle the graphophones and records manufactured by the Columbia Graphophone Co, New York. By the use of up-to-date and aggressive methods of merchandising and advertising this Columbia representative has succeeded in building up a profitable and steadily increasing clientele.

At a recent industrial parade held in this city J. E. & W. H. Nace used one of the most attract-

ive floats presented by any retail merchant, and the 40,000 people who witnessed the parade were enthusiastic in their praises of the float's artistic conception. The concern has been featuring the Columbia Grafonola Grand to excellent advantage, and is making a special drive on this high-grade instrument.

INCORPORATED.

The directors of the Diaphone Co., Inc., of Boston, Mass., manufacturers of talking machines, which has filed articles of incorporation, are Albert Garceau, president; Ralph N. Butterworth, treasurer, and Rogers Dow. The capital is \$5,000—fifty shares of \$100 each.

LIVELY DEMAND FOR MOTORS.

An excellent demand for talking machine motors of the smaller type is being experienced by the Hercules Talking Machine Co., 611 Broadway, New York, which is also featuring other talking machine accessories, including tone-arms, sound-boxes, etc. The company's motor is proving very satisfactory to those who have used it, and particularly so as orders for quantities are filled promptly. Under present conditions this is a very important item.

TO REMAIN IN SAN FRANCISCO.

Having accepted a position in the talking machine department of Eilers Music House at San Francisco, Cal., J. W. Reeves, formerly with this house in Spokane, Wash., will remain permanently in the city of the "Golden Gate." Mr. Reeves has been demonstrating the Edison Diamond Disc at the Eilers booth in the Palace of Liberal Arts at the exposition for the past two months.

CLEVER WINDOW DISPLAY.

The Edison diamond disc machine gets another clever advertisement at the hands of the C. C. Harvey Co. in its wareroom window in Boston, Mass. In the front of the window is a miniature Uncle Sam, who at intervals taps on the window pane, and as he does so he directs attention with his left hand to a handsome disc machine that stands at one corner. A part of the floor is laid with the Stars and Stripes, and of course Uncle Sam is garbed in the traditional colors. As a medium for calling attention to this Edison machine it certainly fulfils its purpose, for there is scarcely a single person passing who, on hearing the knock on the window pane, does not listen, stop and look; and what more is the purpose of a clever advertisement?

OPEN VICTROLA STORE.

The Webber-Ashworth Co., Cadillac, Mich., has secured a part of the McCormick-McMullen drug store, that city, and opened a Victrola store. J. G. Benjamin, formerly of Grand Rapids, Mich., has been chosen as manager of the new department.

INCORPORATED.

Leif Koren is the incorporator of the Cleveland Talking Machine Co., of Cleveland, O., with \$10,000 capital.

All the various conditions of good and ill fortune are determined by comparison. A man thinks himself rich, not by the number of dollars he possesses, but by the amount which they exceed the wealth of his neighbors. On the other hand, he counts himself poor, no matter what his wealth, if his associates command larger possessions.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

A Merry Christmas

and a

Happy New Year

to all our dealers who have so loyally supported us in 1915

Landay

BROS

The House of
Victor Service Exclusively

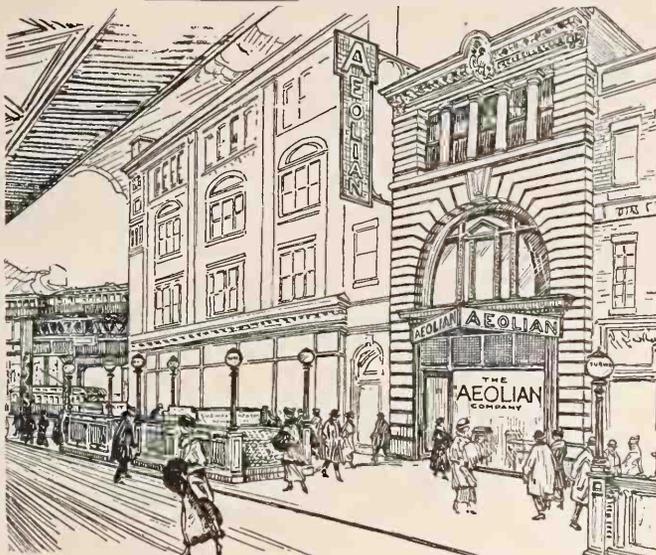
563 Fifth Avenue, New York

HEINEMAN MOTORS
"The Motor of Quality"

THE HOME OF THE AEOLIAN-VOCALION IN BROOKLYN.

The Aeolian Co., New York, formally opened its new home in Brooklyn, N. Y., on Monday of last week. The new Brooklyn Aeolian Hall is located at 11 Flatbush avenue, immediately facing the Nevins street station of the Subway and adjacent to surface and elevated car lines.

The Aeolian-Vocalion, the Aeolian Co.'s new phonograph, is prominently featured in the Brooklyn Aeolian Hall, a number of artistically decorated demonstration rooms on the first floor being devoted exclusively to the Vocalion line, with the art style presented on the second floor of the hall. On the third floor there are additional Vocalion demonstration rooms, and judging from the sales totals of the first ten days the Vocalion has intrenched itself firmly as one of the most popular musical instruments now being



New Brooklyn Aeolian Hall Near Subway and Elevated.

offered to the Brooklyn public. Informal Vocalion recitals will be held in the new Aeolian Hall, and the same careful attention will be bestowed upon them as at recitals at the New York Aeolian Hall.

JAMES I. LYONS INCORPORATED.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 11.—James I. Lyons, well-known dealer and jobber in talking machines and accessories, of 25 West Lake street, was granted a charter by the Secretary of State this week for the Lyons Phonograph Co., with a capital stock of \$50,000.

"I am not in a position to give any details at present," said Mr. Lyons, "but the purpose is to enable us to get additional capital to enlarge our business. The only line of machines of which we are jobbers is the Edison cylinder phonographs and records, and it is our purpose, when the necessary arrangements have been made, to engage in this line on a much more extensive scale than in the past. Contrary to reports, we haven't the slightest idea of engaging in the manufacture of talking machines in any way. The thing has not been contemplated for one minute. The incorporation is along lines of expansion."

TO PRESERVE THE "REBEL YELL."

(Special to The Talking Machine World.)

AUSTIN, TEX., December 11.—Preservation of the famous "Rebel Yell" for posterity by recording on phonograph records was authorized to-day at the annual convention of the Texas Division, Daughters of the Confederacy. It is proposed to have the records made by a group of Confederate veterans.

SAYS TAFT TO GERALDINE—

"Your Singing Was Splendid"—Ex-President Goes Behind the Stage Scenes.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 11.—"I have heard you on the talking machine often, so I came to hear you in reality. Your singing was splendid."

Thus did William Howard Taft congratulate Geraldine Farrar on her singing of "Cio-Cio-San" in "Madame Butterfly" last night. The ex-President was the guest of Max Pam.

The party went back of the scenes after the performance. Mr. Taft was also presented to Signora Campanini, wife of the maestro.

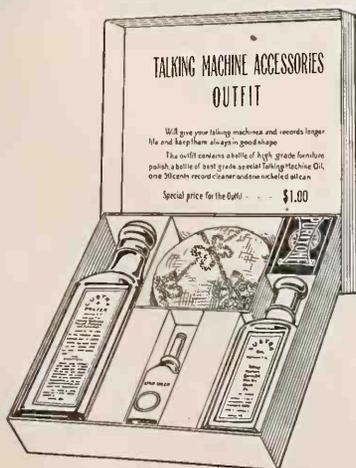
George Buscombe, president of Buscombe Bros., Vancouver, B. C., Can., distributors for Columbia products, was a visitor recently at the Columbia Co.'s executive officers. Mr. Buscombe was optimistic in discussing the business situation in his territory, which is showing a steady improvement in the face of many handicaps.

A NECESSITY FOR TALKING MACHINE OWNERS

Our Special Home Outfit Retail at \$1.00

(Contains 1 bottle of best furniture polish, a 50c. record cleaner, special machine oil for motor, oil can and 100 extra quality needles.)

LIBERAL DISCOUNT TO THE TRADE



TALKING MACHINE ACCESSORIES OUTFIT

Will give your talking machines and records longer life and keep them always in good shape

The outfit contains a bottle of high grade furniture polish, a bottle of best grade special Talking Machine Oil, one 50-cent record cleaner and one hundred all-steel needles.

Special price for the outfit - \$1.00

We also handle all talking machine accessories: Motors, turntables, tone-arms, etc.

N. Y. TALKING MACHINE OUTFIT CO.
225 Lexington Avenue, New York
Phone, Murray Hill 5106.



A TIMELY SUGGESTION

INSURE YOUR RECORD PROFITS

Victor Dealers who followed our suggestions regarding Victrola Holiday Profits are now reaping the benefit.

YOU SHOULD ACT AT ONCE

We have PREPARED for the greatest RECORD DEMAND the trade has ever experienced.

YOU will INSURE your RECORD PROFITS by ordering NOW a liberal supply of VICTOR RECORDS. Small shipments from the factory this month already indicate an increasing shortage. Within a month we PREDICT A BIG RECORD SHORTAGE.

USE OUR SPECIAL CATALOGUE

We have compiled a catalogue of 500 SELECTED VICTOR RECORDS to aid our dealers. It is "THE CHOICE OF THE VICTOR CATALOGUE." We will send a copy on request. The time to act is NOW.

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
"Exclusive Victor Distributors"



OTTO HEINEMAN PHONOGRAPH SUPPLY CO. FORMED

By Otto Heineman, Formerly Managing Director for Carl Lindström, of Berlin—New Concern Will Have Ample Manufacturing Facilities with Offices at 25 West Forty-fifth Street.

Otto Heineman has resigned as managing director of Carl Lindström, A. G., Berlin, Germany, and has also resigned as director of the Fonotipia Odeon, Favorite, Dacapo and Lyrophone record manufacturing companies. These resignations will go into effect the first of the year.

Mr. Heineman has founded the Otto Heineman Phonograph Supply Co., Inc., which has been incorporated with a capital of \$750,000 under the laws of the State of New York. This company will handle the Heineman and Lindström products, which include all kinds of supplies for the manufacture of talking machines, such as ten different styles of motors, various types of sound boxes, tone arms, etc.

In order that the company may be prepared to adequately handle its business, which from all indications will assume very large proportions in 1916, Mr. Heineman has leased the sixteenth floor of the Central Building, 25 West Forty-fifth street, New York, and will remove from his present quarters at 45 Broadway, New York, about the 20th of this month.

Mr. Heineman states that the Otto Heineman Phonograph Supply Co. will have ample manufacturing facilities, having arranged to produce its products in a large and modern factory at Elyria, O. Mr. Heineman has also leased spacious offices in Chicago at 19 West Jackson Boulevard, and has appointed a well-known talking machine man as manager of these offices. He will co-operate with the trade in the West in every possible way, and will be in a position to extend the Heineman clients excellent service.

In his new quarters at 25 West Forty-fifth street Mr. Heineman will have plenty of room for the display and presentation of the many products in the Heineman and Lindström lines. A complete stock of all talking machine supplies will be kept on hand at all times, and every convenience will be

afforded visitors to examine and test these products at their pleasure. The Central Building, being located in the heart of the uptown business district, is easily accessible to all modes of travel, and Mr. Heineman extends an invitation to all members of the piano trade to visit the offices of the Otto Heineman Phonograph Supply Co.

Although Mr. Heineman has only been actively associated with the American talking machine trade for the past year, he has won a host of friends throughout the talking machine trade, who have recognized his broad knowledge of the industry and appreciated the practical assistance which he has rendered to the new talking machine companies.

Mr. Heineman, in company with Mr. Straus, founded the house of Carl Lindström, A. G., some thirteen years ago, and in a comparatively short time placed this concern in the front ranks of the world's leading industries.

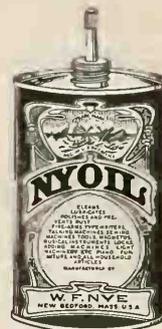
Thoroughly conversant with every development and phase of the talking machine industry, Mr. Heineman has succeeded in the short space of one year in placing the Heineman products with a great majority of the successful talking machine manufacturers. The quality of these products has, of course, been an important factor in the success of the Heineman line, but the practical co-operation which Mr. Heineman has been able to render the manufacturers in working out many of their important problems has aided considerably in the steady growth of the Heineman business.

INCORPORATED IN ELIZABETH, N. J.

The Union Talking Machine Co., 555 Elizabeth avenue, Elizabeth, N. J., has applied for a New Jersey charter to manufacture and deal in phonographs and musical instruments. The capital is \$5,000, divided into fifty shares of \$100 each.

FALL IN JOIN THE ARMY OF NYOIL DEALERS AND

YOU
WILL
SHARE



PROFITS
WITH
US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

PATHE JOBBERS IN ST. LOUIS.

Pathé Pathephone Co. of St. Louis Organized with R. H. Gordon as its Head—Will Act as Distributers for Important Territory—Incorporated with Capital Stock of \$20,000.

(Special to The Talking Machine World.)

St. Louis, Mo., December 7.—The work of the organization of the Pathé Pathephone Co. of St. Louis has been completed, and this new addition to the ranks of the Western talking machine jobbers has begun active operation from its new quarters at 810 Olive street.

The prime mover in the work of the new Pathe-



R. H. Gordon.

phone Co. is R. H. Gordon, a young man, who was formerly connected with the Pathé Pathephone Co. of Chicago. Mr. Gordon has always been much impressed with the possibilities and advantages of St. Louis as a distributing center, and so, after considerable work, succeeded in qualifying with the parent company for the much sought for appointment. In an interview with Mr. Gordon last week he said to The World: "I thought it possible from the first that great things could be accomplished from St. Louis, and now that we are established things look better every day. The city itself is an important and a rich field, and the country surrounding is equally rich. The Pathé name has been well advertised in the Mound City and contiguous territory, and from the time of our first announcement we have had numerous applications from dealers for the Pathé line. The sign of the Red Rooster has taught people in this neighborhood quality in moving picture films, and we propose that the same high regard will exist for the Pathé Pathephone."

Associated with Mr. Gordon are H. M. Brooks and T. Hamilton. The company is incorporated for \$20,000.

A Good Filing Cabinet for the Price of a Good Record



Send for descriptive circular No. 50.

"Lundstrom" Sectional Record Cabinet

This cabinet has been designed with view of meeting the demand for a *Practical, Inexpensive and Attractive* Record Cabinet for dealers in Talking Machines.

Constructed on the expansion principle, it possesses the following advantages over stationary cabinets or shelving, viz:

It Grows With Your Requirements

(You add sections as you need them.)

You Pay Only for What You Use

(No empty shelves nor overcrowding.)

Easily Adapted to Any Space

(Quickly rearranged to suit new conditions.)

Carefully Made and Beautifully Finished

in Quartered Oak or Imitation Mahogany, it will harmonize with the most costly surroundings and lend a tone of refinement to your Talking Machine Department.

Price per section with sliding fronts, **\$4.00**

Per section without sliding fronts, **3.00**

Capacity of each section, 200 Records;
100 Edison Records

Tops and Bases \$2.00 Each.

Sold direct from factory only.

Shipped on Approval, Freight Paid

to all points east of Montana, Wyoming, Colorado and New Mexico; freight equalized to points in and beyond these States. You do not help to test a doubtful experiment in the manufacture of section bookcases and filing cabinets for over fifteen years, and give you the benefit of our long experience.

The C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.
BRANCH OFFICE, FLATIRON BLDG., NEW YORK CITY

ment in placing your order with us. We have been engaged in the manufacture of section bookcases and filing cabinets for over fifteen years, and give you the benefit of our long experience.



The new prices on the majority of the Columbia Symphony records are going to give Columbia dealers a sales advantage that competitors can hardly overcome.



(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

TWO TALKING MACHINE HUSTLERS

Are Chas. R. Sammis and Chas. S. Hotaling, of the Wholesale and Retail Departments of the Gately-Haire Co., the Victor Distributors.

(Special to The Talking Machine World.)

ALBANY, N. Y., December 8.—Charles R. Sammis, a prominent man in the talking machine world, with a broad experience in the wholesale end as



C. R. Sammis.

well as a knowledge of the manufacturing end of the industry, is associated with the Gately-Haire Co., Inc., 108 State street, this city, as special representative. It will be Mr. Sammis' duty to call upon the trade both in the capacity of salesman and adviser. His knowledge of financial affairs particularly fits him for his duties, and his visits will no doubt be gladly welcomed by dealers throughout New York and New England territory.

of financial affairs particularly fits him for his duties, and his visits will no doubt be gladly welcomed by dealers throughout New York and New England territory.



C. S. Hotaling.

growing clientele of satisfied Gately-Haire customers.

Charles S. Hotaling, who is manager of the retail department of the Gately-Haire Co., is a specialist in retail talking machine merchandising. He has had wide experience in several large cities, where his efforts have realized sales achievements. With competent assistants and excellent demonstrating facilities, it enables him to care for a rapidly

The Gately-Haire Co. is to be congratulated on securing the services of men of such calibre. They, with John L. Gately, formerly district traveling manager for the Victor Talking Machine Co., Camden, N. J., as president, should prove of invaluable assistance to the trade at large and to the music lovers and music houses of not only Albany but of many other cities.

The Gately-Haire Co., Inc., may be considered one of the best equipped establishments in the East for the distribution of Victor talking machines, in view of the fact that Mr. Sammis, Mr. Hotaling and Mr. Gately have had unlimited experience in all branches of the industry and are noted for speed and aggressiveness.

COLUMBIA VS. GIMBEL BROS. ARGUED.

The suits of the American Graphophone Co. (Columbia Graphophone Co.) versus Gimbel Bros., New York, were argued last week in the United States District Court, New York, decisions being reserved in both cases. One of these actions alleged an infringement of a record patent controlled by the complainant and the other a machine patent. Gimbel Bros. were made the de-

endants owing to the fact that they were distributors of the products which are alleged to have infringed the patents in question.

TRADE HUMMING IN LOS ANGELES.

Never Before Has the Demand Been So Great in Southern California for Machines and Records as During the Present Period.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., December 6.—Christmas business has arrived, and things are humming in the talking machine line. Never before in southern California has the demand been so great for machines and records as during the month of November. A great many more people are buying the more expensive models of machines than was anticipated, which indicates that if there is a shortage, as usual at Christmas time, it will be on the larger types of machines. A great many of the local dealers have already increased their sales forces to meet the unusual early demand for machines.

The George J. Birkel Music Co., exclusive Victor dealers, has received several large shipments of machines lately and has now a complete stock, with the exception of the X and XI styles in fumed oak. A. Graham Cook, the manager, is very optimistic about the holiday prospects, and predicts a large volume of business during the next month.

Sherman & Clay, Victor wholesale dealers, have been receiving some large shipments from the Victor Co. during the last two or three weeks. However, they are unable to keep much stock on

hand on account of the large number and size of back orders. C. S. Ruggles, their local manager, says that their record stock is in better condition for Christmas trade than ever before.

The Wiley B. Allen Co., since remodeling its store, has one of the finest music houses in the Southwest. The main floor extends entirely to the show windows, thus giving a fine view of the interior from the street. All of the woodwork is finished in white, which gives an added brightness to the fixtures. The talking machine department extends nearly to the front of the store and adds five more demonstrating rooms. Mr. Lindsey, the manager, is very enthusiastic about the new department, and says it is the finest of all the Allen stores on the Coast.

The Broadway Department Store is making extensive alterations in the talking machine department preparatory to moving to the third floor after January 1. This move will give the department a great deal more room, besides being in a much more desirable location. Mr. Guyette, manager of the department, reports business as on the increase, especially in the Sonora line.

The Southern California Music Co., Thomas A. Edison wholesaler, is getting Edison disc machines and records much more quickly than heretofore, but apparently not fast enough to supply its enlarging territory. O. A. Lovejoy, manager, says the outlook is better than he expected, as he has several more large shipments due before Christmas. The retail department, under the management of William H. Richardson, is doing finely, and now has a working force of sixteen.



Weis Sectional Music-Room Furniture

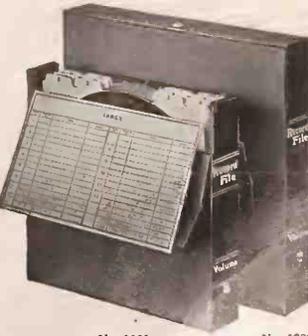
is made for Disc Records, Player-Piano Rolls and Sheet Music. Any number of either or any sections may be stacked together to provide easily accessible filing space. Music is filed, not piled.

Disc Records each have individual filing pockets with numerical index. Pocket tilts forward so record may be removed. Pocket stays out until record is returned, after playing.

Beautiful Cabinets of Quartered Oak in Golden or Fumed Finish and Genuine Mahogany. All sections look alike when doors are closed.

A HOLIDAY SELLER You Ought To Have

Weis Disc Record Files



for 10 in., 12 in. and 5½ (Little Wonder) Records.

Those shown hold 12 records, have Guide Cards and Index Sheet for easy finding and filing. Deep brown covering. Tops fasten with snap-catch.

Get Catalog "K"

of Music Room and Record Filing Specialties. Interiors for Victrolas Nos. XVI, XI and X to replace cumbersome albums. Investigate.

The Weis Manufacturing Co.
216 Union St., Monroe, Mich. New York Office 75 John St.

No. 1001 No. 1202



Retail Price, \$3.95

PLAYING THREE FULL

LITTLE WONDERS

WITH ONE WINDING

TREMENDOUS DEMAND DEVELOPS

For the Aeolian Co.'s New Phonograph, the Aeolian-Vocalion—Reasons for Success—Constructive Features Interest—Forceful National Advertising—New Vocalion Catalog.

The extraordinary measure of success which has attended the Aeolian Co.'s introduction of its new phonograph, the Aeolian-Vocalion, may be attributed to a number of reasons. As a matter of fact, the company has been so busy the past few months endeavoring to keep pace with the country-wide demand for the Vocalion that it has not even attempted to ascertain just why this instrument has met with such a favorable reception, but its dealers have voluntarily informed it of a few of the specific reasons that account for the tremendous sale of the Aeolian-Vocalion line.

The quality of this new Aeolian phonograph has, of course, been the predominating factor in the success of the Vocalion. This quality, which represents the results of years of manufacturing experience in the piano and Pianola field, has not been confined to any particular division of the phonographic art, but, on the contrary, has embraced every distinct phase of phonograph construction.

As soon as the acoustic experts of the Aeolian Co. felt satisfied that the tone of the Aeolian-Vocalion would commend itself to the favor of the most discriminating musicians the heads of the Aeolian cabinet factories were called upon to devote their undivided efforts to producing a line of cabinet designs which would reflect credit upon the international prestige of the Aeolian Co. The artistic conception of the piano and Pianola designs in the Aeolian line served as models for the new Vocalion cabinets, and the beauty and success of the Vocalion cabinets is attested by the numerous letters of praise which have been received from all parts of the country relative to the distinctive character of the Vocalion line of designs.

The angle from which the Aeolian Co. has worked in its development of the phonograph field is well worth mention. It has consistently set forth that the Aeolian-Vocalion is a musical instrument of the very highest type, and as such may be presented to the most critical musicians and music lovers as embodying every desired requisite to please and thoroughly satisfy their musical tastes.

One of the most important features of the Aeolian-Vocalion campaign is without doubt the personal element which it has introduced in the nature of the Graduola. This device, which has been fully explained in previous issues of The World, forms one of the most valuable talking points that the phonograph dealer has been offered in quite some time. The personal and individual control over the Vocalion which the Graduola affords has been used by Vocalion dealers as the closing argument of many an important sale, and very seldom has it failed of its purpose.

The Aeolian Co.'s national advertising of the Aeolian-Vocalion has been of immeasurable assistance to the company's dealers in developing an extensive and profitable Vocalion clientele in their respective territories. This advertising is only one division of a far-reaching chain of dealer co-operation which is now being perfected. This campaign includes trade helps of a practical, serviceable nature which Vocalion dealers can use to excellent advantage.

A new Vocalion catalog just off the press affords an impressive example of the high quality of the literature being introduced by the Aeolian Co. on behalf of its Aeolian-Vocalion line. This catalog from cover to cover is typical of Aeolian prestige and excellence, and this policy of presenting the Vocalion along lines which will interest the very best classes of trade will be rigidly adhered to at all times. A feature of the new catalog is the appearance of a new style Vocalion designated as Style "G," which, judging from its attractive appearance, will be one of the most popular models in the Vocalion line.

RULE ON DEFERRED PAYMENTS.

Subject Being Considered by The Talking Machine Dealers of Minneapolis and St. Paul—Management Changes—Pathé Opens Headquarters for Northwest—Splendid Victrola Publicity in Daily Papers—News of Month.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., December 8.—Minneapolis talking machine dealers are seeking to reach an agreement with their contemporaries in St. Paul for a Twin City rule on deferred payments. The Minneapolis association desires a rule for a straight interest charge of six per cent., and are hopeful that its proposition will be adopted in St. Paul.

Twin City dealers are more than ordinarily interested in the changes in the Columbia management. Robert Souders, formerly manager for the Columbia Co. in Dallas, Tex., is district manager at Minneapolis, succeeding Jay Wheeler, who has been with the company twenty-two years, the greater part of the time its representative in Minneapolis and the Northwest. District Manager Fuhri was in the Twin Cities affecting the change. The Emporium, one of the largest department stores in the Twin Cities, announces a talking machine department for the holidays. It will handle the entire Columbia line and is understood to be preparing to make a splurge.

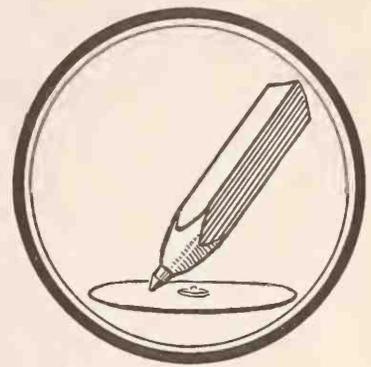
The Pathé Phonograph Co. has opened headquarters in the Northwest with a retail store on Nicollet avenue, the big retail street of Minneapolis. George M. Nye, son of Mayor Wallace G. Nye, and for three years the latter's secretary, is a member of the concern.

Beckwith-O'Neill, jobbers in Victrola goods, are hard pressed to care for their orders. Of late they have been unable to fill more than one-fourth of the orders and have been compelled to refuse all new accounts as well as pleas for help as far East as Buffalo and as far West as the Coast.

The Victrola advertising of late has been the talk of the towns. The company has taken full-page ads in the daily papers, and local dealers—notably the Golden Rule in St. Paul, and Powers in Minneapolis—have supplemented these with full-page ads of their own. Foster & Waldo also have been advertising extensively, their billboard campaign being particularly noticeable.

The Gloria Opera Co., theatrical, music hall, talking machines, has been incorporated with capital stock of \$20,000, under the laws of New York, by A. Pelterson, F. P. Pratt and C. Woess.

The Triton Phonograph Co., Boston, Mass., has been incorporated with a capital stock of \$25,000.



Retails
for \$1⁰⁰

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

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

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

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

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

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

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

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

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE

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

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

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

THE TRADE IN NEW YORK CITY AND VICINITY

The use of superlatives has been so general the past year in describing the activities of the local talking machine trade that it almost seems a matter of course to record that the most recent month was a record breaker and far ahead of any other month of the year. With the splendid start which the dealers had made in their summer and early fall business, it was freely predicted that November would be the best month to date in 1915, and this prediction was correct. November was an excellent month from every standpoint but one, and that was the shortage of machines and records.

The shortage of stock has reached an acute stage at the present time, and some of the dealers in New York and the near-by territory are conducting their business with only one machine of a style in stock, and that has been sold several times over. The retailers are promising their customers that deliveries will surely be made before Christmas, and these promises have resulted in a bombardment of the jobbers' stock fortifications both in machines and records.

Remarkable Local Advertising.

The most noteworthy feature of local trade the past month, aside from the stock situation, has been the phenomenally large amount of newspaper advertising used by all divisions of the talking machine industry. It is safe to say that during the period of November 10 to December 10 there appeared in the local press more advertising than during any similar period in the history of the local talking machine industry. The leading manufacturers have inaugurated general campaigns intended to educate the public to the true musical prestige of the talking machine. The retailers have realized the advantages of being associated with these campaigns and are using individual advertisements of considerable size to emphasize their particular ability to cater to the holiday trade. Service is the keynote of this advertising, and a goodly percentage of the copy used is calculated to produce both direct and indirect results.

Efficiency Department's Activities.

The New York Talking Machine Co.'s efficiency department, which is under the personal management of Sales Manager Moody, has been accomplishing some noteworthy results the past few weeks, and the co-operation which this Victor distributor is rendering its dealers is well worth mentioning. Two recent plans evolved by this department will give a fair idea of its scope and activities. The company found, through investigation, that the average Victor dealer in a small town is not in a position to have circular letters printed in a true imitation of typewriting turned out in his own town, owing to a lack of adequate facilities. The efficiency department accordingly informed the dealers that if they would send it their letter-heads it would prepare a suitable letter and run the circulars in as low quantities as 100 copies for the dealer and send them back to him for mailing. These 100 circulars cost the dealer only 50 cents, while the actual cost of composition in the letter is more than \$2. The company is enabled to make the dealer this price owing to the fact that it can keep the form of the letter standing and only make slight changes for the dealers' names, thereby getting them at a very low rate.

Another unique plan introduced by this efficiency department was the formation of a series of sales slips which will enable the talking machine department to keep an accurate record of the record purchases of every individual customer. Three slips are included in this system, which are colored white, yellow and card stock. The white one is given to the customer after the sale, the yellow one to the bookkeeping department, and the card stock is the property of the talking machine department. This latter card, when filed in back of the customer's name, will enable the manager of the talking machine business to know at a glance just what amount or class of records a customer is buying, his likes and dislikes, and, in short, furnishes an

invaluable record of every sale. This information can be used to develop record business along the most desirable channels. These sets are furnished the dealers at \$3.50 a thousand sets.

November a Record-Breaker.

"November was the best month in the history of this business," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "The sales totals were far in advance of last December's business and broke all previous records, notwithstanding the great shortage of stock. A feature of our November business was the steady demand for our new electric machines, which were only introduced a short while ago. These machines are proving very popular with our dealers, and as the electric motor is absolutely reliable and, in common with other Columbia products, fully guaranteed, our representatives have been able to institute aggressive campaigns to push their electric machine line. The new price of the Columbia 'Grafonola Grand,' \$350, is proving quite a magnet for increased sales, and we expect a heavy demand for this instrument in 1916. Collections have been remarkably good, and the dealers are moving their goods in the right direction. Terms seem to be better than ever before, and the situation as a whole is very gratifying."

New Pathé Shop Closes Excellent Business.

Referring to the first month's business of the new Pathé Shop, 487 Fifth avenue, handling the products of the Pathé Frères Phonograph Co. exclusively, L. S. McCormick, manager of the store, said: "The past month's sales have been exceptionally satisfactory, being far ahead of expectations. Pathephone and Pathé disc business both shared in this trade, and many out-of-town people have been numbered among our patrons. The call for machines at first favored the \$100 Pathephones, but has gradually changed until to-day the greater proportion of trade is with the \$200 Pathephones. All classes of records are in demand, with the trade favoring the operatic selections. In order to keep pace with our record trade we have been obliged to frequently use our recital hall for demonstration purposes." Recent additions to the Pathé Shop sales staff include William Thornton and H. Luckes.

Predicts a Tremendous Record Shortage.

"Our sales for November showed an increase," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, "but nothing like it would have been if machines had been received from the factory as anticipated. Of course, our business must be regulated by our shipments from the factory, and just now it is only a matter of how much goods we are receiving in order to ascertain our sales figures. Our record stock has been in excellent condition and we have been filling from 95 to 100 per cent. of our record orders. In some of the very late selections, however, a shortage is inevitable, and it looks to me as though many dealers are relying too much on the fact that they are getting excellent record service, and that without doubt within a few days the enormous demand will completely change the record situation. We believe we are fortified to every reasonable extent, but predict that the record advance business starting now and for the next three or four months will surpass anything in the past. It therefore behooves every Victor dealer to look well into his record stock and not be misled by conditions of the past few months." The Blackman Talking Machine Co. has inaugurated a number of improvements in its warerooms, offices and shipping floors the past few weeks, one of which included the installation of an indirect lighting system, which makes the working conditions ideal in every section of the three double floors.

Inaugurates Local Advertising Campaign.

The Columbia Graphophone Co. launched the early part of November a local advertising campaign of far-reaching proportions. Large-sized

space is being used in all the leading newspapers, and recent copy has contained the names of many of the dealers in local territory. The length of this list furnishes a significant indication of the remarkable growth in popularity of the Columbia line in New York City and the adjacent suburbs. In every section of Greater New York prospects can find a Columbia dealer near at hand and equipped to serve them thoroughly and promptly. The advertising copy used by the company is essentially educational, "tone" being the prime factor in quite a number of the advertisements. The copy is producing excellent results for the dealers, who are enthusiastic regarding the benefits they are deriving from the campaign.

Wholesale Trade Exceptionally Good.

The Edison Shop, 473 Fifth avenue, New York, which is owned by the Phonograph Corp. of Manhattan, has regained its normal appearance after a period of renovation and redecoration. The new lay-out of the building provides for double the number of record rooms previously available, as both the second and fourth floors are now being devoted to record purposes. A complete stock of Edison cylinder records is kept at hand in addition to the complete Edison diamond disc stock. The third floor is given over to Edison diamond disc phonograph display and demonstration purposes, while the general offices of the company are located on the fifth floor. Every foot of floor space is now occupied to advantage. Referring to general conditions, George L. Babson, general manager of the company, said: "Business was very good in November in both our wholesale and retail departments. Wholesale trade in particular was splendid, and a feature of our business was the opening of several very desirable accounts. One of these stores will be opened in the very near future at 160th street and Broadway, and will be one of the finest talking machine establishments in New York. Shipments from the factory are very satisfactory, and our stock is pretty well rounded out to serve our dealers for the holidays."

Install New Demonstrating Rooms.

Jacob Doll & Sons, 116 West Forty-second street, New York, have several plans under way whereby their Pathé department will receive excellent representation. Artistic demonstration booths have been ordered, and a complete stock of Pathephones and Pathé discs will be kept on hand at all times. Frank Hamilton Jones, the recently appointed general manager of the Jacob Doll & Sons retail stores, is a keen admirer of the Pathé products and expects to launch an aggressive sales campaign on behalf of these machines and records during 1916.

RECITALS INTEREST PUBLIC.

Owens & Beers Arrange for Saturday Recitals in Which Prominent Artists Will Appear.

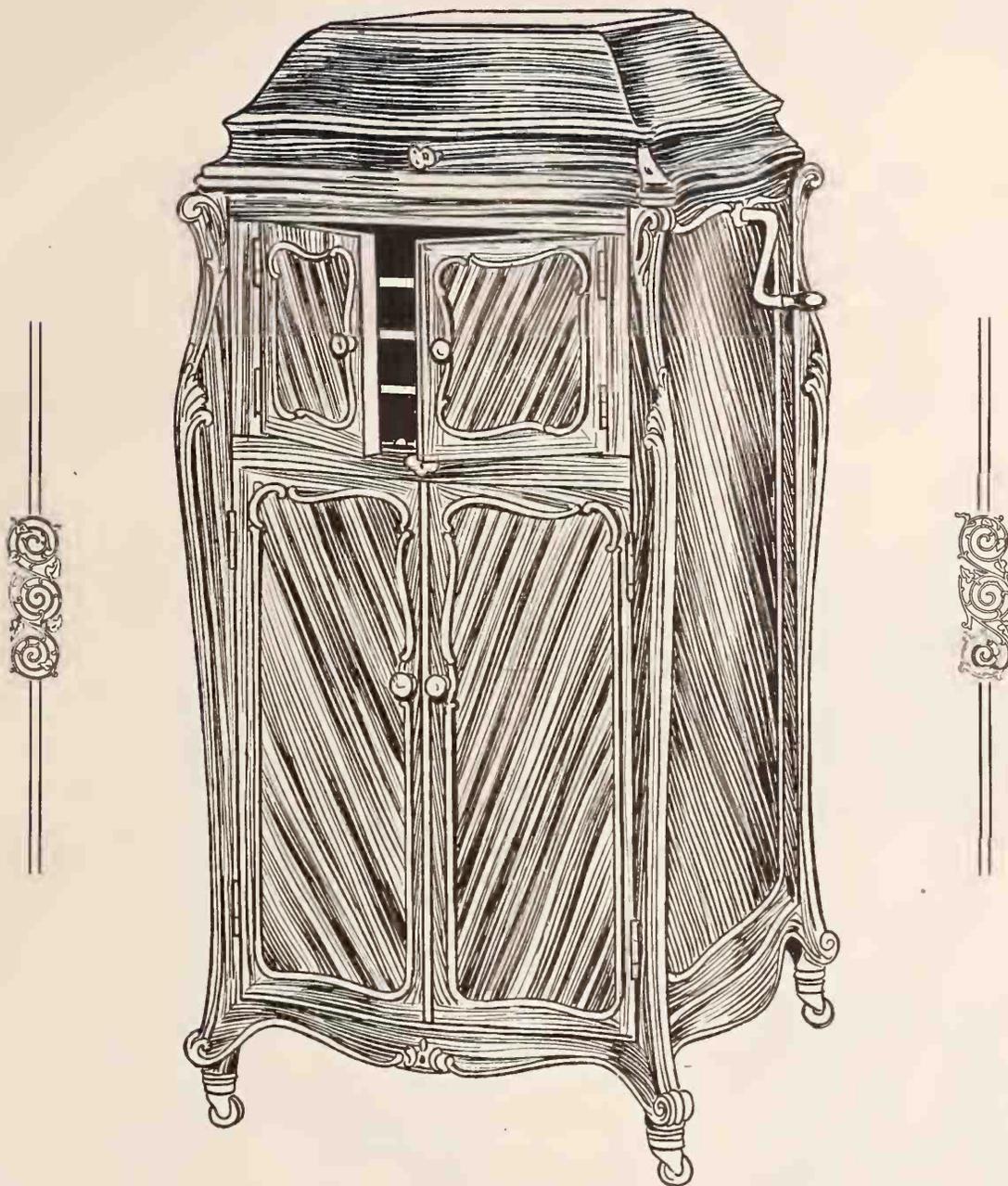
Owens & Beers, Victor dealers at 81 Chambers street, New York, are evidencing their progressiveness by giving a series of informal concerts in a handsome recital hall, which they have tastefully decorated. The first one of these concerts was held the last of November, and it is planned to give them daily until Christmas and probably later.

Admission to the concerts is free, and a feature of this series of recitals will be the appearance of prominent Victor artists, who will render several solo selections and also sing in conjunction with their Victor records. Among the artists presented at these recitals were Miss Mabel Struck, a coloratura soprano of prominence, and John J. Kimmel, the famous accordion player. The recitals to date have been successful, capacity audiences being the rule.

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.

The "Eighteen"

Is the Finest Victrola



Do you realize that "SIXTEENS" are unobtainable?

We Anticipated That Shortage

We have hundreds of "Eighteen" in stock

PUSH THE "EIGHTEEN"

NEW YORK TALKING MACHINE CO.

119 West 40th Street

New York City



For every argument that might occur to you as to the wisdom of not carrying Columbia Grafonolas and records along with competitive product, we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bank book.



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

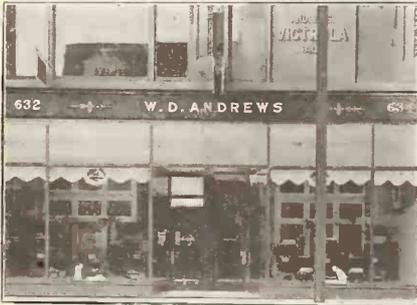
Columbia Graphophone Company
Woolworth Building, New York

OPENING OF ANDREWS' NEW STORE.

Formal Opening of Rearranged Buffalo House Attracts Many—Handling Talking Machines Exclusively—Carrying Big Stock of Goods.

(Special to The Talking Machine World.)

BUFFALO, N. Y., December 8.—Another epoch in the city of Buffalo was the formal opening to the public of the new store of W. D. Andrews, 632 Main street. It will be remembered that recently Mr. Andrews discontinued the sporting goods department, and he is now utilizing that space for the exploitation of the Victor. Not only is this spa-



Exterior of W. D. Andrews' Warerooms.

rious store for the benefit of the music patrons of Buffalo, but it is also used for the convenience of dealers in and about this territory who are desirous of selecting their machines and records under the most auspicious circumstances.

C. N. Andrews, head of this store, states that



Interior View of Warerooms.

200,000 records are constantly carried in stock, thus offering a selection that is comprehensive in scope and large enough to make prompt shipments, either retail or wholesale. There are a number of large booths now installed, and by glancing at the accompanying photographs one sees just how beautiful the store interior now is. It is needless to add that the decorative scheme of the store is of pleasing tints and shades.

TALKING MACHINE EXPORTS.

Talking machines to the number of 2,110, valued at \$61,924, were exported for September, 1915, as compared with 1,743 talking machines, valued at \$40,311, sent abroad in the same month of 1914. The total exports of records and supplies for September were valued at \$78,216, as compared with \$63,419 in September, 1914. For the nine months 19,339 talking machines were exported, valued at \$556,671, and records and supplies valued at \$574,505 were sent abroad for that period.

VICTOR CO.'S PUBLICITY CAMPAIGN.

Carrying Full Pages in Leading Newspapers Which Are Strikingly Conceived for the Purpose of Stimulating Interest in the Victor Talking Machine, Thus Helping the Dealer.

The Victor Talking Machine Co. inaugurated some weeks ago a mammoth newspaper campaign in local territory which is certain to boom business for Victor dealers for the holiday season. This campaign is similar to the one launched by the Victor Co. about this time last year, which produced remarkable results for Victor representatives and brought many hundreds of letters to the Victor Co., thanking it for the co-operation extended its dealers.

Full pages are being used by the company in all of the leading newspapers, and to date every one of these advertisements has been splendidly conceived and executed. Prestige and quality form the keynote of these advertisements, and the campaign has won favorable comment from the leading members of the advertising and mercantile fraternities. Victor dealers are taking advantage of the efforts and money which the Victor Co. is expending on their behalf by using good-sized space in the newspapers, advertising their individual establishments as the home of Victrolas and Victor records.

A recent advertisement in this campaign, headed "Victor Supremacy," is especially worthy of mention. The page was divided into four rows of photographs, entitled "The world's famous singers," showing portraits of Caruso, Melba, Farrar, Tet-

razzini, Schumann-Heink, Gluck and McCormack; "the world's famous instrumentalists," with pictures of Kreisler, Paderewski, Elman, Kubelik, Zimbalist, Powell and De Pachmann; "the world's famous bands and orchestras," showing Herbert, Sousa, Pryor, Vessella, Conway, Santelmann and Kryl; and "the world's famous comedians," with photographs of Lauder, Hopper, MacDonald, Janis, Montgomery, Stone and Bayes. Every artist named records for the Victor Co.

The last paragraph of the advertisement emphasizes the fact that the Victrola reproduced the actual tones of every one of the famous artists mentioned, and is "the genius, the power, the beauty of every voice and every instrument."

INCORPORATED.

The Majestic Phonograph Co., New York, has been incorporated, with capital stock of \$6,000, for the purpose of engaging in printing, photography, lithographing, book selling, the sale of phonographs, etc. The incorporators are C. W. Mitchell, T. C. Vatterson, Jr., and R. T. Russell.

W. A. CONDON'S PLANS.

W. A. Condon, well known in talking machine circles, who has been associated with the Pathe-scope Co. of America, New York, for the past two years, resigned from that position the first of the month. Mr. Condon has a number of important propositions in the talking machine field under consideration and expects to announce his plans for the future in a few weeks.

Like another extensively advertised product, our

Truetone
TRADE MARK

Made in
U. S. A.

Disc Record NEEDLES

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

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS
WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET

NEW YORK

POPULARITY OF UNICO BOOTHS.

Leading Houses Throughout the Country Have Installed These Booths Made by the Unit Construction Co. and Are Enthusiastic in Their Praise of Their Attractiveness.

Among the recent installations of Unico booths, manufactured by the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, are the following: Frank E. Galway & Son, Inc., Syracuse, N. Y.; Rex Talking Machine Co., Rochester, N. Y.; D. Buchanan & Son, Inc., Norfolk, Va.; A. B. Weiler & Co., Greenwood, Miss.; North American Mercantile Co., New York City; Spear & Co., Pittsburgh, Pa.; Ideal Music Co., New York City; Boggess Music Co., Fremont, Neb.; Thurman & Boone, Roanoke, Va.; Leopold Lewis, New York City; Martin & Adams, Wichita, Kans.; Jacob Doll & Sons, New York City; James R. De Nyse, Brooklyn, N. Y.; H. H. Sturtevant Co., Zanesville, O.; C. J. Schmidt Piano Co., Tiffin, O.; West End Grafonola Co., Bridgeport, Conn.; Dunkerley & Co., Passaic, N. J.; Blake & Burkhart, Philadelphia, Pa.; Fulton, Driggs & Smith Co., Waterbury, Conn.; The Hub Co., Baltimore, Md.; Robelen Piano Co., Wilmington, Del.; Diamond Disc Phonograph Co., Cleveland, O.; Buehn Phonograph Co., Pittsburgh, Pa.; Famous & Barr Co., St. Louis, Mo.; Elbel Bros., South Bend, Ind.; the C. E. Walker Co., Holyoke, Mass.; Harmony Music Shop, Cleveland, O.; Hermann Bros. Co., Calumet, Mich.; Webber-Ashworth Co., Cadillac, Mich.; Lightner & Lewis, Buenos Aires, Argentina; Gimbel Bros., Philadelphia, Pa.; Goetz & Co., Brooklyn, N. Y.; Owl Drug Store, Mt. Clemens, Mich.; Brown Talking Machine Co., Philadelphia, Pa.; Hanford & Horton, Middletown, N. Y.; Pearson Piano Co., Indianapolis, Ind.; Rorabaugh-Wiley Dry Goods Co., Hutchinson, Kan.; Ferguson-Lilienfeld-Lightfoot Corp., Norfolk, Va.; the Donovan Co., Lancaster, Pa.; C. Ludwig Baumann Co., Brooklyn, N. Y.; Lit Bros., Philadelphia, Pa.; Ludwig Piano Co., Philadelphia, Pa.; Fulton Bowman & Son, Allentown, Pa.; William D. Triplett, Ironwood, Mich.; the Dodge Co., Akron, O.; Petoskey House Furnishing Co., Petoskey, Mich.; Frederick Piano Co., Pittsburgh, Pa.; F. C. Wampler, McKeesport, Pa.; Lyon & Healy, Chicago, Ill.; C. J. Heppe & Son, Philadelphia, Pa.; Halle Bros., Cleveland, O.; M. H. Pickering Co., Pittsburgh, Pa.; Bauer Bros., Zanesville, O.; Spear & Co., Pittsburgh, Pa.; Johann Schick, New York City; Stranburg's Music House, Jamestown, N. Y.; James Donnelly, South Norwalk, Conn.; A. Hospe Co., Omaha, Neb.; S. Kjeldsen, Brooklyn, N. Y.; Fred W. Peabody, Haverhill, Mass.; John V. Roberts, Iola, Kan.; G. A. Rutherford Co., Cleveland, O.; Premier Talking Machine Co., Pittsburgh, Pa.; C. A. Hansen & Bro., Brooklyn, N. Y.; E. Winters' Sons, Kingston, N. Y.; George P. Bent Co., Chicago, Ill.; H. D. Munson's Sons Music Co., Zanesville, O.; Fred Leithold Piano Co., La Crosse, Wis.; Bloomingdale, Bros., New York City; Crescent Talking Machine Co., New York City; C. E. Wheelock Co., Peoria, Ill.; Vitaphone Sales Co., Plainfield, N. J.; J. Herman Estate, Calumet, Mich.; Louis Bertschey, Wheeling, W. Va.; Music Supply Co., Toronto, Canada; Lauter Piano Co., Paterson, N. J.; William Taylor, Son & Co., Cleveland, O.; A. Hospe Co., Omaha, Neb.; Lauter Piano Co., Newark, N. J.; the Jones Store Co., Kansas City, Mo.; C. Bruno & Son, Inc., New York City; James Mather Music Co., New York City; Rudolph Wurlitzer Co., New York City; Edmund Gram, Milwaukee, Wis.; Albert Lindo, Panama City, Canal Zone; W. A. Myers Sporting Goods House, Williamsport, Pa.; G. A. Barlow's Son Co., Trenton, N. J.

Rayburn Clark Smith, president of the company, in October made a quota for November business which he thought was reasonable, based upon his years of experience in the installation of talking machine booths. When the figures were added up the first part of December he found that the volume of business done was four times the amount of business that was allotted. This will

give an idea of the vast amount of business being transacted by the Unico Co. and how the dealers regard the value of having proper warerooms for the conduct of their business.

NEW ISSUE OF "MUSIC MONEY."

Reappearance of This Volume in New Dress Should Make a Strong Appeal to Merchants—Full of Valuable Data for the Trade.

"Music Money," issued a few years ago by the advertising department of the Columbia Graphophone Co. for use by all retail dealers, and particularly piano merchants, has made its reappearance in a new dress and makeup as the second edition of this remarkably popular book. The text of the new edition conforms on the whole to the first edition, a few changes and additions being made in order to make the new book up to date.

In size the new edition of "Music Money" is considerably larger than the first volume, an artistic colored illustration being used on the front cover with most pleasing results. The inside cover shows a group picture of the home of Columbia manufacturing activities, with the vast plant at

Bridgeport, Conn., in the center and some of the other plants surrounding it. Attention is called to the fact that the main Columbia factories are at Bridgeport, Conn., and other plants are located at Brooklyn, N. Y.; Detroit, Mich.; Wabash, Ind.; New Albany, Ind.; Salem, Ind.; Pulaski, N. Y.; Chicago, Ill.; Lowell, Mass.; New York, N. Y.; Bridgeport, Conn.; Toronto, Ont., and London, Eng. The text of "Music Money" is well worth perusal, as it embodies a discussion of important problems which the average merchant must consider when weighing the pros and cons of the talking-machine situation. The various articles are pithy and to the point, the information presented being in such form as to permit of rapid assimilation. Every phase of the talking-machine business is discussed in "Music Money," the whys and wherefores of Columbia methods and policies being adequately set forth.

L. D. Frye, prominent in musical circles in Dayton, O., has taken charge of the sales department of the Soward Piano Co., 40 North Main street, that city. He will give special attention to the Victrola department.



Removal Announcement

Unprecedented Demand

for the

Wonder Talking Machine

\$5.00 to \$20.00

resulting from hosts of satisfied purchasers has forced us to engage five times the space we started with five months ago.

Our New Address is

113 to 119 Fourth Ave., New York

AT 12th STREET



WE extend Greetings of the Season and best wishes to our customers and friends and thank them for their share in our exceptional and rapid growth.

Write for descriptive folder, advertising material, samples and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

113-119 FOURTH AVE.

NEW YORK

Telephones, Stuyvesant: 1666-1667-1668

THE VICTOR TALKING MACHINE CO.'S NEW POWER PLANT.

New Auxiliary Station Will Develop Six Thousand Horse Power and Pump Ten Million Gallons of Water in Twenty-four Hours—One of the Greatest Plants of Its Kind.

The river power house of the Victor Talking Machine Co., now being erected on the Delaware River front, at the foot of Cooper street, Camden, N. J., will be, when completed, a substantial structure of brick and reinforced concrete with steel frame, approximately 187 feet long on the Cooper street side, 100 feet wide, with a 34x52 foot ell at the southeast corner.

The building will have two working floors the

generating capacity, bringing the total ultimate capacity of the plant up to 10,000 kilowatts.

The completed plant contemplates two radial brick stacks, each 176 feet 6 inches high, 8 feet in diameter at the top, the one now erected being sufficient for present needs.

A 10,000,000 gallon per 24 hour triple expansion pumping engine will be located in a specially constructed pump pit, drawing water from the bed

COLUMBIA CO.'S XMAS ADVERTISING.

Some Excellent Material Sent Out for the Aid of the Retail Dealer—A Clever Booklet "A Christmas Secret" Included, as Are Illustrated Window Hangers and Car and Counter Cards.

The Columbia Graphophone Co. has just issued an array of Christmas advertising matter which cannot fail to prove of material assistance to Columbia dealers throughout the country in profitably developing their Christmas trade. For several years past the Columbia Co.'s advertising department has devoted much time and attention to the preparation of artistic, sales productive Christmas literature, but this year's publicity matter is far beyond anything it has ever issued.

The most important feature of this advertising material is a decidedly original and unique booklet, entitled "A Christmas Secret—Don't Tell," which is filled with timely, interest compelling thoughts in the form of utterances of a youngster who has a "secret" to tell regarding the arrival of a certain Christmas present. His cryptic remarks in connection with the many forms of entertainment which the Columbia Grafonola will produce are illustrated by a series of drawings pertinent to the individual thoughts.

When the youngster is finally ready to reveal his "secret" a double-page illustration in colors presents a Christmas tree with a Columbia Grafonola as the center of attraction. As the "secret" is carefully guarded till the final revelation, the series of drawings are certain to be of unusual interest to the younger members of the household. This booklet furnishes an ideal medium for use as a special enclosure to a "live" mailing list, as a list of suitable Christmas records follows the story, which should interest buyers. Other publicity helps included in this Christmas material are a special hanger in two colors, featuring Christmas music, the illustration used being exceptionally striking and attractive; a timely car card and two handsomely designed window and counter cards.

At the opening of the new quarters of the Dayton, O., branch of the Aeolian Co. an eighty-eight-note music roll or a Columbia double-disc record was presented to every owner of a player-piano or talking machine who visited the store as a souvenir.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!



Building the Trestle Work for New Coal Conveyor to New Power Plant.

first slightly above grade and the other 16 feet above the first. The latter will be the main operating floor, and on it will be placed the boilers, stokers, turbo-generators, exciters and switchboard. The lower floor will be devoted to auxiliary equipment, such as condensers, pumps, blowers, ash-handling apparatus, etc.

The ultimate capacity of the boiler plant will be 6,000 boiler horsepower, 2,000 horsepower of which will be installed immediately; the boilers being of water-tube type, 500 horsepower each. Two of the four boilers now to be installed will be equipped with automatic stokers, and the remaining two with refuse destructors for the burning of factory waste; all the furnaces being particularly designed for the elimination of smoke and dust.

The main generating equipment now contracted for will consist of two 1,250 kilowatt turbo-generators with exciters for the generation of alternating current at 2,300 volts. Space will be provided for future installations of 7,500 kilowatts additional

of the Delaware River by a unique scheme, and distributing it under pressure to the various buildings.

A complete coal handling and storage plant will be installed in connection with the power house, incorporating a locomotive crane for unloading and reloading coal crushers, trestle, weigh car, conveying apparatus and boiler room coal bunker.

This plant when completed will be a typical modern power house, up-to-date in every detail and equipped for the most economical and cleanly generation of power possible under modern engineering practice.

The Coombs & Clouse music store, Chariton, Ia., has been entirely remodeled, new show windows installed and a series of sound-proof rooms provided for the Victrola department.

Hooper Sons, who conduct a housefurnishing store in Portland, Me., have secured the agency for the Columbia graphophones in that city.

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

Distributing Agents

PROVIDENCE

RHODE ISLAND

FOR BEST TONE QUALITY

USE

CRESCENT

RED LOUD TONE
WHITE MEDIUM TONE
BLUE SOFT TONE

NEEDLES

5c. THE PACKAGE OF 100
USE NEEDLES ONCE ONLY

Special Prices to All Our Dealers



Acme Die Casting Corporation

BUSH TERMINAL 15, 35th ST. AND 3rd AVE.
BROOKLYN, N. Y.

In the manufacture of sound boxes, tone arms, el-bows 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.



HIGH GRADE MACHINES IN DEMAND IN BALTIMORE.

Trade Assuming Enormous Proportions This Winter With Tendency Toward the Better-Known High-Priced Products—Shortage in Machines Causes Much Concern—Talking Machine Men Postpone Meeting—The Vocalion Enters the Vocal Field—Other News.

(Special to The Talking Machine World.)

BALTIMORE, Md., December 6.—In the midst of a whirl of holiday business by the talking machine dealers of Baltimore there entered the field a newcomer to take its place in the fight for recognition alongside of the Victor, Columbia, Edison and Pathé lines. The newcomer is the Aeolian-Vocalion, and this instrument is destined to make its mark in the field, according to the Sanders & Stayman Co., which is handling it.

The usual shortage of machines at the holiday season is at hand, and everywhere there is the same cry of "more machines." The distributors are raising the biggest howl, for they are being beset on all sides by the retailers in the demand for machines. Despite the fact that many dealers sought to get a big reserve stock on hand with the view of preventing their becoming short when the rush came, they all find they have failed to provide a sufficient number of machines to handle the business.

One of the most pleasing features of the local business is the general demand for high-grade machines in all lines. Heretofore the demand has been in the most part for \$100 and less, but this year the \$100 grade and the better class seem to be the leaders. This class of goods is being pushed by most of the high-grade houses, but the furniture houses that do a big instalment business are making a special run in most instances on the \$15 machines.

Many dealers, realizing the shortage in machines is going to have an effect on their gross profits, are now pushing the sale of records, with the result that already, despite the large amount of records the local distributors have on hand, there is a noticeable shortage in many of the recent issues which have been widely advertised.

Owing to the big December rush there will be no meeting of the Baltimore Talking Machine Dealers' Association this month, and the next gathering will be in January, when another attempt will be made by the leaders to bring about the adoption of a term schedule by which machines are to be sold. The last meeting of the association adopted resolutions favoring the passage of the Stevens Bill before Congress, and has petitioned its representatives in both Houses of Congress to vote for it.

William B. Turlington, manager of the Sanders & Stayman Co., is very much elated over the way the Aeolian-Vocalion is taking with the Baltimore public. Although the company has had the instrument less than a week, the store has been visited by thousands of persons interested, and they have been much pleased with the demonstrations which have been conducted. All who see the instrument are at once struck with the handsome case. As the workings are explained and they hear the Vocalion they are even more pleased. Some good sales of Vocalions have been made the past week, and it looks as though a big Christmas business will be done in the instruments.

"We've had a wonderful month's business," was the comment of A. J. Heath, manager of the local Columbia headquarters, "and the business would have been ten times greater if we would have been able to get sufficient machines to supply the demand. We have also had a tremendous sale of records, which is very pleasing." Columbia electric machines are going well, and there seems to be an awakening for this class of instruments.

The National Electric Week aided in stimulating the trade with this class of instruments.

D. W. Causey, the Columbia manager at Norfolk, Va., was a visitor to local headquarters during the week.

Jesse Rosenstein, for the National Piano Co., the Pathé distributors, reports a wonderful business for the month in Pathephones and records. "If we could only have had as many machines," said Mr. Rosenstein, "as we could have used we would have done many times as much business."

The following Pathé dealers have just been announced by the National Co.: Morris Garrett Fugua Co., Bristol, Tenn.; New River Co., McDonald, W. Va.; Hub Furniture Co., Washington, D. C.; A. W. Steer & Bro., Baltimore, and O'Neill & Co., one of Baltimore's most exclusive women's department stores.

I. Son Cohen, for Cohen & Hughes, Victor distributors, reports a great Victor business, which would have been phenomenal had they been able to get a sufficient number of machines. Of one style for which the firm has more than 1,500 orders, they are only able to receive shipments of lots of twenty-five at a time. Very attractive windows at both the Howard street headquarters and the Baltimore street store of the firm aided in the sale of records.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributor, is doing a remarkable business in both the wholesale and retail lines.

Henry Eisenbrandt, head of the Victrola department of H. R. Eisenbrandt Sons, Inc., feels that when the final Christmas rush comes there will be a decided shortage of machines.

Joseph Fink, for the Kranz-Fink Talking Ma-

chine Co., reports a 40 per cent. increase in Victor and Columbia business over last November.

Miss Alice Kirby, of the sales staff, is making a fine record selling records, and one of the members of the firm said that she has shown the ability of being able to sell every one of her customers more records than they originally decided to purchase.

Milton Boueher, manager of the Victrola department of William Knabe & Co., is making preparations to handle a very large Christmas business. The firm has just put in an excellent Christmas window, with old Santa Claus as the main feature. The window is attracting much attention.

Charles E. Stran, manager of the Victrola department of Stewart & Co., foresaw a big Christmas trade, and as a result he has his stockroom filled to overflowing. It was stated that during November the total amount of business done was almost double that of the same month a year ago. Mr. Stran reports big sales of \$100 and \$150 machines and says he has a good stock of both these. He is a little short on the \$75 ones, however. This he is overcoming to a great extent by offering the \$50 machine with a Udell cabinet, which is taking remarkably well. He has purchased an entire ear-load of the cabinets.

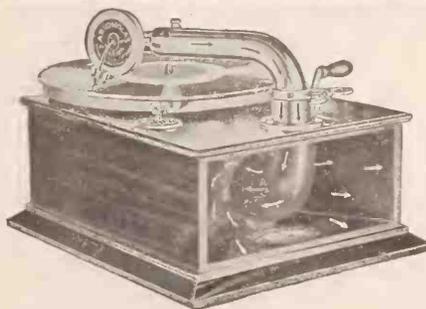
Miss Mollie E. Griffith, of the Stewart sales force, was again the leader during the last month. She beat the other members of the department by a good margin.

The Hub Piano Co. and the Consolidated Gas Co. are doing a big Columbia business.

With the Hammann-Levin Co., Victor dealers, it is feared that the company will fall short of machines. The holiday rush is now on.

Manager Crowley, for the Hub, is highly pleased with the business being done by the new department in both Edisons and Columbias.

Manager Haas, of the Leader, is overjoyed at the business being done with Columbia and Pathé lines, recently installed.



YOU CAN PROVE

—to your own satisfaction, as many other dealers already have done, that the new construction methods of

The ARIONOLA

make it a sure, fast seller. The wooden sounding-board principle of tone reproduction, the strong, noiseless motor, the dark mahogany finish and the low price. \$15, make this musical instrument a necessity along with your other lines.

Write at once for full information and benefit by our new proposition, the announcement of which will appear in the next issue of this publication.

Acknowledged the best low-priced machine.

ARION MANUFACTURING CO.

250 Devonshire Street

BOSTON, MASS.



We told you so! Told you what? That 1915 would be *the* Columbia year in the talking machine trade. The end of the year is here—and we're right here with it, where we said we would be.



(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**

TRADE SHOWS BIG INCREASE IN SAN FRANCISCO.

General Conditions Satisfactory—Leading Concerns Report Expansion of Talking Machine Business—New Agencies Reported—Association Meets—Everett Worthington, the Capable Victor Man, Given Send-Off at Close of Exposition—Trade News of Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 7.—The local talking machine dealers are very well satisfied over the outcome of November business and the prospects for a banner holiday trade. It seems sales during the past month showed a substantial increase over the corresponding period of last year, which was hardly to be expected, considering the all-absorbing interest shown in the exposition the last few weeks of its existence. Some lines of business suffered a temporary setback, but talking machines were not included in the list. Reservations for holiday delivery started in early, and already several of the downtown departments report a large number of sales of machines to be held until December 24. While some types of machines are rather scarce here, the stock situation, taken as a whole, is better than in former years. Profiting by past experiences, lots of goods were purchased early and received here during the summer and early fall months, the local interests preferring to pay storage on them rather than take the chance of a shortage.

E. M. McCrea With Columbia Co.

A new traveler has been added to the local force of the Columbia Graphophone Co. in the person of E. M. McCrea, who was connected with the Chicago office of the Columbia Co. some years ago. He has just completed his first trip in the San Joaquin Valley.

New Sonora Agencies Formed.

F. M. Steers, president of the Sonora Phonograph Co., of San Francisco, has just returned from a very successful trip in Colorado and Utah. At the local headquarters Manager F. B. Travers reports an excellent business for November, and he says interest in the line is gradually extending to the outlying districts. The Jackson Furniture Co. has put in a stock of the machines in Oakland and is featuring them extensively. In Berkeley an agency has been placed with Tupper & Reed, and the Hawley Music Co. has signed up for the line in Richmond. Arrangements have also been made through the local office for the handling of the line in Manila by the F. O. Roberts Co. and in Honolulu by the Hawaiian Phonograph Supply Co.

Expect Big Holiday Business.

F. R. Anglemier, manager of the local warehouses of the Columbia Graphophone Co., reports a splendid demand for the Leader machine, also for the \$100 model. He says there is a considerable shortage in the cheaper types of instruments, but that the high-priced machines are fairly plentiful. Much interest is being shown by dealers in this vicinity in the new electric motor recently announced by the company. Record business has held up fine the past month and stocks are very complete here. W. S. Gray, district manager for the Columbia Co., says the outlook for holiday business is excellent throughout his territory.

Enlarge Talking Machine Space.

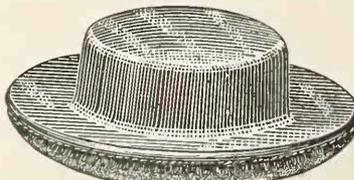
Extensive alterations were recently completed on the ground floor of the Eilers Music House which give the talking machine department more than double the former space occupied by this part of the business. Six more large demonstration rooms have been added in the rear of the store, where the general offices of the business were formerly situated.

These have been moved upstairs in order to give the talking machine department additional room demanded by its rapid expansion, and the space has been nicely fitted up. J. W. Reeves, who demonstrated the Edison diamond disc at the Eilers booth at the exposition for two or three months, has been added to the downtown force. He was formerly with the company in Spokane, Wash.

Hauschildt Extending Talker Business.

Henry Hauschildt, proprietor of the Hauschildt Music Co., is preparing to go more extensively into the talking machine business than ever before, as he says this part of the music business shows greater promise than the other lines. When he fitted up his present location on Kearny street he gave over a large portion of the ground floor to the talking machine department, and has since added more demonstration rooms than the original plans called for. He is now carrying more different lines of machines than any other house in this city. He has handled the Victor, Columbia and Edison lines for many years, and just recently has added a stock of Sonora machines and is now planning to put in a full line of Pathephones and Pathé records. Mr. Hauschildt reports a very satisfactory business for November, and he looks forward to the best December trade he has ever enjoyed, both at the San Francisco and Oakland stores.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

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

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

STANDARD GRAMOPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

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

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at 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



"FOR TALKING MACHINE CABINETS ETC."

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

500 MINIMUM QUANTITY MANUFACTURED. SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK



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

SOLD BY J.E. STRATFORD
AUGUSTA, GA.



TRADE SHOWS BIG INCREASE IN SAN FRANCISCO—(Continued from page 60).

Prepared to Handle Holiday Trade.

J. S. Baley, manager of the Edison Shop on Geary street, says holiday business started in unusually early. Despite the counter attraction of the closing days of the exposition, November business ran way ahead of last year's corresponding month at this shop, according to Mr. Baley. He says machines and records have arrived in sufficient number, he thinks, to care for the holiday trade in fairly good shape.

Some Effective Publicity Work.

The publicity work of J. A. Coyle, special demonstrator of Edison products in San Francisco, is helping out greatly in stimulating interest in

manufacturers and distributors of furniture and kindred lines and open to the trade only.

W. S. Gray Talks at Association Meet.

W. S. Gray, Pacific Coast manager for the Columbia Graphophone Co., was the principal speaker at the November meeting of the San Francisco and Oakland Talking Machine Dealers' Association. This was the first regular monthly meeting of the new organization, and it was well attended. A plan was proposed for the holding of weekly luncheons for the members of the association, and a committee was appointed to look into the matter.

Banquet for Everett Worthington.

In recognition of the splendid work accomplished

by the participants. James J. Black, manager of the talking machine department of the Wiley B. Allen Co., acted as toastmaster and took his part admirably, supplying just enough of the lighter vein to keep everyone in fine spirits. Speeches were made by Byron Mauzy, Stockton street dealer; George R. Hughes, of the Wiley B. Allen Co.; P. H. Beck, who operates the Kohler & Chase talking machine department, and William F. Morton on behalf of Sherman, Clay & Co. F. J. Kendrick, of the Victor Talking Machine Co., happened to be in town and was naturally present at the dinner. He conferred the "Order of the Yellow Dog" upon Mr. Worthington, a part of the program which aroused much interest. As a token of their friendship and concrete evidence of their sincerity, the San Francisco dealers took advantage of the opportunity, while assembled at the banquet, to present Mr. Worthington with a handsome snakewood cane. He received the gift gracefully and expressed great appreciation of the signal honor bestowed upon him by the trade of the Exposition City.

ATTRACTIONS AT ELECTRIC SHOW.

The Displays of the Edison Shop and the Aeolian Co. Interest the Public.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 1.—Among all the "live-wire" exhibits at the electrical show held this week in the University Building in celebration of "Electrical Prosperity Week," the exhibits from the Edison Shop and the Aeolian Co. proved to be centers of attraction.

H. W. Dixon and L. P. Brock, from the Edison laboratory, were in charge of the exhibit, which was supplied by the Kipp-Link Phonograph Co., which runs the Edison Shop and distributes Edison diamond disc phonographs. Mr. Dixon and Mr. Brock were greatly pleased at the crowds which pressed around their booth requesting various records to be played and asking information regarding the phonographs.

The Aeolian exhibit was generally conceded to be the most beautifully and artistically arranged exhibit of the show. A Weber Duo-Art Pianola shared honors with a Stroud Pianola and a number of Vocalions on a platform with floral decorations. The Pianolas were played with electricity.

PROBABLY A MARCH.

"Thump-Battlety-Bang!" went the piano.

"What are you trying to play, Jane?" called out her father from the next room.

"It's an exercise from my new instruction book, 'First Steps in Music,'" she answered.

"Well, I knew you were playing with your feet," he said, grimly; "but don't step so heavily on the keys—it disturbs my thoughts."

The Uncle Sam Talking Machine Co., New York, has been incorporated with capital stock of \$5,000 by Abraham Brown and Sarah and Solomon Bernstein.



Banquet Given Everett Worthington on Close of Exposition.

these goods. He has been giving recitals before lodges, churches, clubs and other organizations and assisting the dealers generally in their campaigns for the promotion of the Edison diamond disc products.

Exhibit of Edison Machines.

An exhibition of Edison machines has been arranged on the fourth floor of the Manufacturers' Exhibition Building, 1055 Market street, by the Pacific Phonograph Co., which provides a splendid opportunity for the demonstration of the line to furniture dealers, as the building is general headquarters for the furniture trade, being occupied by

by Everett Worthington in the past ten months as manager of the Victor Temple in the Palace of Liberal Arts at the Panama-Pacific Exposition, and the great service he rendered the trade of San Francisco during that period, the Victor dealers of that city gave him a farewell banquet on the evening of November 29. The banquet was served in the Beefsteak Room of the Hof-Brau Restaurant, with about twenty-five present. The diners took their places at the table at 7 o'clock and did not leave until 11. A delightful menu was enjoyed, and many special features were introduced which will make the occasion one long to be remembered

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

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

Talking Machine Cabinet Manufacturers

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

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

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 6.—Philadelphia has enjoyed another phenomenal talking machine business in November. It was the largest month the dealers have ever had, and the factories are swamped with orders, only part of which they will be able to fill. All the leading stores have pigeon holes filled with orders but cannot get the machines. Because Philadelphia is so close to the Victor factory many firms all over the country have been sending here for machines and records, thinking that they will be able to get at least a part supply, but Philadelphians are no better off than elsewhere. Some of the Western firms have been trying to get machines in Philadelphia, and are willing to pay retail prices; but even this was devoid of results, as the local firms say that they will not be able to take care of their own regular customers.

The Penn Phonograph Co. states that its business has been fine in November, and that it was the largest month that it has ever had. It has an enormous lot of orders on hand for machines and practically none whatever in stock. It does not expect to get nearly the number it will need. Ralph Clark is at present on the road for the firm and L. P. Brown will start out on Monday to make his last trip of the year. William H. Keller, the dealer of Easton, Pa., was here calling on the trade, and he reports a phenomenal condition in his section.

Harry Weymann tells me that their November business has surpassed even the optimistic ideas they had entertained. They have been sending out a special list of 500 Standard records of their own selection, on which they have bounteously supplied themselves, and request dealers to order from this list, and have found their effort is being very much appreciated by their trade. Their business has compelled them to remain at the store at night for the past few weeks, and they expect to be engaged nights until after the holidays.

John De Angeles, formerly with the Cunningham Edison department, has assumed charge of the same department with the Ludwig Piano Co., and is hustling for trade. Mrs. A. J. Randolph has accepted a position at the Cunningham store as assistant to Clarence Hopkins, in charge of the Columbia department. Mr. Cunningham reports that his talking machine business is most satisfactory.

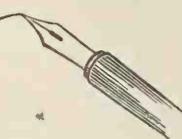
Penn Phonograph Co. VICTOR

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.

PHILADELPHIA

PENNA.

*Pen Your Victor Orders
to Penn*



Fred Ferris, of Heppes' talking machine department, has been transferred to Lancaster, to take charge of the talking machine department of Heppes in one of the big department stores of that city.

The Pennsylvania Talking Machine Co. has been having a phenomenal business, and beyond all expectations of Manager W. L. Eckhart, who finds himself swamped with orders and doing everything possible to get sufficient goods from New York to supply as many of the demands as possible. He has now no possible hope of complete success.

In the Dictaphone department there has also been an unusual activity. Manager J. D. Westervelt is very much pleased over the progress he has made, and feels satisfied that the future of the

machine he represents is assured from every standpoint.

C. J. Heppes & Sons have placed in their 1117 Chestnut street window a most attractive Victor talking machine display, the chief feature of which is a large revolving star.

Louis Buehn reports that the business of his firm is the same old story. The increase has been regulated by the supply, and, like the other firms, they could have added very largely to their machine sales if they had been able to get the goods. They have secured very many more machines than they did last year, but the business increase has been so correspondingly large that their shortage is equal to last year. They have a very heavy supply of records and are almost able to fill orders to 100 per cent.

Mr. Elliott, of the Kline, Eppinhimer Co. of Reading, was in town this week trying to facilitate shipments as much as possible, and reports that Reading business is in excellent shape.

Charles E. Robinson, the talking machine dealer at 3851 Lancaster avenue, has been renovating his store, making it more attractive.

Gimbel Bros. are about as well stocked with machines as any of the local retailers for the reason that when Manager McCarthy assumed charge of the department early in the summer he anticipated the heavy business that was sure to come this fall by placing large orders.

Blake & Burkhart have been doing a very large business on the Edison all through November, and they have been greatly handicapped for want of space. They are making preparations to move into the other half of the floor of their building on January 1 and they are anxiously awaiting this move, for they have worked up such a large business on the Edison that they will need all this space. It will be of special advantage to them as a place to demonstrate the Edison, for they will so arrange the floor that it will have a concert hall that will seat at least 150 people.

From all appearances the Philadelphia talking machine people will be on a constant rush from now on until Christmas day, and the business is going to be limited only to the amount of stock that the firms will be able to secure. This means not only the Victor but the Columbia and Edison dealers as well.

1864—ESTABLISHED OVER HALF A CENTURY—1915

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

and have them filled 100 per cent.

**SUPERIOR
VICTOR
SERVICE**

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street

Philadelphia, Pa.

Send for our Special List of 500 BEST SELLING RECORDS

NO SHORTAGE. Philadelphia was hit with a shortage of records during November—that is, everywhere but at the Buehn store.

Dealers know about the shortage, but **SOME** of the dealers do not know that they could have secured **EVERY** record desired were they to ask Buehn. We cannot say we predicted the shortage, because we didn't, but the reason we had the records was because **WE MAKE IT A POINT** to **HAVE ALL** Records, at all times.

This was the greatest coup ever put over, and **PROVES** that our system of ordering and stocking when given a great test, proved itself by extra profits to Buehn dealers.

“A warning in time saves nine.” Don't fail to ask us when you want records, as we know that the first order will be the forerunner of many others.

FOR 1916, plans are under way for keeping abreast and perhaps a trifle ahead, of trade developments, so that those who do use Buehn Service, can feel proud in referring to it as “the best service.”

We thank those who co-operated with us in such an efficient manner and extend our cordial wishes for A Merry Christmas and A Happy—Prosperous 1916.

The Louis Buehn Co.

Philadelphia

Exclusively **WHOLESALE** Victor Distributors

On record orders we fill from stock over 99% 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 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.

COLUMBIA GRAPHOPHONE CO. ENTERTAINS OFFICE STAFF.

Dance and Supper at the Hotel Bossert Proves a Most Enjoyable Affair—Company Executives Attend—Serves to Promote Good Fellowship Among Staff Managers.

The second annual dance and supper of the employes of the executive offices of the Columbia Graphophone Co., New York, was held on Friday night, November 12, at the Hotel Bossert, Brooklyn, N. Y., and was even a greater success than any members of the committee had anticipated. The Columbia Co. was the host at this gathering, and

the hotel to enjoy a delicious buffet supper. Informality and joviality were the keynote of this division of the program, and as the committee had prearranged every detail, large and small, the supper was carried through from start to finish without the slightest hitch.

Incidental to the supper, several informal talks

members of the sales staffs, stenographers and clerical workers become acquainted with one another in an informal, unconstrained spirit that is impossible to cultivate in business circles.

Among the guests present in addition to those mentioned above were: H. B. Ray, advertising manager, and Mrs. Ray; John C. Ray, of the executive offices, and Mrs. Ray; G. C. Jell, general manager of the Columbia recording laboratory; George P. Metzger, Hanff-Metzger Co.; William S. Scherman and Paull F. Hayden, advertising de-



Guests at Columbia Graphophone Co.'s Dance and Supper.

Gentlemen in Two Front Rows: First row (left to right)—George P. Metzger, G. C. Jell, Edward N. Burns, John A. Cromelin. Second row—E. B. Jordan, Jr., E. B. Jordan & Co., Brooklyn, N. Y.; Frederic Goodwin, H. B. Ray, J. C. Ray, A. E. Donovan (standing).

discharged its duties in a manner which gave keen pleasure to its hundred guests.

The Van Eps Banjo Orchestra, one of the best-known organizations in musical circles, was engaged to furnish the music for the evening's entertainment, and the program of dances prepared by the committee offered the orchestra an unusual opportunity to display its remarkable proficiency in playing fox-trot, one-step and waltz music. Extra dances were requested at frequent intervals, and the applause at the end of each dance became so insistent that the committee was obliged to issue a definite time limit to the various dances, or the first half of the program would have continued until dawn.

Among the most active participants in the exhibition of the terpsichorean art were Edward N. Burns and John A. Cromelin, vice-president and general manager, respectively, of the Columbia Graphophone Co. Both of these gentlemen danced every number on the program, and evinced an active enjoyment in the evening's fun and a knowledge of the latest dance steps, which easily accounted for their being the most popular dancers on the floor. Mr. Burns and Mr. Cromelin entered into the spirit of the festivities in a whole-hearted, sincere way, which put the rest of the assemblage at their ease and started a feeling of sociability and good cheer which increased as the evening progressed.

The first half of the dance program was completed by midnight, subsequent to which the guests adjourned to one of the private dining rooms of

were given by the heads of departments and the committee members, both Mr. Burns and Mr. Cromelin declining to be included in the speech-making activities on the plea that their minds were so exercised by the multiple requirements of their dance programs that any kind of a speech would render them hors de combat for the rest of the evening. They both, however, expressed their appreciation of the admirable way in which the dance and supper had been arranged and planned. Frederic Goodwin, head of the Columbia educational department, and A. E. Donovan and Lester L. Leverich, of the dance committee, delivered a few remarks in a cheerful vein, Mr. Donovan's talk being in the nature of a blank verse poem, in which the names of many of the officials of the company were opportunely interwoven.

The Hotel Bossert, at which the dance and supper were held, is one of the most fashionable hostelrys in Great New York, and, as it is admirably equipped to handle an affair of this kind, its choice by the committee was a happy one. Transit facilities to reach the hotel are ideal, and in short the committee, which consisted of Edmund F. Sause, Henry D. King, A. E. Donovan and Lester L. Leverich, well deserved the congratulations which they received from the individual guests and the company.

The value of these annual dances as a means of promoting and fostering sociability and good fellowship among the employes of the Columbia executive offices is unquestioned, as executives,

whose charm and sociability was a material factor in the evening's success.

CHANGES IN ST. JOSEPH, MO.

The Townsend & Wyatt Music Co. Disposes of Jobbing Rights of Pathephone to E. E. Trower, Who Organizes New Company.

(Special to The Talking Machine World.)

ST. JOSEPH, Mo., December 1.—The Townsend & Wyatt Music Co. has bought the interest in the company of E. E. Trower and has disposed of its jobbing interest in the Pathephone talking machine to Mr. Trower, who no longer will be connected with Townsend & Wyatt.

A new jobbing concern, to be known as the E. E. Trower Music Co., will be opened in St. Joseph as soon as quarters are provided. Articles of incorporation of the new company, capitalized for \$25,000, have been filed in the office of the County Recorder. E. E. Trower holds 248 shares of stock and Lila Landis Trower and S. R. Trower hold one share each. The company will deal in musical instruments and talking machines and will transact only a wholesale business.

The Townsend & Wyatt Music Co. will continue in the retail music business as heretofore.

One promise broken will ruin the effect of a hundred promises kept. It is the broken promise that the customer remembers.

F. A. DENISON TAKES CHARGE

Of the Columbia Territory on Pacific Coast as District Manager with Headquarters in San Francisco—Succeeded in Detroit by R. H. Mills, Formerly Asst. Manager at Pittsburgh.

The Columbia Graphophone Co. announced last week the appointment of Fred A. Denison as district manager of the Pacific Coast territory, succeeding Walter S. Gray. Mr. Denison, who will make his headquarters in San Francisco, left last week for the Coast to assume his new position.

Mr. Denison has been associated with the Columbia Graphophone Co. for a number of years, having been successively manager of the Buffalo, Baltimore and Detroit wholesale distributing establishments. His success in Detroit was most gratifying, well justifying his promotion to the very important post he will now occupy.

Mr. Denison is succeeded as Detroit manager



F. A. Denison.

by R. H. Mills, formerly assistant manager of the Columbia establishment at Pittsburgh, Pa., who has also been connected with the Columbia Co. for several years past.

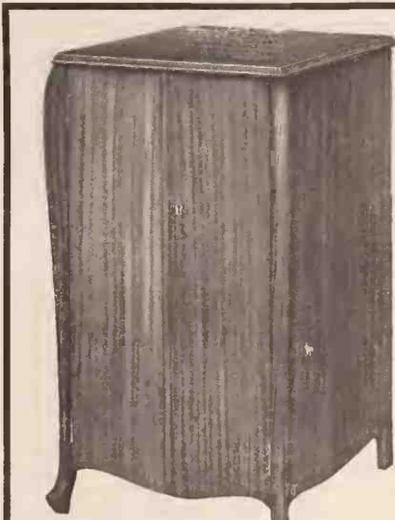
ENTERTAINED AT SEND-OFF DINNER.

Talking Machine Men of Detroit Give F. A. Denison Farewell Dinner on His Departure for Pacific Coast—An Enjoyable Gathering.

(Special to The Talking Machine World.)

DETROIT, MICH., December 8.—F. A. Denison, former manager of the Detroit office of the Columbia Graphophone Co., and who has been transferred to San Francisco, where he will look after the Pacific Coast business, was tendered a farewell dinner on Wednesday evening, November 17, by Columbia dealers and employes of the branch.

The affair took place in one of the private dining rooms of the Hotel Statler and was an elaborate function. The guests were F. A. Denison, S. E. Lind, manager of city sales; Philip Lang, Heyn's



No. 439 (Vertical Interior).
FOR VICTROLA IX.
Height, 32 1/2 in. Width, 17 1/4 in. Depth, 21 in.
Holds 240 Victor or Columbia Records.
Mahogany front, sides and back. Quartered oak front, sides and back.
Average weight, crated, 80 lbs.
No. 449 is this Cabinet arranged with top for Columbia "Favorite."
(If horizontal shelving is desired, order No. 1439. When felt interior is desired, order No. 439F.)

Cabinets for ALL Talking Machines

With Vertical Interiors, Horizontal Shelves or Felt-Lined Uprights, One Disc to the Space

For years we have led in the Record Cabinet field. Our November business was the biggest month we ever had on Record Cabinets. In 1916 we purpose to stay at the head of the procession AND WANT YOUR HELP.

Machine—Records—Cabinet—that's the combination that makes you the biggest profit and the most satisfied customers.

Get our literature—and you'll want our cabinets. They won't disappoint you.

The Udell Works

1205 W. 28th St., Indianapolis, Ind.

Bazaar; H. H. McGee; Robert Barclay, Ling's Music Store; Joseph Pyle; K. Mills, Pittsburgh; the new Detroit manager, H. Q. Duple; J. Goldberg, dealer; Frank Niman; J. Oppenheim, dealer; Oswald Hustedt, dealer; Syl Brady; Jacob Smith, The Talking Machine World; A. J. Wolf and W. G. Goldblum, Story & Clark.

Following the dinner, S. E. Lind acted as toastmaster. He called upon all of the dealers present to say something appropriate for the occasion, and everyone was unanimous in the expression that Mr. Denison was an excellent manager, a splendid fellow personally, a man whose word was always relied upon, whose confidence they always had, and that they regretted sincerely to see him go. Nevertheless, they wished him greater success in his new field, and also assured Mr. Mills, his successor, of the same co-operation they had always given to Mr. Denison.

Mr. Denison was in Detroit about eighteen months as manager of the Detroit store, and during that time had built up the branch to the point where it was conceded to be one of the best in the country. For six consecutive months he took the prize of \$25 for the best collections. Mr. Mills, his successor, has been manager of the Pittsburgh branch.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

LECTURE-RECITALS INTEREST.

The Work of J. K. Reynard at the Pathé Shop, 487 Fifth Avenue, New York, Wins High Praise from Visitors to This Establishment.

J. K. Reynard, who is in charge of the recital hall at the Pathé Shop, 487 Fifth avenue, New York, and who is giving a series of valuable lectures on the phonograph art in addition to the usual form of recitals, is one of the best-known members of the talking machine field, having been associated with the industry since 1895.



Mr. Reynard, some twenty years ago, organized the Diamond Quartet, which made a number of records for several of the then leading companies of the industry. He was associated with the Columbia Phonograph Co. for a number of years, working in several important divisions of its recording laboratories.

Prior to becoming a member of the Pathé Shop staff Mr. Reynard was connected with the Pathé Frères Phonograph Co., New York, where he acquired a detailed knowledge of the Pathephone and Pathé discs. Mr. Reynard's recitals and lectures at the Pathé Shop have been highly praised by visitors.

John M. Dean CORPORATION

PUTNAM, CONN.

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

Manufacturers of

TALKING MACHINE NEEDLES



The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy and your capital. (Printing this every little while. Proving it all the time.)



(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

GREAT ACTIVITY PREVAILS IN CLEVELAND TRADE.

Talking Machines of All Makes Being Strongly Featured Both in Newspaper Advertising and Window Displays—Heavy Increases in Business Reported on All Sides—Machine and Record Shortage Makes Itself Felt—Diamond Disc Phonograph Co. Opens.

(Special to The Talking Machine World.)

CLEVELAND, O., December 4.—The talking machine trade in this city is right in the midst of the holiday rush, and it seems as if all the retailers of talking machines are on the job and alert to get their share of the tremendous business anticipated. The newspapers and magazines of this State and city have been paid thousands of dollars for advertising, and unique window displays are the attraction everywhere. Although the jobbers have tried their utmost to prepare for the biggest December business in the history of the trade, there is a decided shortage, but despite that fact every jobber and dealer in this city is happy.

The Victrola department of the Wade H. Poling Piano Co., successor to the W. F. Frederick Piano Co., under Earle Poling is advancing rapidly and the unique window displays have influenced many to come into the store, which is very beautifully decorated. The recent recital of well-known artists in the salesrooms of the company demonstrated that this is a splendid business getter.

The spirit of Christmas is in the air at the Euclid Music Co., prominent East End dealer. Business is booming and everyone is happy. A new auto truck with exquisite advertising lettering has just been added to the already fine equip-

ment of the company. A new record rack, having space for over 12,000 records, has also been installed.

The Diamond Disc Phonograph Co. has just opened a beautiful new store handling the Edison line in Superior avenue, one of the city's finest residential districts. E. A. Friedlander, formerly manager of the phonograph department of the Bailey Co., is manager. The company is splendidly equipped with machines and records, and is striving to give the best possible service.

The Harmony Music Shoppe, located in the large arcade, has experienced an excellent month's business and is ready to make this a banner month. Miss Gertrude I. Bishop, formerly of the Eclipse Musical Co., is now secretary and treasurer and general manager of the Harmony Music Shoppe.

The Hueter Jewelry Co., Victrola dealer in the east end, reports excellent business. Mr. Moffatt, formerly of the W. F. Frederick Piano Co., is in charge of the department.

The Starr Piano Co. has had excellent success with the new Starr phonograph, and Mr. Brett, sales manager, states that there is a big shortage due to the exceedingly heavy demand for the instrument.

The Columbia Graphophone Co. in this city has

had a 200 per cent. increase in business over the same month last year. G. M. Madson reports that the increase would have been even greater if the goods could have been obtained. The demand for the new electric Grafonolas has been very heavy and every effort has been put forth to get ample stock to supply the local dealers. The company now supplies an increased number of dealers and has increased its facilities for taking care of the tremendous demand for Grafonolas.

Manager Bowie, of the B. Dreher's Sons talking machine department, said that the sale of the Vocalion phonograph was tremendous. With ample stock and a live sales force Mr. Bowie hopes to eclipse any previous month's sales in the history of the department. In connection with the Vocalion the department handles the Columbia Grafonola.

The Grafonola Co., with C. A. Routh general manager and F. S. Federman secretary and treasurer, reports the biggest month's business in the history of the company. The business for November was greater than that of last December, which was an exceptionally large month.

The Victrola department of the Collister & Sayle Co., under Jack Kennedy, reports a large month's business. The department supplies over 100 dealers.

R. W. Sherring, manager of the Victrola department of the Caldwell Piano Co., is now wearing the smile that won't come off. He says that business is great and with the excellent equipment expects a big month.

The Wamelink & Sons Piano Co. has been having a big run on Columbia Grafonolas. Sales Manager D. G. Free is optimistic concerning the results of the month.

The Phonograph Co., of this city, extensive Edison jobbers, has been busy day and night trying to keep up with the orders received. A large number of orders for Christmas delivery have already been received.

The Eclipse Musical Co. reports a big month's business; in fact, the largest in the history of the trade. C. K. Bennett, general manager of the company, was well pleased with the result of his visit to the Victor factory and expects large shipments between now and Christmas. Morris P. Fitzpatrick, special traveling representative, spent Thanksgiving at the Victor factory, where he found the holiday spirit in evidence. In getting around the territory Mr. Fitzpatrick says that the dealers are very well satisfied with the service, although the shortage in some models is still hampering many of the dealers.

Some of the recent visitors in the city were: H. J. Shartle, of the Victor factory; H. H. Schwenker, also of the Victor factory; Mr. Yahring, of the Yahring-Rayner Piano Co., Youngstown; F. W. Troy, of Kent, O., and H. F. Sears, of Cuyahoga Falls.

Miss Elsie Baer, manager of the Victrola department of the M. O'Neill Co., of Akron, was a recent guest of the Eclipse Musical Co.

THERE is character to Andrews Service. You are handled by men who know the talking machine business, and since we dropped the sporting goods department, there is more time for over-pleasing you. On Records, particularly, you can get what you want at Andrews.

We specialize on Victor and Edison (cylinder) machines and records, and all accessories adapted to the talking machine industry.

W. D. ANDREWS

BUFFALO, N. Y.

When you think of Buffalo, think of Andrews.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

FROM OUR EUROPEAN HEADQUARTERS

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

Impossible for Manufacturers to Keep Up With Heavy Demand for Machines—Prices Raised an Average of Fifty Per cent.—The Record Situation—Annual Report of "His Master's Voice" Co.—Some New Patent Legislation—Newest Record Lists Full of Interest—Pathé Frères to Distribute Diamond Records—W. H. Reynolds (1915), Ltd., and Wm. Cooper Bros., Ltd., in New Quarters—Some Interesting New Publications—News of Month.

(Special to The Talking Machine World.)

LONDON, E. C., November 29.—For too obvious reasons trading in these times is, and must so remain during the war period, surrounded with conditions difficult almost beyond estimation. Yet on all hands one meets with a spirit of reasonable satisfaction, which has for its foundation full acknowledgment that the economic and political situation of the country still permits the development and carrying on of luxury trade. On the machine side, supply shortage of parts and accessories continues to militate against output. To some little extent an improvement is registerable, but I am afraid it cannot be maintained under existing conditions. Even so, the demand for machines is altogether inadequately met. Dealers find their stocks diminishing at a rate quite beyond any prospect of complete replenishment, in consequence of which, coupled with labor shortage and the new import tax imposition, prices are constantly on the upward grade. The average increase I should now put at 50 per cent.; in many cases more. The one or two British manufacturers of motors, tone-arms, sound-boxes and a few other parts do not collectively produce any very great quantity, but with this and imports from Switzerland, etc., the gramophone

side of our industry manages to make quite a nice showing, all circumstances considered.

The Present Record Situation.

In the record field the position is very different. Were it not for the growing seriousness of the labor question, practically every record manufacturer would be producing increased outputs. This is, however, actually true in a few isolated cases, one firm I know having certainly doubled its normal turnover. The situation, nevertheless, is one of continued anxiety for the record houses, since, with the new recruiting scheme in force, under which all eligible men will voluntarily or otherwise find themselves in khaki, labor is at a premium.

The manufacture of anything not directly helpful in the successful prosecution of the war must be subordinated for the release of men whose energy and skill can be applied in more useful directions than in the production of luxury articles. This is generally recognized and cheerfully acquiesced in. That being so, it may reasonably be asked why we are able to continue making millions of records which admittedly offer little justification for their existence these terrible days. The answer is that the machinery required for record manufacture cannot be adapted or used for munitions or other useful work; that labor is practically confined now, and more so within the very near future, to the services of men either medically unfit, too old for army purposes, or otherwise ineligible; and that under these circumstances, if there be any justification for the continued production of mechanical music, it is found in the joy and gratitude of our soldiers and sailors thus afforded the means of enlivening an otherwise more or less monotonous time, routine, etc., and the relief and soothing effect of music upon the nerve tension and pain in-

separable from this shocking conflict. Subject to the needs of our country, let us therefore continue to flood the world with music!

What time the greatest conflict within history will end no one can tell.

Coming back to actual business conditions, I may mention as a remarkable fact that retailers of gramophone goods and musical instruments generally are experiencing no lack of custom, sales being exceptionally good. Their only cause of complaint is inability to obtain adequate supplies and keep fully replenished the ebbing flow of their stock. Heavy orders have been placed with factors for the special Christmas supplements issued by the various record companies, whose announcements this season are of unusual interest.

Annual Report of His Master's Voice Co.

The effects of the war upon gramophone trade returns is reflected in the annual report of the Gramophone Co., which will be read with more than ordinary interest. In perusing this statement it should be borne in mind that practically the whole of the company's continental business has been suspended by the war. The report as hereunder is a reprint from the London Financial Times: "The report of the Gramophone Co., Ltd., for the year ended June 30, 1915, states that the result of trading is a credit balance of £16,772, to which must be added the balance brought forward of £39,427, making together £56,199. From which must be deducted the following: Debenture interest, £15,000; debenture sinking fund instalment, £7,800; income tax, £8,771; directors' remuneration for year ended June 30, 1915, £2,461; debenture stock issue expenses—instalment written off, £2,000; depreciation of investments, £5,917; leaving

(Continued on page 72.)



"His Master's Voice"

Copyright

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

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

'His Master's Voice'

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

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

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

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

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

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 80, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

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

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

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

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

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

EAST AFRICA: Bayley & Co., Lourenço Marques.

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

ITALY: A. Bossi & Co., Via Orefici 2, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



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 67).

a balance of undivided profits since June 30, 1912, to be carried forward of £14,248. Depreciation at adequate rates has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture and fittings. Sales of gramophones and records in England during the year have been satisfactory, and in view of the general conditions ruling in the country during the greater part of the year, have exceeded the directors' expectations. The total assets of the company (irrespective of patents, trade-marks and good will) and of the foreign companies and branches owned by the company on June 30, 1915, amounted to £1,628,683; deduct liabilities and reserve on investments, £437,223; debenture stock, £300,000; leaving net tangible assets of £891,460. Since the outbreak of war every effort has been put forth by the management to employ the capital, factories and resources of the company in the manufacture of munitions of war. The company has done all the needful preparatory work, secured large contracts and made substantial and successful progress in executing the contracts, but the benefits of this cannot be shown in the present accounts as realized profits. The period prior to June 30 last was largely occupied in adapting existing facilities, extension of buildings, installation and manufacture of special plant and tools, and in the general preparation for the carrying out of the extensive munition contracts entrusted to the company. The present output of munitions from the factories is very large, and should considerably increase after the installation of further plant already on order. The contracts which have been entered into should show satisfactory profits during the year ending June 30, 1916. Under an order of the Ministry of Munitions, the company has been declared a controlled establishment as and from September 6 last. Large sums of money have been received in advance on contracts placed with the company, and large stocks of metals are being carried to fulfil such contracts. The special pro-

vision of £42,380 made in the accounts of June 30, 1914, and specified as over and above the usual provision made by the auditors in respect of outstanding accounts, has been retained, and the usual provision in the present accounts has been made without regard to this item. The directors recommend that in respect of the year ended June 30 last the full dividend on the preference shares be paid not later than January 1 next. The ordinary dividend for the year is necessarily passed by."

Saw First Phonograph Work.

The death is announced of William Field, Hollywood, Egham Hill, Surrey, who was for over fifty years in the service of the Cunard Line. When in charge of transatlantic ships he got to know many celebrities, among whom was Thomas Alva Edison. Mr. Field, it is said, was actually present when Edison's little strip of metallic foil was first made to tick out "Mary Had a Little Lamb," and he was afterward wont to descant upon the great inventor's unbounded joy and enthusiasm on this important occasion.

Patents and Designs Bill.

An important piece of legislation was recently before Parliament. Mr. Pretyman (Parliamentary Secretary to the Board of Trade) moved the second reading of the Patents and Designs Act (Partial Suspension) Bill. He explained that in the Patents and Designs Act of 1907 there was a very valuable clause which enacted that any patent which was granted in this country could be revoked if within four years of the date it was granted the patentee did not manufacture the patented article in this country. The manufacturing conditions of the country had been entirely changed by the war, owing to the difficulty of obtaining labor and material. The object of the bill was to prevent any patentee having his patent voided because he was unable to work it, owing to war conditions.

The second reading was agreed to, the bill was afterward passed through all its remaining stages

and has now received the formal Royal assent. Larger Quarters for Wm. Cooper Bros., Ltd.

Indicative of the comparatively strong position of talking machine business, notwithstanding wars and so forth, is the fact that a gramophone firm actually feels justified in choosing the present, of all times, to make a move into larger premises. Partly by reason of trade expansion and partly for the convenience of centralization, William Cooper Bros., Ltd., have transferred their quarters from Clerkenwell Road to 63 City Road, London. The new premises are well located, right in the heart of a district which by reason of its many gramophonic inhabitants is popularly dubbed "Phonoland." Ample accommodation is provided at the new location for the complete concentration under one roof of the many sections or departments of the Messrs. Cooper's varied interests, which cover a multitude of things under the synonym of "The House of Many Parts." In pre-war days this firm occupied a paramount position in the field of supplies, etc., and although so many sources of supply have dried up, the complexity and range of their stock in parts and accessories is still something wonderful. Trade expansion has been particularly noticeable, however, in the direction of record sales. The record featured so successfully is styled the "Coliseum," which, of 10-inch double-sided diameter and selling at a price consistent with the competitive rates generally in force to-day, has won for itself a position in the trade of supreme importance. A big and thoroughly comprehensive repertory, associated with a good standard of quality at the right selling price, is the secret of Coliseum strength.

It may be of interest to here mention that Mr. Adams, who for a number of years occupied the managerial chair at Cooper Bros., has severed his connection with the firm. The new secretary and manager is H. C. Bonfield, a gentleman whose experience and knowledge of the gramophone industry dates back a decade. As a chartered accountant,

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.



ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. **DO IT NOW!**

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 68).

Mr. Bonfield for some years controlled the clerical department of the Beka record interests and audited books elsewhere. He plans to exclusively devote his energy to the Cooper interests, and it is already obvious that he is out to make things hum. Hearty good wishes from The World!

"His Master's Voice" Notify a Price Increase.

"H. M. V." dealers have been advised that any orders for instruments placed after November 11 which, owing to economic conditions, the company may be unable to deliver before December 31, will only be accepted under a new scale of prices to come into force on January 1 next, and of which due notice will be given. The rearrangement of prices will not affect the trade discount, which remains at the same percentage as before.

British Zonophone List.

A wonderful list indeed is that issued by the British Zonophone Co. for this month. It is a concentration of artistic talent and accomplishment seldom seen within the borders of a single supplement. Quite a number of the contributors are of universal renown, though all occupy high positions in the English musical world. Of the titles—much too numerous to mention—it is sufficient to remark that every phase of music is represented from, for instance, "Till the Boys Come Home (Keep the Home Fires Burning)" to oratorio music, Christmas and other selections, both vocal and instrumental. A quality program unsurpassed.

An Interesting Little Volume.

"A Winner Record, a Recitation for Christmas," by William Littlejohn, is the title of a brightly written little story which J. E. Hough, Ltd., is sending out with its lists and catalogs during the present season. It will repay those who can appreciate a short, effective reading, either for their own perusal or to entertain friends, if they merely request the firm to favor them with copies. These are distributed gratuitously. Address "Publication Department, Edison-Bell Works, Glengall Road, London, S. E." At the same time ask for the Christmas list of Winner records, wherein will be found a numerous selection of appropriate songs, instrumental and descriptive pieces and other items for the season 1915-1916.

Pathé Frères to Distribute Diamond Records.

Owing to representations from some of their dealers, I am given to understand that Pathé Frères Pathephone (London), Ltd., will in future catalog and distribute in the ordinary way the full repertoire of Diamond records, which are the products of the Diamond Disc Record Co., Ltd., 81 City Road, London. The latter concern will, of course, carry on its business as usual through special factors whose trading ramifications pretty thoroughly cover the United Kingdom.

Plan Annual Fair at Lyons.

Information is to hand that the municipality and the Chamber of Commerce of Lyons have decided to establish in that town an annual exhibition of goods on the lines of the Leipzig Fair. The first fair is to be opened on March 1, 1916, and will continue for two weeks. Foreign buyers and manufacturers of the allied and neutral countries are invited to this exhibition.

The Guardsman Program for December.

A strong list of new records makes a timely appearance from the Invicta Co. These "Guardsman" records savor very much of the festive season, there being a goodly sprinkling of appropriate Christmas numbers, which of course are the fashion just now. "Somewhere in France, Dear Mother," will touch the hearts of many a British home this year, poignantly reminding one of this unhappy war's effect in disuniting thousands of families which otherwise would be joyfully celebrating the Yuletide social gathering. This item is feelingly rendered by Eric Knowlman, who couples with it "The Girl I Love (Good-bye Nellie)." A special issue is record No. 525, bearing "France, Italy, Russia, England," and "I Love the Ladies" (it sounds a peculiar combination), sung by John Ansell, a baritone of merit. The list covers a wide choice of titles of standard and up-to-date issue, the majority being, I should estimate, of quick-selling value. The Guardsman and the Mozart Symphony orchestras are each responsible for two well-known morceaux, while Ceredig Walters is at his best in "Coming Home" (Willibey) and "A Farewell" (Liddle). The December "Guardsman" list is certainly worth obtaining.

A Visit to the Columbia Co.'s Laboratory.

An Evening News man recently published in that paper an interesting story of a visit he made to the recording laboratory of the Columbia Graphophone Co. When Mr. Brooks, the firm's recording angel, requested some of the artists to "repeat" the Evening News man couldn't quite understand it. "Does it mean you haven't got a clear enough record?" he asked, and Mr. Brooks promptly let him into the secret by explaining the necessity of arranging the length of the record so as to leave enough space in the center for the copyright label. At least, that's the tenor of the story as published in our contemporary.

"His Master's Voice" Record Lists.

At the moment of writing, the "His Master's Voice" record supplement for December is not to hand. The efflux of time makes it somewhat late in the day to offer comment upon the company's issues for November, since this journal, apart from its home circulation, will not be in the hands of readers elsewhere throughout the world until about Christmas time. A word or two, however, may not come amiss. Each month's "H. M. V." program seems an advance upon its preceding issue. The November supplement is justifiably described as a "Gold Mine." It certainly is, if the names of such eminent artists as Caruso, Tetrizzini, Amato, Gluck, Kreisler, Zimbalist, etc., are any criterion. All these leaders in the world of music present celebrity contributions, apart from the listing of many other prominent items, which inspire dealers with confidence. The sales attributes of this list coincide with the enthusiasm of its compiler in so describing it as a gold mine. It is suggested that dealers might arrange for special recitals featuring the cream of the program. With the suggestion goes an offering of new electros of various sizes representing eye-compelling advertisements for use

(Continued on page 70.)

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10" and 12" double-sided)

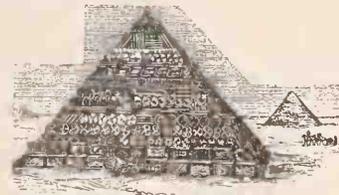
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer together with lists and other interesting publicity matter sent free upon receipt of your trade card.

Reno

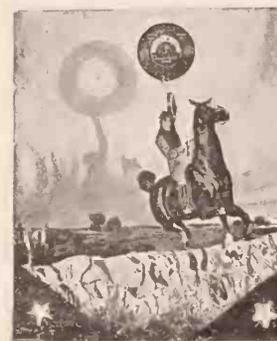
The Man of Many Parts



Accessories for any Machine Ever
Made from the Year Dot to 1915

Favorite Record

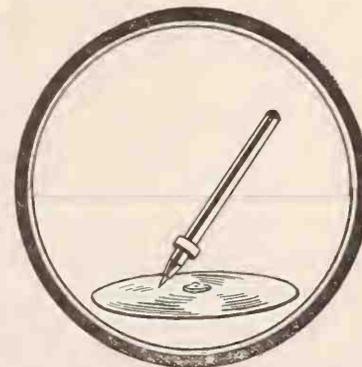
Entirely British Made



Wide Selection of Up-to-date Titles
Best and Cheapest Record
on the Market

Safiro Needle

Reproduces Best and Lasts Forever



The "Safiro" can be Used for any
Sound-Box or Needle Cut Record

Order Sample Goods To-day
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W. H. Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records,
Accessories and Motors

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THE EDISON - BELL VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/—

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 artistes 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



J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 73).

in local journals to make known more widely the wonderful "H. M. V." value obtainable at the recently reduced prices.

An Elaborate New Publication.

"Supremacy—Being a Story of Leadership," is the title of a magnificent new work just published by "His Master's Voice" Co., of Hayes, Middlesex. It is said to be the most expensive booklet so far issued in the talking machine trade, a fact which no one who has seen it could dispute. I must admit I have never seen anything quite like it. The conception and carrying out of this splendid book fully justifies it being described as a work of art; nothing less. Interleaved with the story of "His Master's Voice" leadership in the domain of things gramophonic are beautiful pictures of all their cabinet models—art studies one may say, which convey the most natural expression of each instrument's appearance without, be it noted, the aid of colors. The moral of the story pertains to this, that it has taken the Gramophone Co. twenty years to perfect its instruments—twenty years of constant experiment—of ceaseless endeavor after improvement; this period to secure the loyalty and homage of the world's greatest artists. That being so, any comparison is not possible. "His Master's Voice" is supreme.

It is a powerful and convincing story, and I have little doubt but that it will fully accomplish the obvious desideratum at which the Gramophone Co. aims. Supplies of the book are being sent to "H. M. V." agents for judicious distribution.

W. H. Reynolds (1915), Ltd., Catalog.

Those having knowledge of the difficult position in which the British gramophone trade finds itself by reason of the shortage of supply parts and accessories will appreciate that it is in the nature of a triumph for any one firm to commit itself to the issue of a new catalog. As a matter of fact, few have dared to embark upon what after all can only be described as a somewhat daring venture. "Of many parts" is the slogan of the House of W. H. Reynolds (1915), Ltd., and, as if to substantiate its, by now, world-wide reputation in that respect, the company has produced and issued broadcast certainly one of the finest and most comprehensive catalogs within its history. To attempt anything like a complete review of this encyclopedic produc-

tion would be impossible within the limit of the space at my disposal. Readers interested will best be advised to write Messrs. Reynolds, 45 City Road, London, E. C., for a copy. In it is itemized in great variety a hundred-and-one articles, such, for instance, as exterior horn, cabinet and hornless gramophones at all prices; tone-arms, inverted and otherwise; tone-arm rests; screws, bolts; sound-boxes; metal and wood horns; needles, steel and sapphire; record carrying cases; stylus bars; diaphragms, and dozens of replacement parts; springs; brakes; turn-tables; tools, etc., too numerous to mention. Almost anything required by the gramophone trade is obtainable at Reynolds'. The terms and conditions of trading are set forth in plain language.

On the record side the company features one of the best 10-inch double records on the market here at a competitive price. It is well named the "Favorite," on which is recorded every phase of vocal and instrumental music, covering an exceptionally wide choice of titles.

Russell Hunting Bound for China.

Following his recent visit to America in company with E. Pathé, Russell Hunting made but a brief stay in Paris prior to undertaking a special trip to China, where Pathé Frères have considerable business connections. The object is to further develop those interests, and I have no doubt that Mr. Hunting will do so to the best advantage of his company. In his absence G. Menke will take charge of the London office. For six years this gentleman had control of the Pathé interests in Holland, and has altogether been associated with the firm for some ten years. With such a wide experience as Mr. Menke possesses the British and Colonial trade interests of the house of Pathé are in good hands.

The Winner Co.'s December List.

The Winner Record Co.'s Christmas specials embrace band selections from the popular revue, "Shell Out" (2903), and from the musical comedy "The Only Girl" (2904). The Royal Court Orchestra are the interpreters, and this well-known orchestra do all that can be done to provide acceptable Christmas samples. On 2895 Stanley Kirkby sings "God Bring You Back" and "Christmas Bells of Hope," and on 2896 "Somewhere in France, Dear Mother," and "My Heart Is in the Trenches." No more appropriate selections could be offered to British families at the present time. "Dear Old Mother" and "There's a Light Burning in the Window" are sung by Robert Carr, whose clearness of voice and distinct enunciation is unrivaled. From the musical play "To-night's the Night" Doreen Herbert and Yorke give us the duet "They Didn't Believe Me" on disc 2901, and on the reverse side Cove and Thompson sing of "Jane." On 2905 that very useful vocalist Ted Yorke describes musically "John Bull's Christmas Tree" and "John Bull's Christmas Party." Anyone with national feeling hearing either of these will demand an encore. These selections will "catch on." The first section

of the descriptive portion of the list contains "Christmas with the Kiltie Boys" (2894), in which the Scotch company sings snatches of various songs that will cause "Glesca' Chieles," "Sons o' Auld Reekie," "Ayrshire Gallants" and all the "Hielan' Laddies" to place their hands on their hearts to stay the throbbing. The six following items: (2897) "His Last Record" and "In the Good Old Days," (2898) "On a Cold and Frosty Morning" and "The Village Blacksmith" (not Longfellow's), and (2899) "Whitlock's Boarding House," parts 1 and 2, are offered by Billy Whitlock, Bluff and company. The humorous Billy works hard to please his patrons and has added to his repertoire half a dozen descriptive sketches flavored with the characteristics of the season. Altogether there are over one hundred and one subjects!

Sir Henry Wood Indorses Columbia.

What is undoubtedly a historic pronouncement upon the status of records as a musical achievement is embodied in the following letter sent by Sir Henry J. Wood to the Columbia Co. after hearing the records he made for it. Sir Henry wrote:

"I feel I must write you a few lines to express my warm approval of your orchestral records. In my opinion, they surpass anything yet attempted in orchestral recording, because the characteristics of each orchestral instrument make their due effect. There is also plenty of light and shade, and one realizes that it is a full modern orchestra that is playing, and not a brass band."

Seeing that Sir Henry J. Wood has persistently declined to make records for many years until the new Columbia recording process was brought to his notice, this valuable testimony is an unmistakable Columbia triumph.

The Columbia December supplement is another tower of strength. On the celebrity side it presents us with a striking list of artists, leading off with Mme. Clara Butt and following with the Beecham Symphony Orchestra, Pachmann, Ysaye, W. H. Squire, Mme. Stralia and a first record of the famous Russian basso, Vallier. On the popular side we have the "1812" overture by the Grenadiers, a "Bric-a-Brac" selection, a new recording by the Milan Symphony Orchestra, four records of carols, and new records by Jacobs' "Trocaderians." It is a list that should find much favor this month.

Pachmann's record on Columbia this month should enjoy immense popularity, for the great pianist treats us to his famous interpretation of the best known of all the Chopin nocturnes, that in E flat. It is a wonderful piece of work, and few will care to miss it.

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine
Main Springs

Best Prices—Best Quality
Inquiries Solicited

HEINEMAN MOTORS
"The Motor of Quality"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

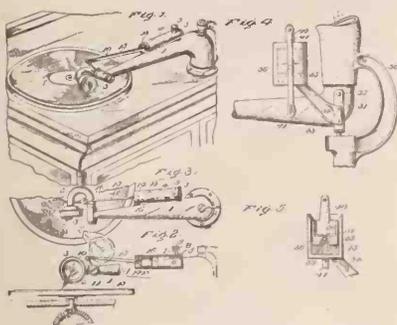
(Special to The Talking Machine World.)

WASHINGTON, D. C., December 5.—CUSHION FOR A SOUND BOX.—Henry C. Miller, Waterford, N. Y. Patent No. 1,155,945.

This invention relates to improvements in devices for preventing a sound box dropping on a record that is being reproduced on a talking machine.

The object of the invention is to provide a pneumatic cushion for a sound conveyor in such manner that when the usual tilting sound box is lowered it will gradually drop on the record without liability of scratching or otherwise mutilating the grooves. A further object is to provide a device which will preclude the accidental falling of the sound box with such force as would mutilate the face of the record.

In the drawings: Figure 1 is a perspective view illustrating the application of the invention. Fig. 2 is a vertical longitudinal section, taken through the cylinder, the sound box being in lowered position



in full lines, and in its elevated position in dotted lines. Fig. 3 is a plan view of the cushioning device. Fig. 4 is a detail side elevation of a modified form of the invention. Fig. 5 is an enlarged detail view thereof.

ADAPTER FOR TALKING MACHINES.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,156,130.

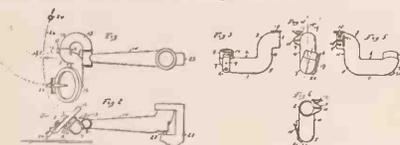
This invention relates to devices for use in connection with one of the well-known talking machines now on the market and is designed as an attachment to the tone arm of the machine so as to adapt the sound box for use in playing any kind of disc record now on the market. Such disc records are made in various ways, as, for example, by the well-known Berliner method, whereby the record groove is in the form of a zig-zag spiral groove of uniform depth impressed in the record, so that the stylus needle may vibrate literally across the direction of the record groove. Other records made in accordance with the well-known Edison method have the sound groove running in a spiral, but the sound waves are formed by a series of successive elevations and excavations within the groove. In this case the sound box must have its diaphragm located in a plane passing substantially through the center of the record disc, but intersecting said disc at an acute angle.

In order that the stylus needle of the sound box may properly track in the record groove, the parts must be adjusted so that the tone arm, swinging about its center, must carry the point of the stylus in an arc which passes through the center of the rotating disc record. If the stylus point varies materially from this arc, then it is liable to jump out of the groove and race across the face of the disc to the obvious injury of the record and certainly spoiling the rendition of the selection upon it.

It is the purpose of this improvement to provide a connection for the tone arm and sound box of a talking machine, whereby the same sound box may be utilized for the reproduction of records either

of the Berliner type or of the Edison type; that is, the records in which the sound groove is a zig-zag spiral of uniform depth, or where the sound record is made by excavations and elevations.

Figure 1 illustrates a plan view of the tone arm and sound box of a talking machine with the im-

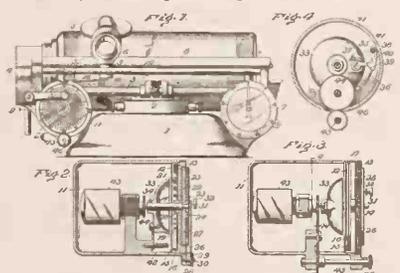


proved adapter in position for playing records of the Edison type, and also in dotted lines the sound box in position for playing records of the Berliner type. Fig. 2 is a side elevation of the same showing in dotted lines the position occupied by the sound box for the reproduction of records of the Berliner type. Fig. 3 is a top plan view of the improved adapter. Fig. 4 is a right-hand end view. Fig. 5 is a bottom plan view. Fig. 6 is an end plan view showing the means for securing the adapter to the tone arm of the talking machine in general use.

CORRECTION DEVICE FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,153,665.

This invention relates to talking machines, and more particularly to correction devices employed in machines used for dictation purposes, when the record is to be transcribed and it is desired by the dictator to impart certain information in regard thereto to the transcriber. For example, a record having a variety of matters thereon, among which may be a telegram or other rush work, may be delivered by the dictator to a transcriber, or the dictator may desire to have a correction made in matter already dictated, as by erasing or changing certain parts, etc.

The invention consists in a revoluble disc actuated by the sound-box carriage of the machine, and preferably so as to make one complete revolution during the time that the sound box is traveling the length of the record tablet, combined with means whereby the dictator may mark the disc at the point where a correction is to be made, telegram taken off or other desired matters attended to. This disc is removed from the dictation machine with the record, and is placed upon the transcriber's



machine and, in co-operation with a fixed scale, indicates the position in which the transcriber is to place the sound box for taking off the telegram or other matter. The device is capable of being applied to any suitable talking machine provided with a traveling sound box.

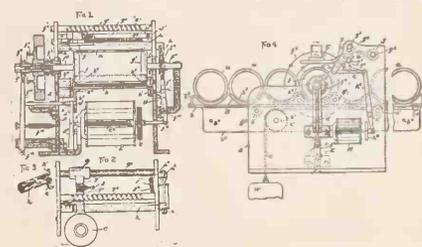
In said drawings Figure 1 is a front elevation of a talking machine showing the invention applied thereto; Fig. 2 is a horizontal section through the correction device taken on the line 2-2 of Fig. 1, looking in the direction of the arrow, parts being shown in elevation; Fig. 3 shows the parts of the correction device in side elevation, and the inclosing chamber in central vertical section, and Fig. 4 is a vertical section of Fig. 3 on the line 4-4.

PHONOGRAPH.—George H. Underhill, Boston, Mass. Patent No. 1,153,750.

Many features of this invention have useful application to various types of such machines, in-

cluding those employing but a single record, but this invention is particularly applicable and is herein illustrated with reference to one type of multiple record machine employing a plurality of cylindrical records adapted automatically and successively to be brought into reproducing or recording relation with reference to suitable reproducing or recording mechanism, the latter being caused automatically to traverse the face of each record as the same is presented.

In the drawings Figure 1 is a central vertical section partially broken away, showing the prin-



cipal operating parts of a phonograph embodying one form of the invention; Fig. 2 is a plan showing principally the sound-box traversing mechanism in the phonograph illustrated in Fig. 1; Fig. 3 is a detail of the mechanism for lowering the sound-box on its return to its initial position, and Fig. 4 is a side elevation, partially broken away, of the instrument shown in Fig. 1.

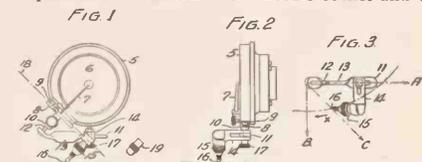
ATTACHMENT FOR GRAMOPHONES.—Sylvain Dayan, Montreal, Quebec. Patent No. 1,160,146.

This invention relates to improvements in attachments for gramophones, and the object is to provide a device by means of which any gramophone designed to use a steel needle may be equipped with a jeweled needle.

Two types of disc records are manufactured for gramophones, one having lateral undulations in the groove; that is, undulations on the side of the groove, and the other having undulations in the bottom of the groove. The former type is adapted for steel needles and the latter jeweled needles. It will thus be seen that an entirely different motion is transmitted to the sound-box diaphragm by the two types of record, and therefore a sound-box adapted for the type of record producing lateral vibrations will not operate if used on a record producing vertical vibrations.

The attachment forming the subject of the present invention is a means for transforming vertical vibrations into lateral vibrations, necessary to a sound-box adapted to receive only lateral vibrations.

The device consists essentially of a short arm adapted to be mounted in the needle socket and to



extend under the sound-box in the same plane as the sound-box diaphragm. This arm carries an offset socket containing the jeweled needle, the offset being such that the movement of the needle with the undulations of the record imparts a rolling motion to the arm which is transmitted to the sound-box in the proper direction.

In the drawings which illustrate the invention Figure 1 is a front elevation of a sound-box with the attachment in place. Fig. 2 is a side elevation. Fig. 3 is a plan view of the attachment.

GRAMOPHONE.—Reginald Warren, de la Rue, Newmarket, England. Patent No. 1,160,268.

This invention relates to the starting and stopping of the electric motors by which gramophones are sometimes driven.

The term "gramophone" is intended to include all talking machines of a similar type in which a rotating record disc is used.

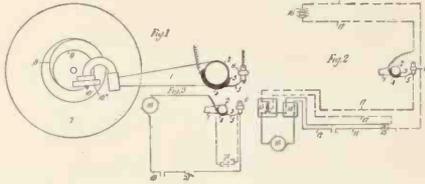
According to this invention, an electric circuit is made and broken by the movement of the tapered arm carrying the sound-box, and the electric motor

(Continued on page 72.)

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 71).

for driving the gramophone is thereby started and stopped.

In one way of carrying out the invention the current is led by a brush carried by a bracket on a stationary part of the gramophone to a segment of conducting material secured to but insulated from the vertical part of the tapered arm, the segment being so arranged that the circuit is made when the arm is placed in the starting position, and broken when the tune or reproduction is finished. In order to insure a complete break in the circuit the needle is guided to the center of the record at the end of the reproduction by a groove or a raised line. To minimize the sparking between the segment and brush which causes a roughness which interferes with the swinging of the arm, a relay is employed operated by a battery of small E. M. F. to



make and break the current which operates the motor, or in place of a relay a condenser is connected to the segment and brush.

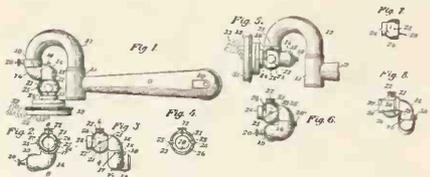
In the drawings which illustrate the invention Figure 1 is a diagrammatic view showing the conducting segment on the tapered arm of a gramophone, the circuit being broken. Fig. 2 is a diagram showing the electrical connections. Fig. 3 is a diagram showing an alternative method for minimizing sparking when the circuit is broken.

REPRODUCER SUPPORT FOR GRAPHOPHONES.—George C. White, Baltimore, Md. Patent No. 1,160,803.

This invention relates to an improved means for sustaining reproducers of graphophones.

The object of the invention is to provide an improved means for sustaining reproducers so as to enable the same to have a freedom of movement not heretofore permitted and to also provide a reproducer support that will enable the reproducer to have a playing position substantially tangential with respect to the grooves in the record disc, or substantially crosswise of the said disc grooves.

At the present time two distinct forms of record discs are employed and commercially known as Victor or Columbia records and Edison records. In the case of the Victor and Columbia records the side wall of the record disc groove is provided with irregularities with which the reproducer



needle coacts so as to reproduce the sound. In the case of the Edison records the grooves of the disc are provided with irregularities in the bottom of the groove. In the Victor and Columbia discs the grooves of which have an irregular side wall, the reproducer in practice is sustained vertically so that its diaphragm will have position substantially tangential with respect to the grooves, whereas in the case of the Edison discs with the grooves of irregular bottom, the reproducer in practice is sustained in a horizontal position. The respective positions of the reproducers with respect to the two forms of grooves as above noted are necessary.

This invention, therefore, has for its object to provide a reproducer support of such construction that the reproducer may be carried so as to operate with disc records of either of the types referred to.

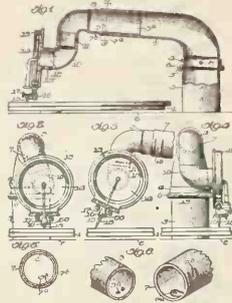
With these and other objects in view, the invention is illustrated in the accompanying drawing, wherein Figure 1 shows in top plan a conventional reproducer arm of the Victor type to which the improved device is attached, the reproducer being in position to operate with either a Victor or Co-

lumbia disc record. Fig. 2 illustrates a side elevation of the improved attachment with the reproducer detached. Fig. 3 shows a rear elevation of the same. Fig. 4 illustrates a cross-sectional detail on the line 4-4 of Fig. 3. Fig. 5 shows a top plan of the attachment carrying the reproducer and in position to co-operate with a disc record of the Edison type. Fig. 6 shows the same in side elevation with the reproducer removed. Fig. 7 illustrates in side elevation a detail of the universal ball part of the joint on which the reproducer is to be attached, and Fig. 8 shows a vertical sectional detail through the attachment, the section being taken on the line 8-8 of Fig. 2.

TALKING MACHINE.—Theodor Isaac, Chicago, Ill., assignor of two-thirds to Louis Schram and Jacob Rothschild. Patent No. 1,160,998.

This invention relates to talking machines, and more particularly to the tone arm and sound-box thereof, the object of the invention being to provide a construction such that the sound-box may be quickly and easily adjusted to play records either of the Berliner type, in which the groove has lateral vibrations, or of the Edison type, in which the groove has vertical vibrations—that is, variations in depth. As a result of this invention the machine may be quickly adjusted to play records differing as to type of groove and records varying as to feed—records such as those commercially known as Victor and Columbia records feeding from the circumference of the disc toward the center, and others such as the Pathé Frères feeding from the center toward the circumference.

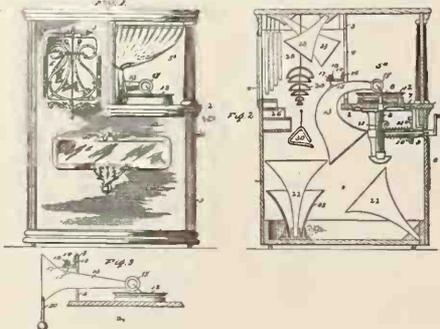
Another object of the invention is to provide a



needle holder and a jewel holder on the sound-box so constructed that when the needle is in place it will hold the jewel up out of contact with the record, and when the needle is removed the jewel may be lowered into contact with the record.

Figure 1 is a longitudinal section of a tone arm and sound-box employing the invention. The parts are adjusted for the playing of an Edison type disc record. Fig. 2 is an end view looking toward the right in Fig. 1. Fig. 3 is a side elevation of the sound-box and adjacent portion of the tone arm showing the parts adjusted to play a Berliner type record. Fig. 4 is a view looking toward the right in Fig. 3. Fig. 5 is a sectional view of the tone arm taken on the line 5-5, Fig. 1. Fig. 6 shows in perspective the interfitting portions of the tone arm.

CABINET SOUND-REPRODUCING MACHINE.—Henry C. Miller, Waterford, N. Y., assignor to the Victor



Talking Machine Co., Camden, N. J. Patent No. 1,159,978.

This invention relates to improvements in cabinet sound-reproducing machines. The object is to pro-

vide means, inclosed within a sound-chamber, to amplify and improve the reproduced sound.

A further object of the invention is to provide improved means for supporting the amplifying horn, to permit the sound-box to be moved in any convenient direction.

In the drawings Figure 1 is a front elevation. Fig. 2 is a transverse section. Fig. 3 is a detailed view showing the improved mounting employed with a different form of amplifier.

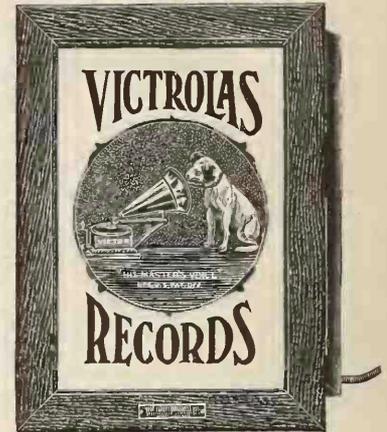
MACHINE FOR RECORDING AND REPRODUCING SOUND.—John H. P. Hains, New York. Patent No. 1,158,917.

This invention relates to sound-reproducing apparatus of any sort where a record medium is continuously rotated and a sound-recording or reproducing device is displaced gradually over the surface of the record medium. A spring or other motor has been ordinarily employed for rotating the record medium, and displacing the sound-recording or reproducing device.

ELECTRIC SIGNS AS TRADE HELPS.

Some Specialties of C. Bruno & Son, Inc., That Are Making a Wide Appeal.

There is considerable activity in electrical circles tending to the sale of things electrical and the more



Bruno Electric Sign.

universal use of electricity. In the talking machine field there is evidence that the phonograph with electric motor is becoming more popular all the while. Electric signs for the sale of talking machines are likewise being used more and more by dealers who are alive to the fact that the eyes of the passers-by are quickly attracted to the window display, which oftentimes leads to more sales.

C. Bruno & Sons, Inc., 353 Fourth avenue, New



Bruno Electric Sign.

York, offer two electric signs at the low price of \$5, with low cost of operating. These are 10 1/4 by 14 1/2 inches, about the right size to be attractive and yet unobtrusive. Charles F. Bruno, treasurer, reports a great desire on the part of dealers to secure these signs, particularly because these are what are termed "duplex signs"—they show one ad when unlighted, and when the light goes on another advertisement appears.

RECORD BULLETINS FOR JANUARY, 1916.

THE VICTOR TALKING MACHINE CO.

POPULAR SONGS.

No. Size.

17903 If it Takes a Thousand Years (J. Keirn Brennan-E. R. Ball) 10
 Could the Dreams of a Dreamer Come True (Jeff Branen-Arthur George) 10
 17904 Alagazam (To the Music of the Band) (Andrew B. Sterling-Harry Von Tilzer) 10
 When Old Bill Bailey Plays the Ukulele (Chas. McCarron-Nat. Vincent) 10
 17885 Ballymooney, from "Chin-Chin" (Trooper Terence Lowry) 10
 I've Been Floating Down the Old Green River (Pert Kalmor-Joe Cooper) 10
 17896 Piney Ridge (Ballard Macdonald-Halsey K. Mohr) 10
 All I Can Do is Just Love You (Beethoven-Carly-Monaco) 10
 17900 Along the Rocky Road to Dublin (Joe Young-Bert Grant) 10
 Molly, Dear, It's You I'm After, from "The Girl from Utah" (Frank Wood-Henry E. Pether) 10
TWO POPULAR SELECTIONS BY PIETRO.
 17895 Success Medley "Alabama Jubilee," "Tulip Time in Holland" (Accordion Solo) 10
 Melody Rag (Pietro) 10
JANUARY DANCE RECORDS.
 35500 Angel's Dream—Waltz (A. Herman) "Angel's Serenade" (Braga), "Spring Song" (Mendelssohn), "Kreutzer Sonata" (Beethoven), "Nocturne" (Chopin, Op. 9, No. 2) (Patrick Conway, Director) 12
 17692 Chutney—Fox Trot (Theo. Morse) 10
 Sugar Lump—Fox Trot (Fred M. Bryan) 10
THE VICTOR ENGAGES THE IMPERIAL QUARTET OF CHICAGO.
 17872 My Ain Folk (L. G. Leman) 10
 A Perfect Day (Carrie Jacobs-Bonnie Boyce) 10
 17873 The Cross Bow ("It Takes Nine Tailors to Make a Man," from "Robin Hood" (De Koven) 10
 Way Down Yonder in the Cornfield 10
VOCAL AND INSTRUMENTAL HAWAIIAN RECORDS.
 17867 Poli Pumeleha (Press Me to the Floor) (Jos. Koahiki) Hawaiian Sextet with Native Instruments 10
 Ko Maka Palupanu (Soft Eyes) Hawaiian Sextet with Native Instruments 10
 17892 My Birl of Paradise (Living Brothers Hawaiian Guitars) 10
 Kawaihau Waltz (Mekia Kealakai) Hawaiian Guitars 10
MORE OLD-TIME SONGS BY GARDNER.
 17888 Long, Long Ago (T. Haynes Baryl) Violin Solo 10
 Darling Nellie Gray (B. R. Hanby) Violin Solo 10
TWO ATTRACTIVE WHISTLING AND SINGING DUETS.
 17891 Whistle While You Walk, with Whistling Specialty (Belmont) 10
 Blue Jay and the Thrush (with Whistling) (Belmont) 10
TWO NEW RECORDS BY NAT. M. WILLS.
 17894 Parody on Eight Familiar Songs 10
 A Father of 36 (Humorous Monologue) 10
TWO OF PERCY GRAINGER'S POPULAR DANCES.
 17897 Shepherd's Hey (Morris Dance Tune) ("British Folk Music" No. 16) (Percy Aldridge Grainger) With Harp and Xylophone accompaniment 10
 Irish Tune from County Derry ("British Folk Music" No. 15) (Percy Aldridge Grainger) 10
ANOTHER McKEE TRIO COMBINATION.
 17898 A Little Bit of Heaven (Ernest R. Ball) 10
 Cello and Piano accompaniment 10
 Where the River Shannon Flows (Jas. I. Russell) 10
 Violin, Cello and Piano accompaniment 10
TWO NEW ORPHEUS RECORDS.
 17899 A Stein Song (Richard Hovey-Fredk F. Bullard) 10
 Swing Along (Will Marion Cook) 10
TWO NEW SOUSA MARCHES BY SOUSA'S BAND.
 17901 New York Hippodrome March (John Philip Sousa) 10
 The Pathfinder of Panama March (John Philip Sousa) 10
CONWAY PLAYS TWO FAMOUS COMPOSITIONS.
 35503 Finlandia (Tone Poem) (Jean Sibelius, Op. 26; No. 7) (Patrick Conway, Director) 12
 Fackeltanz (Torchlight Dance) (Meyerbeer) (Patrick Conway, Director) 12
TWO SUPERB INSTRUMENTAL NUMBERS.
 35505 Stabat Mater—Inflammatu (Rossini) (Cornet Solo) 12
 Serenade (Schubert) (Cornet Solo by Rinaldi) 12
A SUPERB ORCHESTRA RECORD OF THE COMPLETE POET AND PEASANT OVERTURE.
 35509 Poet and Peasant Overture—Part I (Franz von Suppe) (Arr. by Chas. J. Roberts) 12
 Poet and Peasant Overture—Part 2 (Franz von Suppe) (Arr. by Chas. J. Roberts) 12
TWO SPECIALTIES BY GOLDEN AND MARLOWE.
 35504 The Insect Powder Agent (Comic Specialty with Banjo) 12
 Henry Attempts Suicide (Darky Specialty with Banjo) 12
TWO SPLENDID GOSPEL SOLO MEDLEYS.
 35510 Gospel Songs No. 1—Gospel and Sacred Hymns: Chorus, "Pull for the Shore"; Solo and Chorus, "In the Sweet Bye-and-Bye"; (Webster); Duet, "Almost Persuaded"; (Bliss); Chorus, "Hold the Fort"; Quartet, "Where Is My Wandering Boy To-night"; (Lowry); Chorus, "Beulah Land"; (Sweeney); Chorus, "God Be With You"; (Tomer); 12
 Victor Mixed Chorus 12

Gospel Songs, No. 2—Billy Sunday Hymns:
 Chorus, "I Am Coming Home" (Ackley); Solo, "I Walk with the King" (Ackley); Chorus, "If Your Heart Keeps Right" (Ackley); Solo and Chorus, "De Brewer's Big Hosses" (Herbert); Duet, "Sweeter as the Years Go By" (Mrs. C. H. Moses); Chorus, "Since Jesus Came Into My Heart" (Gabriel); Chorus, "Brighten the Corner Where You Are" (Gabriel) 12
NEW EDUCATIONAL RECORD.
 55060 Tell Me, Where Is Fancy Bred, Casket Scene from "Merchant of Venice" (Shakespeare-Sir John Stevenson) 12
 Comp. Luey I. Marsh-Reidul Werrenrath
 Von Spotted Snakes, from "Midsummer Night's Dream"—Act II, Scene 3 (Shakespeare-Mendelssohn) 12
 Victor Women's Chorus 12
BLUE LABEL RECORDS.
 Two New Irish Ballads by MacFarlane.
 45074 My Own Home Town in Ireland (Bartley Costello-Alfred Solomon) 10
 Ireland (Wm. J. McKenna-August Kleineke) 10
 George MacFarlane
 Two Operatic Airs by Althouse.
 45076 Die Walkure—Siegmund's Liebeslied (Siegmund's Love Song) (Act I) (Wagner) In German 10
 Paul Althouse
 La Gioconda—Cielo e mar (Heaven and Ocean) (Act II) (Ponchielli) In Italian 10
 Paul Althouse
NEW RED SEAL RECORDS.
 A Favorite Ballad by McCormack.
 64405 Somewhere a Voice is Calling (Eileen Newton-Arthur F. Tate) 10
 Tenor Solo in English 10
 John McCormack
 64480 Noche Serena (Calm Night) (Mexican Folk Song). Baritone Solo in Spanish 10
 Emilio de Gogorza
 Martinelli Sings the "Masked Ball" (Barcarolle) 10
 64487 Ballo in Maschera—Barcarolle "Di in fedele" (Masked Ball "The Waves Will Bear Me") (Act I, Scene 2) (Verdi). Tenor Solo in Italian 10
 Giovanni Martinelli
 An Operatic Air by Mme. Culp.
 64490 Samson et Dalila—Mon coeur s'ouvre à ta voix (Samson and Dalila—My Heart at Thy Sweet Voice) (Act II) (Saint-Saens) Contralto Solo, "cello obligato by Rosario Bourdon, in French 10
 Julia Culp
 A Favorite Cadman Song by Williams
 64516 From the Land of the Sky-Blue Water, from "American Indian Song" (G. R. Eberhart-C. W. Cadman). Tenor Solo in English 10
 Evan Williams
 An Eighteenth Century Gem by Powell.
 64520 Tambourin (Jean Marie Leclair) Violin Solo, pianoforte by George Falkenstein. Maud Powell
 Two New Elman Recordings 10
 64530 In a Gondola—Impromptu (Elman). Violin Solo, pianoforte by Walter H. Golde, Mischa Elman
 74455 Spanish Dance (Spanische Tanz—Op. 22, No. 3) (Sarasate). Violin Solo, pianoforte by Walter H. Golde 10
 Mischa Elman
 Braslav Sings a Popular Concert Song 10
 74456 Old Dry Those Tears (Teresa Del Riego). Contralto Solo in English 10
 Sophie Braslav
 A Favorite Temple Song by Hamlin.
 74457 Love's Nocturne (F. E. Weatherly—Hope Temple) Tenor Solo in English, with cello and harp accompaniment 10
 George Hamlin
 Gluck and Zimbalist Present a Famous "Monotone." 10
 87208 The Monotone (Ein Ton) (Op. 3, No. 3) (P. Cornelius). Soprano Solo in English, with Violin accompaniment; pianoforte by Sam Chotzinoff 10
 Alma Gluck and Efreim Zimbalist
 A New "Rosary" by Schumann-Heink.
 87221 The Rosary (Nevin). Contralto Solo in English. Ernestine Schumann-Heink
 A Neapolitan Number by McCormack and Kreisler.
 87231 Carme (Canto Sorrentino) (Arr. by G. B. de Curtis). Tenor Solo in Italian, Violin accompaniment 10
 John McCormack and Fritz Kreisler

COLUMBIA GRAPHOPHONE CO.

Popular Hits of the Month.
 A1864 I Think We've Got Another Washington (Wilson Is His Name) (Fairman). Orch. accompaniment 10
 Peerless Quartet
 Soldier Boy (Morse). Tenor and Baritone Duet, orch. accompaniment 10
 Billy Burton and Herbert Stuart
 A1865 Alagazam (To the Music of the Band) (H. Von Tilzer). Orch. accompaniment 10
 Peerless Quartet
 When Old Bill Bailey Plays the Ukulele (McCarron and Vincent). Orch. accompaniment 10
 Peerless Quartet
 A1842 America, I Love You (Gottler). Tenor Solo, orch. accompaniment 10
 Sam Ash
 I'm Simply Crazy Over You (Schwartz). Soprano and Tenor Duet, orch. accompaniment 10
 Louise MacMahon and Sam Ash
 A1870 Out of a City of Six Million People (Vincent). Song Monologue, orch. accompaniment 10
 Margaret Farrell
 I'm Homesick (H. Von Tilzer). Tenor Solo, orch. accompaniment 10
 George O'Connor
 A1869 Keep the Home Fires Burning Till the Boys Come Home (Novello). Tenor and Baritone Duet, orch. accompaniment 10
 Reed Miller and Frederick Wheeler
 On the Road to Happiness (Albert Von Tilzer). Tenor Solo, orch. accompaniment 10
 Sam Ash
 A1867 Come Back to Old Kentucky (Taylor). Tenor Duet, orch. accompaniment 10
 Albert Campbell and Henry Burr
 You'd Never Know That Old Home Town of Mine (Donaldson). Baritone and Tenor Duet, orch. accompaniment 10
 A. Collins & B. G. Harlan
 A1868 If You Only Had My Disposition (A. Von Tilzer). Tenor and Soprano Duet, orch. accompaniment 10
 Sam Ash and Edith Chagman
 Hello, Boys (Harry Von Tilzer). Tenor Solo, orch. accompaniment 10
 Dan W. Quinn
Dance Records of the Month.
 A5739 Universal Fox Trot (Rosey). Introducing: "Some Beautiful Morning" 12
 Prince's Band
 America, Love You Medley—One-step, introducing "When You Were a Baby and I Was the Kid Next Door" 12
 Prince's Band
 A5740 Harry Von Tilzer Medley (H. Von Tilzer)—One-step, introducing "Alagazam" "Close to My Heart," "Hello, Boys," and "I'm Back Again" 12
 Prince's Band
 Good Scout (Kaufman)—Kaufman's Band
 A5738 That Soothing Symphony Medley (Snyder)—Fox Trot, introducing "I'm Simply Crazy Over

You," "Don't Blame Me for What Happens in the Moonlight," 12
 Prince's Band
 The Kangaroo Hop (Morris)—Fox Trot 12
 Prince's Band
 A5741 Princess Pat (Victor Herbert)—Medley Waltz, Introducing "Ballet Suite," "Eros Song," "Estellita Waltz," and "Love Is Best of All" 12
 Prince's Orchestra
 Valse Celestia (L. O. Smith) 12
 Prince's Orchestra
 Two Humorous Descriptions 12
 A1838 Greetings in Bingville (Knight)—Descriptive 12
 Ada Jones, Byron G. Harlan, Steve Porter and Harlan Knight
 The Trial of Joshua Brown (Knight)—Descriptive 10
 Orch. accompaniment 10
 Ada Jones, Steve Porter and Harlan Knight
 Schubert's Immortal "Unfinished" Symphony 12
 A5743 Symphony in "B" Minor (Schubert). "Unfinished." First Movement, Allegro Moderato 12
 Prince's Orchestra
 Symphony in "B" Minor (Schubert). "Unfinished." Second Movement, Andante con moto 12
 Prince's Orchestra
 A Coupling of Christian Science Hymns 12
 A5737 Shepherd Show Me How to Go (Christian Science Hymn) 12
 Beecher Burton
 Just for Today (Christian Science Hymn) 12
 Beecher Burton
 Stupendous Orchestral Recordings of Operatic Gems 12
 A5736 I Lombardi (Verdi). "Pilgrim's Chorus" 12
 Prince's Orchestra
 Largo (Handel) 12
 Prince's Orchestra
BLUE-LABEL DOUBLE-DISC RECORDS.
 Initial Recordings of Marie Sundelius, Famed Concert Artist.
 A1875 Mary of Allende (Hook). (Old English Ballad). Soprano Solo, orch. accompaniment 10
 Marie Sundelius
 Take Me, Jamie, Dear (Bischoff) Soprano Solo, orch. accompaniment 10
 Marie Sundelius
 Anita Rio "American Festival Soprano" Makes First Recordings 10
 A1872 Slumber Boat (Gaynor). Soprano Solo, orch. accompaniment 10
 Anita Rio
 Four-Leaf Clover (Brownell). Soprano Solo, orch. accompaniment 10
 Anita Rio
 Montague Glass Writes a "Cohen" Sketch 10
 A1863 Cohen Telephones the Health Department (Montague Glass). Comedy Monologue. Joe Hayman
 Serenade (Jensen) 10
 Prince's Orchestra
 A Delightful Group of Instrumental Novelties 10
 A1874 Kilima Waltz. Hawaiian Guitar and Ukulele Duet 10
 Palie K. Lua and David Kaiki
 Hawaiian Hotel (Nainas). Hawaiian Guitar (Ukulele) Duet 10
 Palie K. Lua and David Kaiki
 A1879 Maui Girl 10
 Toots Paka Hawaiian Co.
 Kai Malino 10
 Toots Paka Hawaiian Co.
 A1880 Julia Waltz. Hawaiian Guitar and Ukulele Duet 10
 Royal Marimba Band
 Guatemalian Girls March (Hurtado) 10
 Royal Marimba Band
 A1878 Sweet Genevieve (Tucker). Celesta Solo 10
 Charles A. Prince
 The Switzer's Farewell (Linley). Celesta Solo 10
 Charles A. Prince
More of Karl Jörn's Lyric Singing.
 A1840 Morgen Hymne (Morning Hymn). Tenor Solo, in German, with orch. 10
 Karl Jörn
 Schlummerliedchen (Slumber Song). Tenor Solo, in German, with orch. 10
 Karl Jörn
 A1841 Wenn Die Schwalben Heimwärts Ziehen (When the Swallows Homeward Fly). Tenor Solo, in German, with orch. 10
 Karl Jörn
 Jagerleben (Hunter's Life). Tenor Solo, in German, with orch. 10
 Karl Jörn
Descriptives with Many Orchestral Brilliances.
 A1877 A Love Episode in Birdland (Bendis). "The Gentle Dove" Descriptive. Prince's Orchestra
 A Love Episode in Birdland (Bendis). "The Merry Lark" (A Joyous Flight). Descriptive 10
 Prince's Orchestra
Negro "Spirituals" by the Famous Fisk University Jubilee Singers.
 A1888 Swing Low Sweet Chariot 10
 Fisk University Male Quartet
 Shout All Over God's Heaven 10
 Fisk University Male Quartet
Favorite Songs by Favorite Quartets.
 A1881 Nellie Dine (Armstrong). Orch. accompaniment 10
 Columbia Stellar Quartet
 I'se Gwine Daek to Dixie (C. A. White). Orch. accompaniment 10
 Peerless Quartet
Exceptional Harmonies in Inspired Part Songs.
 A1871 The Long Day Closes (Arthur Sullivan) 10
 Columbia Mixed Quartet
 The Lamp in the West (Horatio Parker) 10
 Columbia Mixed Quartet
Two Clever Compositions by Barrere Ensemble.
 A1839 Salut D'Amour (Elgar) Op. 12. Flute Solo, accompaniment by Barrere Ensemble 10
 Geo. Barrere
 Serenade Badine (Marie). Flute Solo, accompaniment by Barrere Ensemble 10
 George Barrere
Records by Irene Franklin, Paudeville's Leading Comedienne.
 A1873 Red Head (Burton Green). Soprano Solo, piano accompaniment by Burton Green 10
 Irene Franklin
 All Wrong (The Wail of a Chorus Lady) (Irene Franklin-Burton Green). Soprano Solo, piano accompaniment by Burton Green 10
 Irene Franklin
Instrumental Numbers of Unusual Interest.
 A1884 Dialogue for Three (J. Val Hamm). Flute, clarinet & oboe trio 10
 Columbia Instrumental Trio
 Serenade (Titl). French horn and flute duet, orch. accompaniment 10
 Gus Wagner & M. P. Lufsky
 A1882 Under a Peaceful Sky (Von Bion). Prince's Band
 New Colonial March (Hall) 10
 Prince's Band
 A1876 Scots Wha Hae (Words by Burns). Baritone Solo, orch. accompaniment 10
 Albert Wiederhold
 Bonnie Dundee (Words by Sir Walter Scott). Baritone Solo, orch. accompaniment 10
 Albert Wiederhold
A New Year Special—Two Arrangements of Tennyson's Immortal Poem.
 A5745 Ring Out Wild Bells (Chopin). Soprano Solo, with orch. accompaniment 12
 Grace Kerns-Columbia Male Quartet
 Ring Out Wild Bells (Gounod). Orch. accompaniment 12
 Columbia Oratorio Chorus
Vocal Gems from Two Piquant Operettas.
 A5743 La Mascotte (Audran). Vocal Gems. Orch. accompaniment 12
 Columbia Light Opera Co.
 Oliveette (Audran). Vocal Gems. Orch. accompaniment 12
 Columbia Light Opera Co.
Two Superb Vocal Male Octets.
 A5742 In Vocal Combat (Dudley Buck). Orch. accompaniment 12
 Columbia Male Octet
 Land-Sighing (Grieg). Orch. accompaniment 12
 Columbia Male Octet
Eloquent Interpretations of "The Last Chord" and "The Holy City."
 A5744 The Last Chord (Arthur Sullivan). Orch. accompaniment 12
 Columbia Stellar Quartet
 The Holy City (Adams). Orch. accompaniment 12
 Columbia Mixed Quintet
SYMPHONY DOUBLE-DISC RECORD.
 Oscar Seagle Makes New Music of Old Melodies. (Continued on page 74.)

RECORD BULLETINS FOR JANUARY—(Continued from page 73).

- A5747 Oh, Dry Those Tears (Teresa del Riego) Baritone Solo, orch. accomp. Oscar Seagle 12
 Turn Ye to Me (Old Scotch Melody) Baritone Solo, orch. accomp. Oscar Seagle 12
- NEW EDISON DIAMOND DISC RECORDS.**
- 50274 Little Orphant Annie, and an Impromptu Fairy-Tale (Riley). Recitation... Harry E. Humphrey
 Mister Hop-Toad, and the Tree-Toad (Riley). Recitation, Harry E. Humphrey
 50277 I Like Your Town (Weston-Bedford)... Glen Ellison
 Wee Little House That You Live In (Melior-Gifford-Godfrey)... Glen Ellison
 50281 Laughing Love (Christine) Whistling Solo... Charles Crawford Gorst
 Oberammergau Polka... Oberammergau Zither Trio
 50297 My Hula Maid—The Passing Show of 1915 (Edwards). Soprano and Tenor Duet... Gladys Rice and Irving Kaufman
 Somebody Knows (H. Von Tilzer). Tenor and Bass Duet... Harry Mayo and Harry Tally
 50299 Josephine Polka (Koesseldorf)... Oberammergau Zither Trio
 Kalima Waltz—Hawaiian Guitars... William Smith and Walter K. Kolomoku
 50301 My Sweet Adair (Gilbert-Friedland). Tenor Solo... Walter Van Brunt and Chorus
 When I Leave the World Behind (Berlin). Baritone... Glen Ellison
 50302 O Little Town of Bethlehem (Redner). Mixed Voices... The Carol Singers
 Once in Royal David's City (Gauntlett). Mixed Voices... The Carol Singers
 50303 Angels from the Realms of Glory (Smart). Mixed Voices... The Carol Singers
 It Came Upon the Midnight Clear (Willis). Mixed Voices... The Carol Singers
 50304 Hallelujah Chorus—Messiah (Handel). Sodero's Band
 O Come, All Ye Faithful (Adeste Fideles). Reading... Sodero's Band
 50305 Ragging the Scale—Fox Trot (Claypoole). For dancing... Jaudas' Society Orchestra
 Whistling Rufus—One-step (Mills). For dancing... Jaudas' Society Orchestra
 50306 Emancipation Handicap—Descriptive (Mohr). Baritone and Tenor Duet... Arthur Collins and Byron G. Harlan
 Scene at a Dog Fight... Gilbert Girard and Steve Porter
 50307 If You Can't Sing the Words You Must Whistle the Tune (Darewski). Tenor Solo... Billy Murray
 I'm a Lonesome Melody (Meyer). Tenor Solo... George Wilton Ballard and Chorus
 80204 He Lifted Me (Gabriel). Mixed Voices... Metropolitan Quartet
 Let the Lower Lights be Burning (Bliss). Mixed Voices... Metropolitan Quartet
 80207 Legende (Wieniawski). Violin Solo... R. Czerwonky
 Liebesfreud (Kreisler). Violin Solo... R. Czerwonky
 80231 Fall In! (Cowan). Baritone Solo... V. Archibald
 John Bull's Catechism (Johnston). Baritone... Arthur Crane and Male Chorus

- 80252 Good-Bye (Tosti). Soprano Solo... Anita Rio
 Ma Curly-Headed Babby (Clutsam). Contralto Solo... Beatrice Collin and Chorus
 80266 Die heilige Nacht (Silent Night). (Gruber). Male Voices... Manhattan Quartet
 Am Rhein und beim Wein (Rhein-Wine Song) (Ries). Baritone Solo in German... Otto Goritz
 80273 Call of the Motherland (Miller). Baritone Solo... Frederick Wheeler and Male Chorus
 We'll Never Let the Old Flag Fall (Kelly). Baritone Solo... Frederick Wheeler and Male Chorus
 80275 Carmen—Vocal Waltz (Wilson-Richards). Mixed Voices... Metropolitan Quartet
 Spring Flowers (Mattiuzzi). Soprano Solo... Mary Carson
 80276 Abide With Me (Monk). Soprano and Baritone Duet... Elizabeth Spencer and Inomas Chalmers
 When the Roll is Called Up Yonder (Black). Tenor and Baritone Duet with Mixed Quartet... John Young and Frederick Wheeler
 80277 Recitative and Chorus—Messiah (a) There were Shepherds; (b) Glory to God—Chorus (Handel). Soprano Solo... Anita Rio and Oratorio Chorus
 Open the Gates of the Temple (Knapp). Tenor Solo... Hardy Williamson
 82087 Addio del passato (Farewell to the Bright Visions)—La Traviata (Verdi). Soprano Solo in Italian... Alice Verlet
 Explanatory Talk for Addio del Passato.
 82096 All Hail, Thou Dwelling Lowly—Faust (Gounod). Tenor Solo... Paul Althouse
 Habanera—Carmen (Bizet). Contralto Solo in French... Margaret Keyes
 82536 Ave Maria (Bach-Gounod). Soprano Solo in Latin, with obbligato... Marie Rappold and Albert Spalding
 Explanatory Talk for Ave Maria.
 82537 Parigi, O Cara (Far from Gay Paris)—La Traviata (Verdi). Soprano and Tenor Duet in Italian... Alice Verlet and Guido Ciccolini
 Explanatory Talk for Parigi, O Cara.
 83030 Gott! Welch' Dunkel Hier! (God! How Dark, This Dreadful Quiet!)—Fidelio (Beethoven). Tenor Solo in German... Jacques Urlus
 Explanatory Talk for Gott! Welch' Dunkel Hier!
- LATEST EDISON AMBEROL RECORDS.**
- THREE CONCERT RECORDS.**
- 28221 Am Rhein und beim Wein (Rhine-Wine Song) (Franz Ries). Baritone Solo, orch. accomp. Otto Goritz
 28220 Berceuse—Jocelyn (Godard). Violoncello Solo, accomp. by Robert Gayler... Herman Sandby
 28219 Recitative and Chorus—Messiah: (a) There Were Shepherds; (b) Glory to God—Chorus. (G. F. Handel). Soprano Solo, orch. accomp. Anita Rio and Oratorio Chorus
- CHRISTMAS SELECTIONS.**
- 2771 Angels from the Realms of Glory (Henry Smart) Mixed voices, orch. accomp. The Carol Singers

- 2769 It Came Upon the Midnight Clear (R. S. Willis) Mixed voices, orch. accomp. The Carol Singers
 2770 O Come, All Ye Faithful (Adeste Fideles) (J. Reading) Sodero's Band
 2767 O Little Town of Bethlehem (L. H. Redner) Mixed voices, orch. accomp. The Carol Singers
 2768 Once in Royal David's City (H. J. Gauntlett) Mixed voices, orch. accomp. The Carol Singers
 2761 All Aboard for the County Fair (Rube Sketch) Harlan E. Knight and Company
 2754 Andante pastorale—Souvenirs des Alpes, (Th. Böhm, Op. 31). Flute Solo, orch. accomp. Weyert A. Moor
 2774 Are We Downhearted—No! (David and Wright) Soprano Solo, orch. accomp. Elizabeth Spencer and Chorus
 2764 Auntie Skinner's Chicken Dinner Medley—One-step. (For dancing) Sisty and Seitz's Banjo Orchestra
 2766 Chimes of Normandy Airs—No. 2 (Flanquette) Orch. accomp. New York Light Opera Co.
 2755 Coronation March—Prophete (Meyerbeer) Sodero's Band
 2772 Dominion of Canada March (May Hill) Sodero's Band
 2750 Emancipation Handicap—Descriptive (Halsey K. Mohr). Duet, orch. accomp. Arthur Collins and Byron G. Harlan
 2756 I'm a Lonesome Melody (Geo. W. Myer). Tenor Solo, orch. accomp. George Wilton Ballard and Chorus
 2763 In the Land of Love with the Song Birds (Wallace Rega). Tenor and Baritone Duet, orch. accomp. Geo. W. Ballard and Owen J. McCormack
 2765 The Last Waltz (F. T. Dabney). For dancing. Sisty and Seitz's Banjo Orchestra
 2762 Little Grey Mother (Harry De Costa). Tenor Solo, orch. accomp. Jim Doherty and Chorus
 2760 Scene at a Dog Fight—Descriptive... Gilbert Girard and Steve Porter
 2753 Somebody Knows (Harry Von Tilzer). Tenor and Bass Duet, orch. accomp. Harry Mayo and Harry Tally
 2751 That's the Song of Songs for Me (Nat Osborne). Tenor Solo, orch. accomp. Walter Van Brunt and Chorus
 2759 They Didn't Believe Me (Jerome D. Kern). Soprano and Tenor Duet, orch. accomp. Gladys Rice and Walter Van Brunt
 2773 'Till the Boys Come Home (Ivor Novello). Baritone Solo, orch. accomp. Frederick Wheeler and Male Chorus
 2758 Trumpeter of Säckingen—Parting Song. (Victor E. Nessler.) Cornet Solo, orch. accomp. Louis Katzman
 2752 Waltz of the Season—The Blue Paradise (Edmund Eysler). Tenor and Baritone Duet, orch. accomp. Geo. W. Ballard and F. Wheeler and Chorus
 2748 We'll Have a Jubilee in My Old Kentucky Home (Walter Donaldson). Tenor Solo with orch. accomp. Billy Murray and Chorus
 2749 When I Leave the World Behind (Irving Berlin). Baritone Solo, orch. accomp. Glen Ellison
 2757 Whistling Rufus—One-step (Kerry Mills). For dancing... Jaudas' Society Orchestra

OPEN VICTOR DEPARTMENT.

Piser & Co., the Big Furniture House at 2887 Third Avenue, Secure Agency for Victor Line, with Harry Baish in Charge.

Piser & Co., 2887 Third avenue, New York, one of the most successful furniture houses in the Bronx, have secured the agency for the Victor line and will open in the very near future a handsome talking machine department, devoted exclusively to the display of Victrolas and Victor records.

For a number of months past Piser & Co. had been desirous of entering the Victor business, but, owing to the embargo placed by the Victor Co. on the establishment of new dealer accounts because of the oversold condition of the Victor Co.'s products and the Victor Co.'s desire to co-operate with its present dealers, they were unable to secure the agency until a fortnight ago.

The opening of a Victor department in Piser & Co.'s store was made possible by the company buying out the stocks and dealer franchises of three Victor representatives, each of whom in the past had closed an annual business totaling five figures. Piser & Co. will merge the interests of these dealers in their establishment, and although these three Victor representatives were all closing a substantial trade there is no doubt but that Piser & Co.'s pres-

tige in their territory, combined with the tremendous increase in the demand for Victor products, will result in a steady gain over the dealers' sales figures.

Harry Baish, for four years a member of the Victor Co.'s traveling staff, has been appointed manager of Piser & Co.'s Victor department. He is familiar with every phase of the Victor business, and his success has been based on his ability to handle all divisions of the Victor dealers' activities, including the executive, financial and sales ends of the business. Mr. Baish is now conferring with V. W. Moody, sales manager of the New York Talking Machine Co., Victor distributor, regarding the installation of sales and stock systems which will make the Piser Victor department a model in this respect. Ben Hermann, formerly manager of the Plaza Talking Machine Co., New York, has been appointed assistant manager.

THE CONCERTOLA CORP.

The Concertola Corp. has been incorporated under the laws of the State of New York to engage in the talking machine and musical instrument business. The capital is \$50,000, and the incorporators are G. F. Hanrahan, H. Goldstein and M. Reinherz.

EDISON TO AID ACTORS' FUND.

Thomas A. Edison has agreed to take part in the campaign begun six weeks ago by the Actors' Fund to raise \$1,000,000. The inventor will head a committee of men prominent in the motion-picture industry.



SOSS
INVISIBLE HINGES

"Out of sight,
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