

The TALKING MACHINE WORLD



Published Each Month by Estate of Edward Lyman Bill at 373 Fourth Ave., New York, February 15, 1916



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*.

"The FIRST in the World"



Do you wish to be "first" in your locality?

WHEN the jury of experts at San Francisco awards High Tone Quality Honor to the Sonora, our representatives and ourselves have the greatest endorsement to our statement that "The Sonora is the first in the world."

Not only this, but we help the Sonora dealer by giving him exclusive territory. His rewards are equal to the amount of energy put into the work. Many Sonora dealers today are the leaders in their respective communities as regards **VOLUME** of sales and **NET PROFITS**.



"ELITE," \$150.00
(Construction and Design Patented)
Circassian Walnut, \$50.00 extra.
Golden, Fumed or Early English Oak,
Sheraton Mahogany or Mahogany.
12-inch turntable. Extra strong
double-spring motor, nickel-plated, play-
ing six 10-inch records with one wind-
ing. Tone Modifier. Multi-playing
needle. Sapphire needle. Diamond
needle. Automatic starter and stopper.
Equipment for playing all makes of disc
records in the world. Trimmings nickel-
plated. Envelope filing system, with
capacity for holding 80 records. Com-
partment at bottom of cabinet for acces-
sories.
Dimensions: Width, 23 in. Height,
40½ in. Depth, 23 in.

The record library of the world can be played on the Sonora—any make of disc records, whether for diamond, sapphire or steel needle. Sonora motors are **NOISELESS**, playing 3 to 15 records with one winding. Furthermore, many Sonora machines are equipped with an **AUTOMATIC STOP** that works perfectly, as well as a Motor Meter and Spring control.

SONORA PHONOGRAPH CORP'N, Manufacturers

GEO. E. BRIGHTSON, President

57 READE STREET

NEW YORK

(Turn to the next COVER page)

The Talking Machine World

Vol. 12. No. 2.

New York, February 15, 1916.

Price Twenty Cents

WHAT EFFICIENCY MEANS TO TALKING MACHINE MEN.

Efficiency, the Art of Producing Effects, Never Meant More to the Business Man Than It Does To-day—The Degree of Efficiency Acquired and Employed Determines the Extent of Success or Failure Enjoyed or Suffered in Any Trade Venture.

In these days of sumptuously appointed "talker" shops and carefully trained salesmen, to the casual observer the art of efficiency has been brought to such a high standard that no further development seems necessary. That being true, there is all the more reason for concentrated thought upon this important subject. When all talking machine establishments are attractive, it becomes a difficult problem for any one dealer to forge ahead of his fellows. However, it behooves him to do this because, no matter how perfect an establishment may seem, there is always room for improvement, and when these improvements are put into effect they immediately stimulate not only the trade already acquired, but bring new customers into the fold as well.

In the old days of the talking machine business was business. To-day it is more. It does not mean, as it did then, simply being able to sell goods. The great strides this wonderful instrument has made during the past twenty years have created a tremendous demand; this demand has in turn brought keen competition. Competition is a thing to be welcomed with open arms by the efficient dealer, but for the plodder or the shirker it is a millstone round his neck pulling him down below the swirling waters of adversity.

Efficiency and competition are the best of friends and are of the greatest possible assistance one to the other, if sheltered beneath a roof where their talents are appreciated and allowed full scope.

An efficient dealer solicits competition because it brings with it the opportunity to surpass. He realizes that he must do this in order to succeed; he knows full well that fame will come only to the one who, by sheer ability in the art of efficiency, becomes supreme. The axiom with regard to "the survival of the fittest" stares him in the face, and he proceeds accordingly. He has an attractive store, a complete and well arranged stock, and a competent force of clerks; but so has Jones, down the street. Therefore, in order that he may outstrip Jones in the race for success in trade, he must go further than this.

He starts in by studying the manners, methods and means of his customers. He makes it a point to chat with them when they call upon him, playing the role of hospitable host. By doing this with adroitness and skill, he is enabled to acquaint himself with their ways and tastes. He familiarizes himself with their opinions, and, hence, can cater intelligently to their wants.

He does not doubt for a moment that his competitor, Jones, is honest, but he makes up his mind to go him one better and make a specialty of honesty. Realizing that the dishonest tradesman has no chance these days, he makes an appeal to his assistants, emphasizing the fact that in all things, no matter how trivial, he wishes the integrity of his establishment to remain untarnished. As he explains to them, "A store that perpetually maintains a reputation for square dealing, under all conditions, will be pretty sure to get the business plums if there are any."

Courtesy is another thing that is worth specializing, so he has another talk with his employes, in which he instils into their minds the importance of treating patrons not like automatons but folks. He asks them to learn to handle all who come into the store with tact, returning cheerfulness for grouching, avoiding all unpleasant arguments when possible to do so, acquiring the art of diplomacy and the habit of the sunny smile.

There is nothing like diplomacy when seasoned with a sunny smile, Mr. Dealer, to make your customers your friends. The efficient dealer realizes this to a greater extent than Jones down the street,

hence his growing business and greater prosperity.

Did you ever think about charity as an adjunct to business as applied to your dealings with patrons? It is a charitable act to have a record in stock dear to the heart of your customer, and which he wants very badly, when he asks you for it. If you do not agree with me, experience the humiliation that comes with partly empty shelves, and you will change your opinion. The efficient dealer keeps a complete stock on hand whenever possible, and performs many charitable acts in consequence.

Another thing the efficient dealer does, which is well worth talking about, is to offer prizes for ideas. He conducts a monthly idea contest, in which he offers a first, second and third prize to the three persons among his employes submitting the best ideas during the month. Of course, each idea must have some merit in order that it may be considered at all, but when it shows promise of results it is given a fair trial and rewarded according to its ultimate worth.

Aside from the joy of the contest which this competition instils into his workers, it causes them to realize that the boss has confidence in their ability to help, not only with their hands but with their brains as well, and the fact that, in a sense, they are looked upon as partners, proves most gratifying. It also makes them loyal to the business and engenders a desire to have that business succeed because their ideas are in it. In addition to the monthly competition, there is a gold medal awarded to the worker showing the best record in general efficiency throughout the whole year.

There are not nearly enough dealers who have confidence in the ability of their employes to create new business through the medium of ideas. Call a meeting of your clerks, Mr. Talker Man, some bright morning, when human minds work to the best advantage, and ask for any hints which may be circulating among them eager to be at work in your service. You will be astonished as well as

TWO NEW BUILDINGS FOR VICTOR CO.

An Addition to the Cabinet Factory and a New Building for Pressing Records Will Be Erected at Camden, Doubling Record Output.

(Special to The Talking Machine World.)

CAMDEN, N. J., February 7.—The Victor Talking Machine Co. will erect a six-story-and-basement addition to its cabinet factory on Market street, Camden, from Delaware avenue eastward, and also a six-story building for record pressing on Cooper street, west of Delaware avenue. The plans are now being prepared by the architects.

The proposed factory extension will completely build up the block from Delaware avenue to Front street and will add 140,000 square feet of floor space to the present cabinet factory, which was recently completed. The group of Victor buildings, with the new extension, will cover nearly thirteen acres.

A tower, 205 feet high, in the center of the Market street facade, will be a striking feature of the new construction. The company's trade-mark, executed in glass and illuminated at night, will be placed looking in four directions from the tower's top. The Flood system of lighting with reflectors will make the illumination effect visible for miles.

Reinforced concrete, with rolled-steel sash and wire glass, will be the construction throughout. The plans also contemplate the veneering of the present cabinet factory on Delaware avenue to harmonize with the new architecture.

The record-pressing building is to be of six stories, of full fireproof construction, 91 by 283 feet, and connected with the main plant by bridges. On account of the nature of the ground this build-

pleased at the result. In every talking machine establishment there are ideas imbedded in the minds of the employes which might be acquired by the proprietor for the asking, but which will probably never reach him until asked for—and that may mean never. A great many clerks of rare intelligence, while realizing that they have valuable suggestions to make which would be of extreme assistance to the firm, hesitate to offer them either through undue modesty or for fear of being considered overzealous.

Some employers do not care to have their subordinates "butt in," having perfect confidence in their own ability to run the business successfully; but, nine times out of ten, these are the fellows who are low in efficiency, and, because of that fact, are not getting their rightful share of trade.

Economy is synonymous with efficiency also because, to be efficient, you must use every facility at your command in the enhancement of your business without allowing the element of waste to enter in and take its toll of your profits. Wastefulness may creep in in many ways. Probably the greatest dissipation of property occurs through the careless handling of goods in the store and in the lack of care displayed in packing them for transit. The efficient dealer makes it a point to show each clerk how a record should be handled and packed, and when misfortune results he knows just what to do in the matter.

While both machines and records of all makes have now reached a point where they are practically foolproof, they still demand a certain amount of consideration, and the efficient dealer sees to it that his employes either give them the treatment they deserve or else depart for other fields of endeavor. A careless clerk is a great handicap to any business, and his fault should be corrected or his services dispensed with.

The efficient dealer is constantly moving forward in the race for trade supremacy. The sun does not set at the end of any day without it sees some advancement made, a new idea incorporated in the business, or a new customer gained.

This is real progress, and can be enjoyed by any talking machine dealer, be he great or small, if he will but specialize in efficiency.

HOWARD TAYLOR MIDDLETON.

ing will be placed on concrete piles. With the new building in operation, it is estimated that the record output of the company will be more than doubled.

DEALERS JOIN IN PUBLICITY.

Talking Machine Houses of Topeka, Kan., Carry on Joint Program of Advertising and Recitals Prior to Visit of Opera Company.

(Special to The Talking Machine World.)

TOPEKA, KAN., February 8.—A remarkable and successful example of co-operation among talking machine houses in this city has been instanced in connection with the local appearance of the San Carlo Grand Opera Company, which will give one performance only, on February 9, and present "Cavalleria Rusticana" and "Pagliacci." The local talking machine houses got together and for a week or more have been running a joint advertisement headed "Announcement Extraordinary" and inviting the public to hear the numbers from the two operas sung by famous artists on the various leading makes of machines.

On Wednesday, Thursday and Friday of last week the day was reserved for a recital at a different store. On Saturday there were two recitals in the afternoon and one in the evening. Those participating in the joint program of advertising and recitals were the J. W. Jenkins' Sons Music Co., featuring the Victrola; the Emahizer-Spielman Furniture Co., featuring the Columbia Gramophone, the Sonora phonograph and Columbia records; the Crosby Bros. Co., with the Edison disc phonograph; the Guild Music Co., and the Mills Stores Co., with the Victrola.

SEVERE STORMS RETARD PACIFIC COAST TRADE.

Talking Machine Dealers' Association of San Francisco Doing Splendid Work in Getting Trade Together—Making Cabinets in Portland—Pacific Phonograph Co. Demonstrating Edisons—Improvements in Sherman-Clay's Oakland Store—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., January 29.—A succession of heavy storms during January has tended to retard the talking machine business, in common with all other lines; but, for all that, sales with nearly all houses are said to be running ahead of last year, and the one complaint is of insufficient stock to meet all demands. It is safe to say that the total business would be quite a bit larger if all the dealers could get as much stock as they want. Prospects for the future are excellent; in fact, some houses already have a lot of business ready to close within the coming month, and with the general industrial and business revival that has set in all over the Pacific Coast this is certain to be a big year.

Dealers' Association Makes Rapid Progress.

The Talking Machine Dealers' Association of San Francisco and Oakland held its regular monthly meeting last month, the trans-bay trade being well represented. The association is certainly getting the dealers together in great shape, and the growth of good fellowship is seen in the practice adopted of meeting at luncheon once a week, quite a lot of the dealers usually being present. The principal question taken up at the meeting was to find a solution for certain practices followed by tricky customers, especially the matter of taking records on approval or buying records and bringing them back to exchange. Many interesting experiences were related in this connection, instances of customers getting a lot of records on approval to use for some special occasion, and then sending them all back, and the common practice of taking records on approval and returning old ones. It was decided to work towards abolishment of the privilege of taking records on approval, and a committee was appointed to decide on definite action.

Sherman, Clay & Co. Improvements in Oakland.

Sherman, Clay & Co. are making some important improvements in their Oakland store, by which their retail talking machine department will be given much more prominence. The talking machine department has formerly been in the basement, but will be placed under the balconies on the ground floor, the sheet music department, which has occupied that space, being moved to the center. A fine set of demonstration rooms is being installed, which will give the house about the finest talking machine department in Oakland. In the San Francisco store a record has been kept

for the past year of the number of persons going up in the elevators to the different departments, and comparative figures show a heavy increase for the talking machine and small goods departments for January.

Heavy Machine Demand Continues.

Andrew G. McCarthy, of Sherman, Clay & Co., reports a surprisingly good business in machines under conditions that have existed since the holidays, together with the usual post-holiday rush on records, a good many of which are hard to supply in sufficient quantity. Mr. McCarthy has been elected a director of the Down Town Association, of which Byron Mauzy was recently made president. It is noted that the dealers are all waiting anxiously for the new Victor tungs-tone needles, which have aroused a great deal of interest.

To Make Columbia Cabinets on Pacific Coast.

To lighten the pressure on its Eastern facilities, and at the same time make a material saving in freight, the Columbia Graphophone Co. has just closed a deal to have its cabinets for the Pacific Coast division made at Portland, Ore., the announcement having been received from that city that the contract has been received by the Carman Manufacturing Co., a large furniture establishment. Former efforts have been made to have the cabinets made on the Coast, with only partial success; but the advance of the industry in this section now enables the manufacturers to turn out goods of a quality and finish equal to any in the country, and the new arrangement is regarded as practically permanent.

Fred A. Denison, coast manager for the Columbia, reports a good business for this season, but says there is still a serious shortage of machines. He believes the needs of this territory can be provided for more promptly when the manufacture of the goods in this vicinity is once well under way. W. E. Henry, the local manager, is back at the office after a few days' illness. He says the year has opened better than last year and he has enough business lined up already for February to bring that month ahead of the corresponding period of 1915.

J. E. McCracken New Manager of Edison Shop.

J. E. McCracken has taken over the management of the Edison Shop at 235 Geary street, succeeding Mr. Baley, who has been in charge for a couple of years past, and has left to go East. Mr. McCracken is one of the most thoroughgoing Edison men on the Coast, having been associated with

A. R. Pommer, of the Pacific Phonograph Co., for ten years or more, first at Sacramento and later in this city.

Demonstrating the Edison Machines.

The Pacific Phonograph Co. has made several improvements in its offices, enlarging and inclosing the general office. A. Gabler recently arrived here with a company of ten special demonstrators from the Edison laboratories, and has divided the city into districts, in each of which one of the demonstrators is giving everybody a chance to hear the new Edison disc phonograph, giving recitals in churches, hotels, schools, labor union halls, lodges, factories, etc. A big hit lately has been the act of Mayo and Tulley at the Orpheum, who let the Edison do their work in singing alternate verses of their songs. In a couple of weeks Miss Elizabeth Spencer will start out to give Edison tone tests in all the larger towns of the Coast.

Busy Times in Mauzy Department.

Charles Mauzy, manager of Byron Mauzy's talking machine department, is having some new lights put in the department. He announces that this house has gone into the Columbia business in a large way, placing an important contract for machines, and will hereafter keep a full line of machines and records. A large line of Edison and Victor goods is also kept on hand. Byron Mauzy got out the programs for the winter series of municipal concerts in the Exposition Auditorium, and used the back to advertise the Alice Nielsen records.

H. Hauschildt, of the Hauschildt Music Co., made a visit to his Sacramento branch recently, and made arrangements to open a talking machine department there.

NEW GRAFONOLA PRICE CARDS.

The advertising department of the Columbia Co., New York, has prepared for the use of its dealers a set of very attractive Grafonola price cards. Small round wooden stands are furnished with these cards, and the cards and stands are a substantial improvement over the present style. The coloring of the card is green, matching the cloth of the turntable and making a dignified and attractive appearance.

The cards are presented to Columbia dealers with the company's compliments, and additional sets will be furnished as required.

Floyd Evans has resigned his position with the Metropolitan Insurance Co. to enter the employ of the Edison Diamond Disc Studio on North Main street, Gloversville, N. Y.

W. L. Black, East St. Louis, Ill., is developing a very excellent talking machine business in that city.

EASTERN VICTOR SERVICE

IS WHAT SUCCESSFUL NEW ENGLAND VICTOR DEALERS USE

IT HELPS THEM TO BE SUCCESSFUL

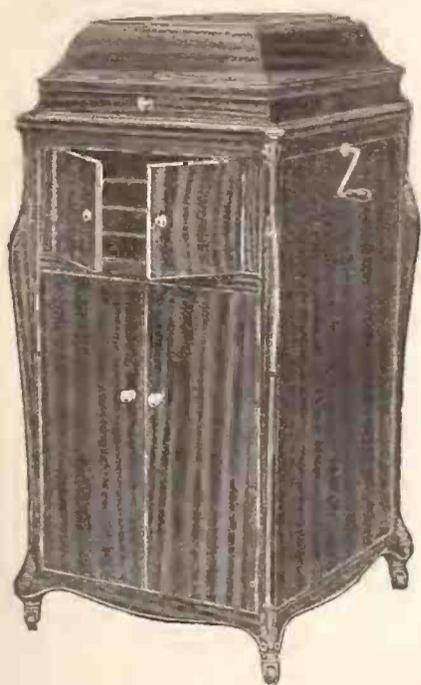
It helps them to attract and hold customers by placing them in a position to give prompt service to their trade, to supply the machine or record wanted, when it is wanted, to make profits.

IT COSTS NO MORE THAN ORDINARY SERVICE

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola XVI, \$200
Victrola XVI, electric, \$250
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Mahogany or oak



Victrola XVIII, \$300
Victrola XVIII, electric, \$350
Mahogany

Victrola supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with genuine Victrolas from \$15 to \$400 the possibilities are unlimited for every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles* or *Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

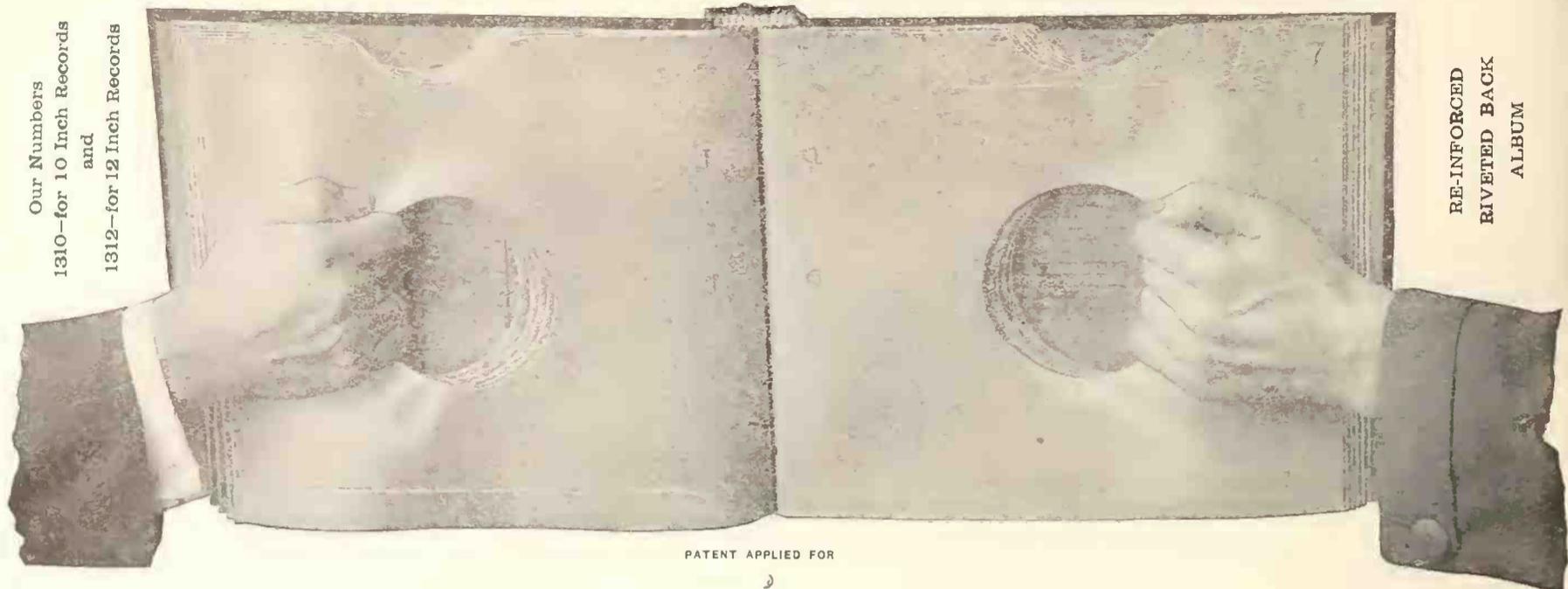


Victor Distributors

- | | | |
|--|--|--|
| Albany, N. Y.....Gately-Haire Co., Inc. | Detroit, Mich.....Grinnell Bros. | Omaha, Nebr.....A. Hospe Co. |
| Altoona, Pa.....W. F. Fredericks Piano Co. | Elmira, N. Y.....Elmira Arms Co. | Nebraska Cycle Co. |
| Atlanta, Ga.....Elyea-Austell Co. | El Paso, Tex.....W. G. Walz Co. | Peoria, Ill.....Putnam-Page Co., Inc. |
| Phillips & Crew Co. | Galveston, Tex....Thos. Goggan & Bro. | Philadelphia, Pa...Louis Buehn Co., Inc. |
| Austin, Tex.....The Talking Machine Co., of Texas. | Honolulu, T. H....Bergstrom Music Co., Ltd. | C. J. Heppie. |
| Baltimore, Md....Cohen & Hughes, Inc. | Indianapolis, Ind..Stewart Talking Machine Co. | Penn Phonograph Co., Inc. |
| E. F. Droop & Sons Co. | Jacksonville, Fla..Florida Talking Machine Co. | The Talking Machine Co. |
| H. R. Eisenbrandt Sons, Inc. | Kansas City, Mo..J. W. Jenkins Sons Music Co. | H. A. Weymann & Son, Inc. |
| Bangor, Me.....Andrews Music House Co. | Schmelzer Arms Co. | Pittsburgh, Pa....C. C. Mellor Co., Ltd. |
| Birmingham, Ala..Talking Machine Co. | Lincoln, Nebr.....Ross P. Curtice Co. | Standard Talking Machine Co. |
| Boston, Mass.....Oliver Ditson Co. | Little Rock, Ark..O. K. Houck Piano Co. | Portland, Me.....Cressey & Allen, Inc. |
| The Eastern Talking Machine Co. | Los Angeles, Cal..Sherman, Clay & Co. | Portland, Ore.....Sherman, Clay & Co. |
| The M. Steinert & Sons Co. | Memphis, Tenn....O. K. Houck Piano Co. | Providence, R. I...J. Samuels & Bro., Inc. |
| Brooklyn, N. Y....American Talking Mch. Co. | Milwaukee, Wis...Badger Talking Machine Co. | Richmond, Va.....The Corley Co., Inc. |
| G. T. Williams. | Minneapolis, Minn..Beckwith, O'Neill Co. | W. D. Moses & Co. |
| Buffalo, N. Y.....W. D. Andrews. | Mobile, Ala.....Wm. H. Reynolds. | Rochester, N. Y...E. J. Chapman. |
| Neal, Clark & Neal Co. | Montreal, Can....Berliner Gramophone Co., Ltd. | The Talking Machine Co. |
| Burlington, Vt....American Phonograph Co. | Nashville, Tenn...O. K. Houck Piano Co. | Salt Lake City, U..Consolidated Music Co. |
| Butte, Mont.....Orton Bros. | Newark, N. J.....Price Talking Machine Co. | The John Elliott Clark Co. |
| Chicago, Ill.....Lyon & Healy. | New Haven, Conn..Henry Horton. | San Antonio, Tex..Thos. Goggan & Bros. |
| The Talking Machine Co. | New Orleans, La..Philip Werlein, Ltd. | San Francisco, Cal..Sherman, Clay & Co. |
| The Rudolph Wurlitzer Co. | New York, N. Y...Blackman Talking Mach. Co. | Seattle, Wash.....Sherman, Clay & Co. |
| The W. H. Buescher & Sons Co. | Charles H. Ditson & Co. | Sioux Falls, S. D..Talking Machine Exchange. |
| The Collister & Sayle Co. | Landay Bros., Inc. | Spokane, Wash....Sherman, Clay & Co. |
| The Eclipse Musical Co. | New York Talking Mach. Co. | St. Louis, Mo.....Koerber-Brenner Music Co. |
| The Perry B. Whitsit Co. | Ormes, Inc. | St. Paul, Minn....W. J. Dyer & Bro. |
| Columbus, O.....Sanger Bros. | Silas E. Pearsall Co. | Syracuse, N. Y....W. D. Andrews Co. |
| Dallas, Tex.....The Hext Music Co. | Emanuel Blout. | Toledo, O.....The Whitney & Currier. |
| Denver, Colo.....The Knight-Campbell Music Co. | C. Bruno & Son, Inc. | Washington, D. C..Robt. C. Rogers Co. |
| Des Moines, Ia....Chase & West Talking Mach. Co. | I. Davega Jr., Inc. | E. F. Droop & Sons Co. |
| Mickel Bros. Co. | S. B. Davega Co. | |
| | Greenhut Co., Inc. | |

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.

ANNUAL BANQUET OF EDISON CLUB

Held in Newark, N. J., on February 5 Was as Usual a Most Enjoyable Reunion.

There is one day, or rather evening, out of the 300 days of the year when the several thousand employes of Thomas A. Edison, Inc., curb a little of the energy and enthusiasm which pervade the office and factories, which seem surcharged with the industrious spirit of Mr. Edison himself, and that event is the annual banquet of the Edison Club, an organization of Edison employes.

February 5 was the date on which loyal Edison workers this year journeyed to Newark for a general exchange of good fellowship and incidentally the consumption of food prepared by the chef of the Washington hostelry. Mr. Edison's part on the program was the holding of an informal reception, after which Edison vocal and instrumental artists entertained with favorite phonograph selections and the motion picture division featured some of its screen favorites in brief skits.

Every department took a hand in making the evening one to be remembered throughout the year.

The Davis Piano Co., of Alton, Ill., has taken on the Columbia line of talking machines, for which it has arranged attractive quarters.

PHONOGRAPHIC BURGLAR ALARM.

New Device Whereby Police Will Be Called Over the Telephone by a Phonograph, is to be Placed on the Market by New Company.

(Special to The Talking Machine World.)

ROCHESTER, N. Y., January 31.—The International Alarm Co., of Rochester, has filed a certificate of incorporation with the County Clerk. The company is capitalized for \$100,000, divided into 2,000 shares, and begins business with \$100,000. The directors are Otto Bitter, 39 St. Paul street; Howard C. Marcellus, 407 Chamber of Commerce Building, and John Scheib, 771 St. Paul street.

The company intends to market a burglar alarm which consists of a phonograph connected with the telephone. Any disturbance of a door or window starts the phonograph after the telephone receiver has been removed automatically. For three minutes the phonograph recites the fact of the attempted burglary into the ears of a central office man.

CHOIR PRACTICES WITH GRAFONOLA.

J. F. Hammond, Jr., organist of one of Brooklyn, N. Y.'s, prominent churches, recently inaugurated a new departure in choir training which

proved very successful, and which can doubtless be profitably followed by other churches.

A volunteer choir at this church had occasion to render portions of "The Messiah." A volunteer choir with but six rehearsals did not tempt the director, and one of the sopranos suggested the use of a Columbia Grafonola, and the instrument, with "The Messiah" records, was accordingly purchased.

Mr. Hammond, referring to the results of this novel style of rehearsal, said: "The choir would listen to the Grafonola and watch their books, singing their parts softly so as to familiarize themselves with the entrances, flow of parts, etc. Then the Grafonola would be stopped and the portion sung through with the organ, following which the machine was started again and the difference noted."

ANOTHER NEW VICTOR BUILDING.

(Special to The Talking Machine World.)

CAMDEN, N. J., February 10.—Work has been started on razing the two-story dwellings on Pearl street, between Front and Point streets, to make way for another new building for the Victor Talking Machine Co. The new building is expected to be completed in a very short time. Pearl street is a new boundary line for the rapidly growing plant of the Victor Co., which has hitherto not ventured much above Linden street.

OWN PRAYERS AT FUNERAL.

(Special to The Talking Machine World.)

EDWARDSVILLE, ILL., January 29.—A letter received by friends of the Rev. William Hays Scott, a former clergyman, revealed that at his funeral a few days ago in Alameda, Cal., phonograph records of prayers which he had said twelve years ago were played. Scott had given the records to a friend with instructions to have them used at his funeral.

Cousins & Harland have bought out the piano and talking machine business of S. Raney, Hanford, Cal.



METAL BACK ALBUMS

Give 300% More Service Than Any Other Album

THEY ARE PATENTED

No other Album like it has been or can be manufactured.

Send for Sample

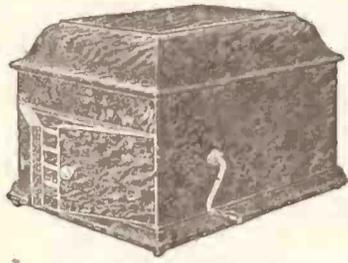
NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York



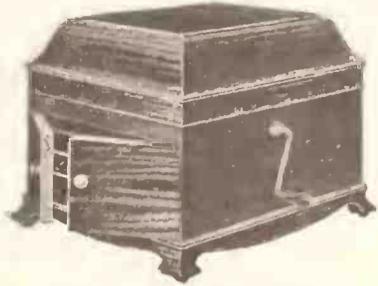
Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy



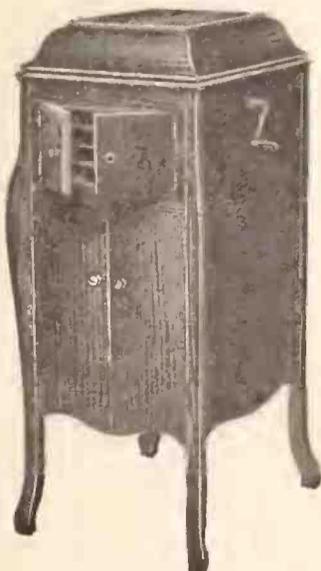
Victrola supremacy points the ways to success for every music dealer.

It marks the "path of least resistance."

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Important warning. Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.



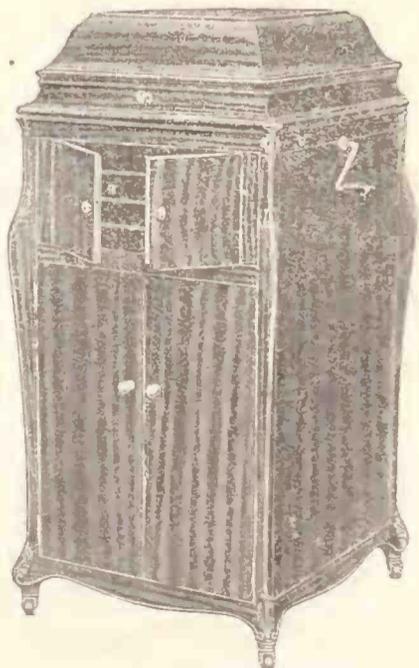
Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



Victrola XVI, \$200
Victrola XVI, electric, \$250
Mahogany or oak

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

PUBLISHED BY THE ESTATE OF EDWARD LYMAN BILL
 (C. L. BILL, Executrix.)

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 The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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NEW YORK, FEBRUARY 15, 1916.

In assuming, as associate editor, a part of the hallowed chair of my late father, I desire only to emphasize, with all fitting dignity, that The Talking Machine World will continue to be dominated by the spirit of the late Colonel Edward Lyman Bill. Indeed, it cannot be otherwise—so indelibly has my father left his individual stamp of "white" journalism upon every one and everything connected with this publication.

The present staff has been shaped into master form by the hand of the late Colonel Bill. The after outcome of this can be nothing short of a reflection of the editor who has so recently been called into God's home—and through the earnest efforts of the staff it will be a mighty true reflection.

Adherence to clean principles of journalism is what enabled my father to mold the present efficient staff, and adherence by that same staff to all that is straightforward in trade journalism is the thing that cannot but maintain The World as a valuable constructive asset to the talking machine industry—as the enduring monument to the fair-minded editor who has left us.

J. RAYMOND BILL.

THE new year is now well on its way, with business conditions in the talking machine trade of the best. There was practically but little lull in January following the unprecedentedly large holiday trade, and reports reaching The World from widely separated sections of the country would indicate that a most optimistic spirit exists in talking machine circles.

There is a constantly broadening tendency in all departments of the trade, and those dealers who are giving serious consideration to progressive plans and policies of business development are winning and are destined to win a large measure of success during 1916.

As the industry grows, competition is becoming keener, and dealers everywhere recognize that attractively arranged stores are an absolute necessity to their success; moreover, that various means must be adopted to interest the public in their establishments and in the products which they are handling. There must be not only well considered publicity, but the importance of recitals at frequent periods should not be overlooked.

There are dealers who have built up a great record business by keeping in touch with customers monthly when the new lists of records come out. There are others who have taken the entire lists to the homes of wealthy people and received large orders. Nothing should be overlooked, for everything counts. The point

is that it is the man who is "on the job" constantly—the man who is alert to every opportunity—who is going to reap the largest and most profitable trade harvest this year.

Optimism and confidence are great factors in success, but these are often attributes of the lazy and indifferent man. Right action, however, combined with confidence and optimism will always win out. There must be good, straightforward, sincere application and effort, to become an individual factor in the business world—in other words, to enable one to stand above his fellows in the mercantile world.

THE right of a manufacturer of a patented product to exercise full control over its merchandising was established in a most impressive way in the decision handed down by the United States Circuit Court of Appeals in the case of the Victor Talking Machine Co. versus R. H. Macy & Co., which was reported in the news columns of last month's World.

This case has attracted considerable attention in the talking machine trade because of the importance of the matter at issue, and the decision, so sweeping in its confirmation of the Victor Co.'s contentions, has acted as a virtual stabilizer as far as eliminating interference with the manufacturers' right to regulate the prices and conditions on which his goods may be sold.

The observance of contractual relations between manufacturers and their distributing forces is absolutely necessary in order that the best results may be obtained for all concerned.

The talking machine trade was one of the first to build its business on an adherence to the fixed price policy in merchandising, and the wisdom of this policy has been substantiated by the great measure of success which has attended the development of the industry in all its branches.

Remarkable progress has been made, thanks to the loyalty of the great army of distributors and dealers who have worked in harmonious relations with the great producing companies who have formulated plans for the manufacture and sale of their goods.

In the furtherance of the price maintenance idea loyalty is absolutely necessary, for there are those in various parts of the country who seek from time to time to offer standardized goods at less than the established price, and if this practice were countenanced to the least degree it would undermine the principle upon which the talking machine industry has been so successfully built—it would mean a depreciation of name value, the lowering in the public mind of the quality of the goods, and of the character of the concern that makes them.

It will be observed that it is after the value and quality of a product has been emphasized and established publicly and the demand created from the public that the price-cutter steps in and gets busy. He takes the widely-known article and reduces its price, not for the purpose of increasing its sale, but rather to attract customers on the strength of a bargain price, so that he may sell other products at a greater profit than the standard price goods.

The decision in favor of the Victor Co., upholding the price maintenance principle, will meet with the heartiest approval. It is in line with the most modern conception of correct merchandising. It prevents price anarchy; it insures the distributor and the dealer a fair income, and protects the public against unfair treatment.

The selling rules which have governed the talking machine industry have been wise ones, and it is to be hoped that price stability will ever remain the dominating influence in the talking machine trade.

MONTH after month sees the talking machine exercising a greater influence in educational fields. Whether in the school room, the concert hall, the home, or the church, it has won a commanding position—one that is absolutely unique in its power to instruct and entertain. College professors, eminent musicians and leading men in all walks of life, acknowledge the great debt that is due the talking machine as a factor in disseminating a knowledge of music in all its forms and as a valuable aid in all kinds of educational campaigns. The news columns of the daily papers tell of the part the talking machine is playing in everyday life. The paragraphist has been compelled to shelve his puns about the talking machine, for it has won by sheer merit an unassailable position in the esteem of all interested in the musical, social and literary uplift of our people.

Of course, this recognition would not be possible were it not for the tireless work of our great manufacturers and inventors, who have so developed and perfected the talking machine that it has compelled appreciation by reason of its merits. That the tendency in the manufacturing field is upward and onward goes without saying. It is an American trait, in the manufacturing field at least, not to rest on laurels won, but rather to aim for new accomplishments. This is the foundation upon which new and greater fame is built.

THERE are, unfortunately, not a few people who have no idea of the general value to the community of efficiency in all private undertakings and affairs. They have no conception of the widespread, indirect, community benefits of wealth, wherever owned. Distinguished men, leaders in public life and acting guides to social progress, have been known to declare that the economies of certain modern methods of production were of small value because the benefits were absorbed in a few large fortunes. This idea is at the bottom of much of the antagonism to large organizations; a brief that even though they are more efficient, the efficiency benefits only a few. But the progress of the world is made by the changes in methods which enable a given task to be performed in less time than before, so that either the volume of a given product may be increased, or a portion of the labor previously employed may be transferred to other purposes. The community is interested in the multiplication of products; the more there are the greater the general distribution will be, and the more capital is accumulated and used in production, and the more effective the organization of industry is made, the greater the supply of products will be. Every economic achievement has its final result in more products.

We deplore the destruction of property and the waste of energy in the war because we see it acting as a check upon production, raising the cost of necessities and halting the progress of the world and yet the waste of inefficiency, of mismanagement, of failure to use the most effective agencies and methods, is as real a hindrance to social progress as the wastage of war.

AS The World closes this month, the executive committee of the National Talking Machine Jobbers' Association is holding its mid-winter meeting in New York, the dates set being February 14 and 15, when a number of important matters are to be up for consideration, particularly the suggestion made at the last conventions of the music trade associations, that the Talking Machine Jobbers' Association should be represented in a national body called a Music Trade Chamber of Commerce.

What action will be taken is not known at this writing, but the merging of associations has not, as far as we can learn, made a strong appeal to the Talking Machine Jobbers' Association.

It is interesting to note that the Edison Jobbers' Association will hold its sessions in New York around the same time as their confrères who handle the Victor products. This is the first time in some years that the jobbers handling the lines of two of the leading talking machine manufacturers have met in the same city at the same time.

PERSISTENT advertising has never yet failed to pay. This has been demonstrated in The World as well as in the leading trade paper in every industry. The article advertised must, of course, have merit, must be truthfully exploited, and when backed by an enterprising organization, success is inevitable. Pertinent to this subject a little talk which appeared recently in Agricultural Advertising conveys a moral worth considering:

"Do not get the idea that advertising you do in your local territories is not helpful. Do not get the idea the advertising of the manufacturer is not helpful. It works sometimes like this:

"Out here in Minnesota you have lots of snow. Each individual flake of snow amounts to little. Taking the flakes together they stretch a wide blanket across the State—a task of gigantic magnitude if put up to one snowflake.

"Advertising works like this. Each little advertisement reaches a few persons, and each succeeding advertisement reaches a few more, and pretty soon you have leavened the territory you are covering with a knowledge of your goods.

"This is the kind of assistance and co-operation you dealers have a right to expect from manufacturers you represent. When you get it, you will find the public will not seem so distant nor hard to get at. By co-operation, manufacturers and dealers are achieving splendid results.

"General advertising is like a great national business card handed to customers and prospects before you call on them. You see actual traceable results of this advertising whenever you call on a man and he says, 'Yes, I know your proposition, and I am glad to hear you are handling it in this territory.'"

THE reintroduction recently in the House of Representatives of the Stevens-Ayres Bill, with a number of important amendments incorporated, has aroused new interest in the efforts being made by a large body of manufacturers and merchants in the talking machine and other trades throughout the country to have this measure, to establish a system of standard one-price, one value goods, passed by Congress. Some of the arguments used by many opponents of the Stevens bill were to the effect that the provision for the maintenance of prices made no allowance for price variations due to transportation charges. This is now overcome. The amended bill specifically permits discounts for cash and for quantity and allowances covering costs of transportation.

YOU can buy the same goods at many places. Some of these places are larger or smaller, but they all sell the SAME goods. Why do you PREFER to go to ONE?

It is because of the service. It is because YOUR desires are not only anticipated but are properly cared for in the most efficient manner.

And the second paragraph explains why

Pearsall Victor Service

has grown so rapidly; why the business has increased by leaps and bounds; and why the number of dealers now RELYING upon Pearsall Service is larger than ever. Why not join this class of fast growing dealers?

Silas E. Pearsall Co.

18 West 46th Street, near 5th Ave.

NEW YORK, N. Y.

LECTURES SHOULD BE RECORDED.

Recorder of the University of Pennsylvania Thinks Professors' Talks Should Be Preserved for the Benefit of Future Generations.

(Special to The Review.)

PHILADELPHIA, PA., January 31.—Recorder George E. Nitzsche, of the University of Pennsylvania, has suggested the advisability of making talking machine records of lectures and talks given by the university professors and filing these records in the university archives to be used in instructing future undergraduates. In this way generation after generation of students would receive the benefit of hearing verbatim the lectures of prominent authorities in all branches of learning, even though those authorities might be no longer living. Recorder Nitzsche also suggests that moving pictures of delicate operations performed in the university hospital should be made for the benefit of medical students all over the world.

The idea of recording college lectures, if carried out to an ultimate degree, would make possible a college in the future with no faculty save a battery of talking machines and an attendant to wind them up and change the records as the different classes were in session.

CLINTON CO. HAS NEW DEPARTMENT.

Purchases Business of the Hartford Phonograph Co. and is Building Up a Good Trade in Talking Machines and Records.

(Special to The Talking Machine World.)

HARTFORD, CONN., February 10.—The A. B. Clinton Co., piano dealer at 231 Asylum street, has purchased the stock and good will of the Hartford Phonograph Co. and has opened a talking machine department in its salesrooms. The Main street store of the Hartford Co. will be discontinued and the Hartford name will not be used, as the prestige of the Clinton Co. is sufficient to warrant an excellent business. Two handsomely appointed demonstration rooms and a large record department have been installed on the main

GRAFONOLA SUPPLIES THE MUSIC AT A NOVEL DANCE.

The National Biscuit Co., at Syracuse, N. Y., recently gave a novel entertainment in the Public Dancing Academy at that city, which it designated

pearance of the hall may be gleaned from the accompanying photograph, and the originality of the affair was responsible for lengthy accounts in the



Decorated Hall in Which Dance Was Held in Syracuse.

as an advertising dance. The decorations consisted of its own advertisements and the music consisted of Prince's Orchestra, through the medium of a Columbia Grafonola. The attractive ap-

local newspapers. All of these accounts referred to the important part played by the Grafonola in the evening's enjoyment and the success of the affair.

floor of the piano store, and an exhibit of Victor Victrolas is located on the balcony. A special wagon delivery service has been inaugurated for the benefit of the talking machine trade to insure prompt and safe delivery of machines. The Clinton Co. reports that the new line is showing splendid results already.

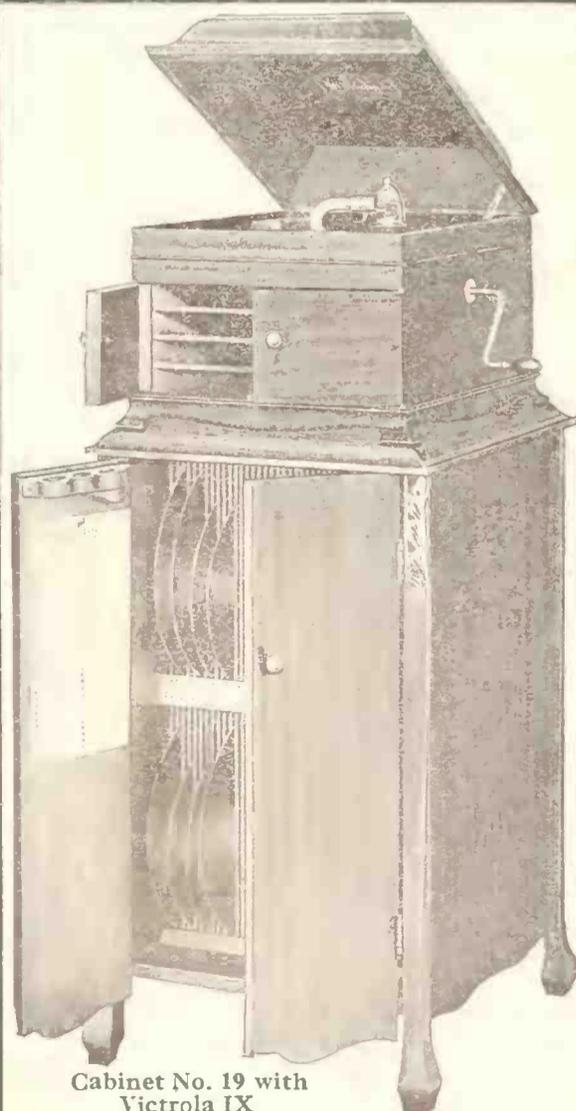
W. L. Rhein, of Belleville, Ill., has entered the talking machine business and has arranged to handle the Columbia line. Mr. Rhein has conducted a piano store for several years in Belleville.

ENTERS TALKING MACHINE WORLD.

(Special to The Talking Machine World.)

COLUMBIA, MO., February 8.—The Parker Furniture Co., one of the old conservative, high-class furniture houses in this city, has entered the talking machine field and has been doing well with the line of Vitanolas, and recently signed up the Columbia Co. D. B. Robnett is department manager.

The Piano and Talking Machine Exchange has been opened in the Leigh Block, Augusta, Me. C. H. O'Brien, a well-known pianist, is the manager.



Cabinet No. 19 with Victrola IX

Originators of the Felt-Lined Cabinet
Avoid Inferior Imitations.

Two Big Sellers of the Big Selling Line

The two **SALTER FELT-LINED** Cabinets that lead today and have always been our biggest sellers are the two styles shown here.

The Victor Victrola IX

in combination with **Salter Cabinet No. 19** is always especially attractive to the buyer. In design and finish the cabinet is in perfect harmony with the machine. The felt-lined compartments afford ample protection for records. Built-up top holds machine firmly in place.

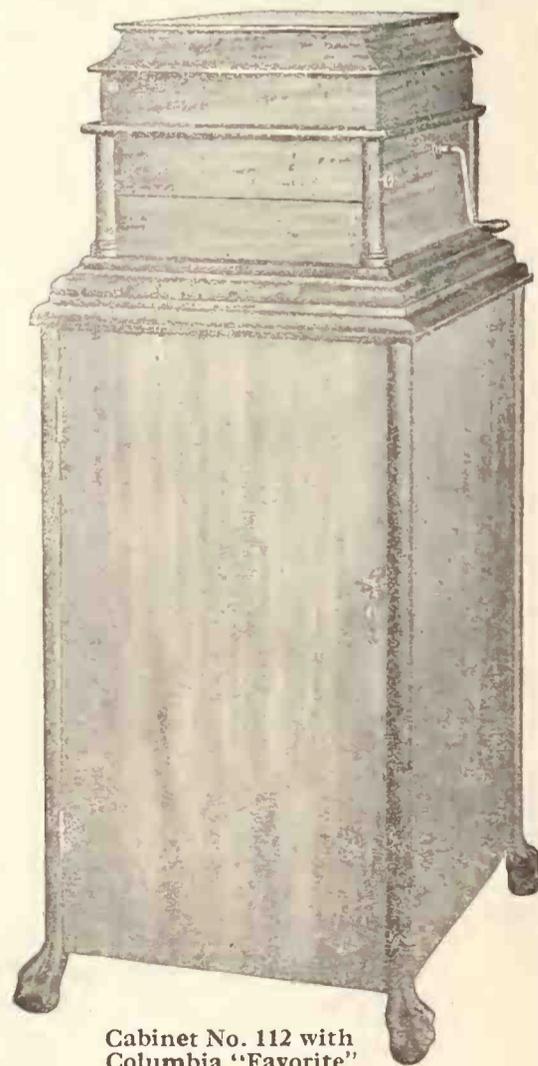
The Columbia "Favorite"

is handsomely supplemented by the **Salter Cabinet No. 112**, made especially for this machine, and is a perfect match in every way. Built-up top holds machine firmly in place.

Salter Cabinets
are

Quality Cabinets

Send for complete catalogs



Cabinet No. 112 with Columbia "Favorite"

SALTER MFG. COMPANY.

337-39 N. Oakley Blvd.

John F. Mortensen, President

CHICAGO



The closer the competition, the surer the sale; because the closer the competition, the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia instruments. It is the rare exception for Columbia product to lose out in competitive sale.



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

Columbia Graphophone Company
Woolworth Building, New York

THE VICTOR EDUCATIONAL DEPARTMENT MEETS.

Members of This Department, Working in Every Section of the Country, Gather at Camden to Plan for Enlarging the Usefulness of the Victrola in the Public Schools.

The mid-winter meeting of the traveling representatives of the Victor educational department was held at the Victor office in Camden, January 3 to 8. The week's meeting proved to be the most interesting in the entire history of the department. In the past five years trained Victor representatives—teachers, supervisors and musicians—have been sent throughout the country to assist the dealer and primarily to help the teachers. The director of the department, Mrs. Frances E. Clark, called in the various representatives from California, Nebraska, Iowa, Minnesota, Illinois and Ohio. Mrs. Clark, who believes that each representative should be thoroughly equipped in every branch of school work, arranged an interesting series of model demonstrations in the public schools of Camden and Merchantville. Members of the department gave model programs to primary, intermediate, grammar and high school grades, illustrating every branch of school work. Another interesting session was spent under the guidance of Miss Ruth Burchenal, of New York, in going through the familiar folk dances as well as the old English country dances, records of which have recently been made under the direction of Cecil Sharp, the English expert. These old dances, by the way, will be extensively used this year in the many observances of the Shakespeare tercentenary. In round table conferences the Victor educational work was analyzed and many new plans which will add greatly to the Victor prestige were discussed.

Among the social diversions was the concert of the Boston Symphony Orchestra, with a Victor artist, Mme. Melba, as soloist, and the department's banquet at the Ritz Carlton, Philadelphia. The week's meeting closed with an interesting event which was attended by officials and representatives of every department of the Victor Co. Everett E. Worthington gave a brief resumé of the year's Victor work at the Panama-Pacific Exposition.

This interesting talk was followed by a lecture by Branson M. DeCou upon the "Art of the Exposition." Mr. DeCou, always genial and substantial, illustrated his talk with beautiful colored slides made from his own photographs of the big fair. This lecture recital has formed a regular part of Mr. DeCou's recent educational campaign and is in great demand in the schools everywhere.

The educational representatives left for their various fields of labor with the knowledge that 3,100 cities and towns now use the Victor as a regular part of school equipment. This year much of the educational work will be extended to schools which already have Victors, bringing to their attention the many wonderful new educational records now available.

JOIN BLACKMAN TRAVELING STAFF.

The Blackman Talking Machine Co., New York, Victor distributor, has added to its staff of traveling representatives Alexander J. Wilkins and James H. Giles. They will succeed Messrs. Burnham and Reinhard, who severed their connection with the company last week.

Mr. Wilkins is well known in the Victor trade, having been associated with the Blackman Talking Machine Co. several years ago, and more recently being a member of the Victor staff of Frederick Loeser & Co., Brooklyn, N.Y. Mr. Giles is well versed in talking machine merchandising, having been connected with the Musical Instrument Sales Co. and the Sonora Phonograph Corp., New York.

HERCULES CO. MOVES.

The Hercules Talking Machine Supply Co., handling talking machine motors, tone arms, turntables, etc., and formerly located at 611 Broadway, moved on February 8 to 32 Union Square East, New York, near Sixteenth street.

EDISON JOBBERS TO MEET.

Association Will Hold Its Annual Meeting at the Knickerbocker Hotel, New York, February 14, 15, 16—Dealers' Convention Coming.

The Edison Jobbers' Association will hold its annual meeting at the Knickerbocker Hotel, New York City, February 14, 15 and 16.

Two days of the convention will be devoted to executive business, when the annual election of officers will take place and the matter of a definite date for the dealers' convention will come up for discussion. The present indications are that this meeting will be held some time in May. Wednesday, the 16th, will be taken up by lectures on sales promotion work. After the close of the meetings in New York the association will journey out to the Edison works at Orange, where they will be accorded an informal reception.

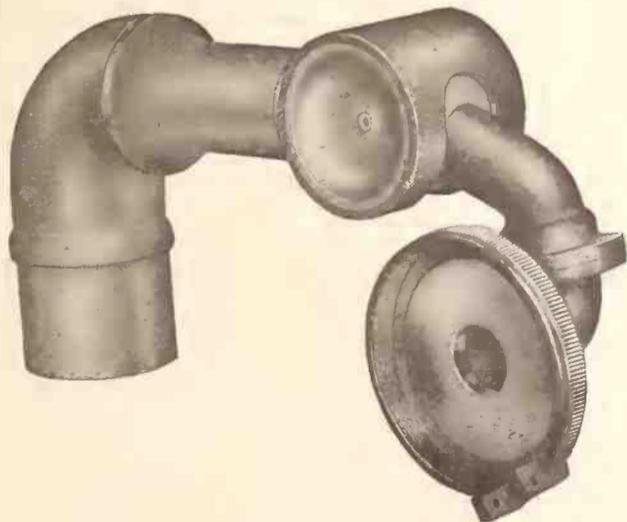
RESOLUTIONS ON COL. BILL'S DEATH.

Press Club and Republican Club Prepare Resolutions of Sympathy on Death of the Late Editor of The Talking Machine World.

The "Old Guard" of the New York Press Club is preparing resolutions of sympathy and condolence on the death of the late Col. Edward Lyman Bill, editor and publisher of The World. The resolutions, suitably engraved, will be presented to Mrs. Bill as a token of the esteem and affection which the members of the Press Club had for Colonel Bill, who at one time was president of the club.

The Republican Club of this city also appointed a committee consisting of Richard W. Lawrence, C. Alfred Wagner and Carl C. Conway to prepare a memorial to his memory.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.



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.

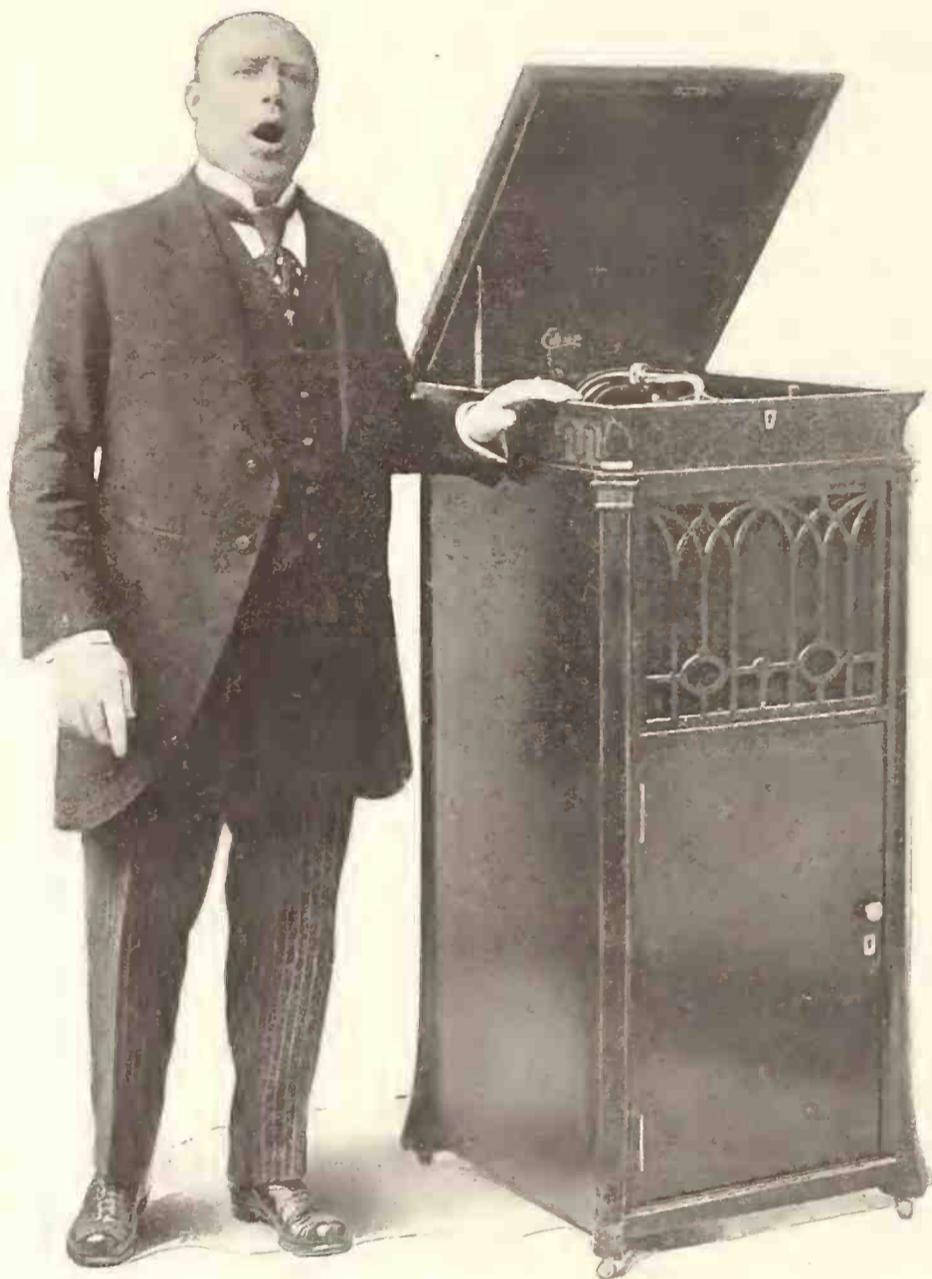


BROOKLYN, N.Y.
TOLEDO, OHIO.



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

Edison Triumphant—



JACQUES URLUS

Greatest of Wagnerian tenors, matching his voice with its Re-Creation by the New Edison Diamond Disc Phonograph—Official Laboratory Model.

“ . . . impossible to distinguish between the singer’s living voice and its Re-Creation by the musical instrument that bears the stamp of Edison’s genius,” says the musical critic of the *Boston Herald*, of a recent Edison tone test recital.

The instrument was the

New Edison Diamond Disc Phonograph

The One Instrument in all the World capable of sustaining such a test with any artist.

Its Music *Is* Music—the living voice engraved upon a disc and made to respond with all the humanness of life itself. In the words of the *Denver Times*, “. . . the great broad vision of the subject without a hint of anything which tended to drag it down from its artistic plane.”

Edison Tone Test Recitals Are Convincing Cultured and Critical Music Lovers That Here Is A New Art—

MUSIC RE-CREATION

Re-Creation Is On Every Lip—

What is it?

Let those say who know, who speak with authority and with unbiased tongue:

"That Thomas A. Edison has completely mastered the art of reproducing the human voice was demonstrated by a tone test recital before a large audience of music lovers and critics in the Victoria Theatre last night. It was difficult for many to believe that the instrument was a stock phonograph intended solely for the home and that this instrument should be able to fill an entire theatre. . . ."

Globe Democrat, St. Louis, Mo.

"Edison has found the way to a perfect reproduction of musical sound. . . ."

Evening Wisconsin, Milwaukee, Wis.

"The experiments, which included the sudden halting of the phonograph or the singer so that the audience could not tell whether one or the other was producing the song, evoked considerable comment. . . ."

Philadelphia Inquirer, Philadelphia, Pa.

"The two voices were so identical that when one or the other was stopped, it was impossible to detect it in the audience. It was one of the most unique and wonderful recitals of its kind ever given. In the audience were Cleveland's most cultured musicians. . . . Never before had the audience heard such a comparison."

Cleveland Leader, Cleveland, O.



MARIE RAPPOLD

Metropolitan Opera Company, testing the Re-Creation of her voice by the New Edison Diamond Disc Phonograph—Official Laboratory Model.

Regardless of the combination of singer, record and instrument, the effect is always the same. The records and Phonographs used are identical with those sold by all Diamond Disc dealers. The singers have no special qualifications for the work beyond their recognized abilities as artists of the first rank. Ask us for the date of the next tone test recital near you. Go hear it and be your own judge.

We will consider a few more high class dealers. Write us for particulars. Address your inquiry to

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

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., February 8.—With the passing of the first month of 1916 the observant talking machine dealer can discern ample signs of a splendid year. January practically everywhere has been productive of good sales and there has been an unusually widespread interest on the part of prospective purchasers which is a good augury. Said one large distributor anent the situation: "It looks to us very much as if there can be double business done by every talking machine concern in New England, and that all this can be accomplished without greatly increasing efforts. In an article I read lately on the talking machine business it stated that if the dealer had his eyes open it was just about impossible for him to dodge the business that would come his way; and we might truthfully say that there are some dealers who close their eyes to the many advantages."

One Hundred Per Cent. Columbia Increase.

Manager Arthur C. Erisman, of the local headquarters of the Columbia Graphophone Co., makes the creditable statement that he has just closed the first month of the new year with considerably more than 100 per cent. increase in business; and when this is compared with January of a year ago, even then a large month, this increase is "some figures." Manager Erisman adds that there are sufficient orders on file at the present time to take the entire allotment of machines that he can get from the factory for the next four months. Additional orders are piling in and are being filed in their rotation, to be filled accordingly. Dealers continue to telegraph and write for machines that have been ordered perhaps only two weeks, and they cannot seem to understand why there should be any delay, not realizing the enormous increase in the Columbia business.

Afternoon Teas at Harvey's Attract Public.

The newly enlarged Victor and Edison departments of the C. C. Harvey Co., at 144 Boylston street, are proving exceedingly popular these days, due in large measure to the innovation introduced by Manager Francis T. White. This innovation is no less than the holding of afternoon teas on Tuesdays and Fridays. While invitations have been widely sent out to the Harvey Co.'s large clientele, everybody who happens along is made welcome, and the visitors are privileged to enjoy really three treats—listening to the best of music on the Edison machines and the Victrolas, partaking of refreshments and feasting their eyes on the superb view

across Boston Common and down Tremont street. Moreover, the rooms themselves are so attractive that one instantly feels the influence of an artistic and comfortable environment.

Narrow Escape from Serious Fire.

A destructive fire in the Tremont Theatre on the afternoon of Sunday, January 23, might have resulted seriously for the Eastern Talking Machine Co., at 177 Tremont street, and the Columbia Graphophone Co., at 174 that same thoroughfare. The rear entrance to the Eastern's establishment opens onto an alley, directly opposite to which is the stage door of the theatre, a distance of only a few feet, and it was the stage that suffered all the damage, this being practically destroyed. Several of the Eastern's employes were among the first to discover the fire, and the fire brigade of the house quickly got two lines of hose at work from the windows of the Eastern's building. The boys stood at their post until all danger was past. The Eastern establishment, fortunately, suffered no damage, not even from smoke. Similarly, the Columbia store escaped serious loss. Manager Erisman, who resides in Cambridge, was advised of the fire by telephone from the Herald office, which is close by, the information being that there was absolutely no chance of saving the entire block, as the back of the Columbia store is separated from the foyer of the theatre only by a twelve-foot passage. Mr. Erisman hurried into the city and found that the Boston fire department already was doing effective work from the top of the Columbia's building. A small amount of water trickled into the basement of the store, but at a point where there was no stock. Manager Erisman feels that the Columbia store was saved by the presence of the fire curtain, which confined both fire and smoke to the stage and allowed the firemen to enter the body of the house, from which they were able to fight the fire most effectually.

Aeolian-Vocalion Progress in Boston.

Manager R. F. Hibshman, of the Vocalion Co. of Boston, is highly pleased with the reception given the company's Aeolian-Vocalion, which was introduced to this city about a month ago. That the selection of warerooms at 190-192 Boylston street was a most fortunate one these few weeks have amply proved. Everything about the interior is so attractive and comfortable that passers-by eagerly enter to get a pleasant welcome either from Manager Hibshman in person or from his courteous staff. The house has done some extensive

advertising in the daily papers, and this has played a big part in directing attention to the store and its various styles of machines.

More Room for Dictaphone Department.

Owing to the increased business of the Dictaphone department of the Columbia Graphophone Co., Manager Erisman has found it necessary to move this branch of the business from the space it occupied on the second floor to three separate office rooms on the sixth floor of the building, these having been especially secured for this purpose. By this change the second floor, with the exception of the space used by the bookkeeping department, is now given over entirely to the sale and exhibit of machines, and it will not be long before it will be necessary to utilize the entire floor for this purpose. Manager Atwell, of this department, was able to show a 430 per cent. increase over the corresponding month last year, and says he looks for a 500 per cent. increase in his department this current year.

Report Most Prosperous Business.

Business at the Boston headquarters of the Pardee-Ellenberger Co., Inc., 26 Oliver street, is making marked headway. Manager F. H. Silliman says: "We have just closed a very successful year and our business is increasing more rapidly at this time than ever before." The Boston headquarters has just received from the Edison factory some of the Model C \$250 disc phonographs in English brown finish, which bid fair to be splendid sellers. The first shipment of this style was disposed of very quickly, and another consignment ordered.

Eastern Co. Want More Stock.

The Eastern Talking Machine Co.'s establishment reports a distinct shortage of goods, which indicates a heavy demand for outfits both in machines and records. Callers at the Eastern headquarters lately have included Fritz Kreisler and M. Journet, both Victor artists, who have lately given concerts here.

Close Fine January Business.

The January business done by the talking machine department of the Henry F. Miller Co. was considerably larger than that of the same month in 1915. Manager Warren Batchelder had quite a busy time of it, and in these few weeks many new customers have been added to the list of Victor enthusiasts. The year promises well for this department of the Henry F. Miller Co.

Edison Tone-Test Recitals.

Miss Helen Clark and Arthur Walsh, both Edi-



Ask any man or woman who heard
Christine Miller sing in comparison
with Edison's *Re-Creation* of her voice

OVER 1800 New Haven music lovers witnessed this remarkable tone test at Shubert Theatre, Monday night, Jan. 31, 1916. Not one could distinguish the living and breathing Christine Miller's voice from Edison's laboratory *Re-Creation* of that self same voice.

THE EDISON Diamond Disc

This new Edison invention accomplishes the *Re-Creation* (not reproduction) of all forms of music. May we prove it to you?

Ask for anything. Ask for the most difficult. Ask for violin and piano *Re-Creations*. Let us show you on the Diamond Disc the difference between a Stradivarius and a Guarnerius. Over one thousand wonderful examples of this new art now. New selections on sale weekly.

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

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

son artists, gave a most successful tone test recital last week at the opening of the new talking machine department of the R. H. White Co.'s large department store. Previous to coming to Boston these artists gave a successful recital at the Edison phonograph department of the Meekins, Packard & Wheat Co.'s Springfield store, subsequently giving another recital at the Worcester store of the Barnard, Sumner & Putnam Co. All of these recitals did much to acquaint the public with the possibilities of the Edison Diamond Disc machines.

To Resume Its Festive Gatherings.

The Boston Talking Machine Club, now that the holiday rush is over, is to resume its festive gatherings, and a dinner is being planned for March. This will be good news to the enthusiastic members who are anxious to see the club make a successful record for itself. The bowling teams, too, are taking on a new lease of life and the alleys are again the rendezvous of a large contingent of talking machine men.

Additions to Columbia Sales Staff.

Several additions to the staff of the Columbia Graphophone Co. have been made lately by Man-

COLUMBIA STAFF IN BOSTON DINES.

Employees of the Columbia Graphophone Co. in That City Enjoy Entertaining Evening—Handsome Watch Presented to Manager A. C. Erisman—Some Excellent Addresses Made by Staff Members and Others.

(Special to The Talking Machine World.)

BOSTON, MASS., February 9.—Nearly fifty employees of the Columbia Graphophone Co. dined a few weeks ago at the Quincy House, and the evening was a highly enjoyable one. The gathering was addressed by representatives of the various departments, including Manager Arthur C. Erisman, T. Norman Mason, W. C. Ellsler, J. F. Luscomb, Fred R. Erisman and J. T. Shaughnessy.

There was a musical program, the contributing talent including H. G. Moeller, J. A. Holohan, Alexander Mitaraki, Joseph Madden and John O'Hara. Fred Ballou presided at the piano, and one of the features was an athletic exhibition given by S. B. Bowman.

The evening proved to be one of great surprise for Manager Erisman, who is held in the highest regard by his employees. In return for his many kindnesses and as a token of appreciation for his efforts in securing for them the generous bonus on last year's business (mentioned in The World of last month), he was presented with a beautiful watch, suitably inscribed. The presentation speech was made by Mr. Ellsler, and Mr. Erisman expressed feelingly his deep gratitude for this mark of appreciation on the part of his staff.

ager Erisman. C. B. Berg is now a special salesman in the European record department; J. B. McFadden is assistant to Mr. Atwell in the Dictaphone department; Stuart Munn is a new man in the wholesale record department; J. Thompson Macdonald has been added to the mail order department, and Miss Jean D. Murray is a stenographer in the Dictaphone department.

Some Personals.

George Curstein, of the Victor Co., passed through Boston a week or so ago.

S. M. Revness, who came to Boston last month in the interests of the Victor business, is still in town, and is likely to remain here for some time longer.

H. R. Skelton, of the Edison Co., who is always a welcome visitor around Boston, where his home is, at present is engaged in special work in the New Haven, Conn., territory of the Pardee-Ellenberger Co.

H. A. Yerkes, district manager, from New York, paid a two days' visit to the Boston offices of the Columbia Graphophone Co. during the month. Another visitor was F. E. Goodwin, head of the Columbia's educational department.

The evening, which was a success in every way, was another demonstration of the fine spirit that exists between the Boston department of the Columbia Co. and its employees.

Those sitting around the board with Manager Erisman were: Rosa Baer, Fred Ballou, S. B. Bowman, Edna Burdick, John Burke, James Cahill, Marion Cahill, Percy Carter, Arthur Collins, Margaret Collins, Sallie Coombs, Elvira Cragin, J. Q. Cragin, H. C. Culberson, Effie A. Dean, R. P. Dinsmore, Edgar Dooley, Lillian Dunnigan, W. C. Ellsler, F. R. Erisman, Henry Frye, Elizabeth Garrity, Mrs. Gilbert, Mabel Haley, James Holohan, Josephine Kelly, Bessie Langdon, J. F. Luscomb, R. H. Luscomb, Joseph Madden, A. A. Magowan, T. N. Mason, James McDonald, George Millett, Frank Mills, Alex Mitaraki, John Mitaraki, H. G. Moeller, John O'Hara, Michael Quinn, Viola Sanders, George W. Sharmon, J. T. Shaughnessy, R. C. Sylvester, W. S. Townsend, V. L. Tracy, J. Webber, Stewart Munn.

APPEARANCES ARE DECEPTIVE!

This humorous story is going the rounds, and it shows not only the conditions in the industry but offers a novel way of pacifying a dealer whose mental condition is a menace to the nation. A dealer who paid some money for machines, but didn't get them, called on the manufacturer in an angry mood.

The diplomatic sales manager took him in charge and told him to go out and see the pictures

for an hour or two and then return, when full information would be forthcoming.

The S. M. was up against it; there wasn't a machine in sight; everything looked dark. When the dealer returned, however, he was shown a dozen cases of goods, all labeled, ready to ship, each one bearing his name, and that cleared the whole situation, and he went away happy. At least happy pro tem., for the cases were empty.

ADVICE FOR FOREIGN SALESMEN.

Traveling Representatives in South America Must Be Exceedingly Careful Concerning Their Mode of Living, Habits and General Department to Sell Goods Successfully.

Advice as to the choice of salesmen for Latin America is given in a "Handbook for Export to South America," written by a Canadian Trade Commissioner in South America, and published by the Canadian Department of Trade and Commerce. It shows the opinion of a trade representative of a foreign government, which has issued a very practical handbook on the technique of South American trade for the use of its manufacturers. He says:

"A salesman going to a foreign country should be of exemplary habits. This should be so obvious to anyone that it should be unnecessary even to mention it, but strangely this point is often overlooked; or it may be that a man is sometimes sent abroad, although known to be somewhat unsteady, because he has been found to be successful in securing orders at home. To make such an error as this is fatal.

"Another most important characteristic is that the salesman should possess a modest demeanor. A bumptious man, who will insist on impressing upon present or prospective customers his own and his country's importance, usually succeeds in antagonizing them. Importers in Latin America have grown very tired of hearing commercial travelers from the United States extolling the superiority of their country, its methods and its products. It may safely be said that this failing is responsible for their losing several millions of business every year. A warning may also be given against the excessive use of slang. In South America it is of little avail, much of it not being understood, and too free use is apt to rob the conversation of seriousness and dignity. This does not mean that all American salesmen are objectionable; many of them are highly educated and expert in their business; but since the complaint is frequently heard, it is well to warn Canadian exporters, that they may avoid these mistakes." Even stay-at-home salesmen may find some good advice in these suggestions.

George Washington and BAGSHAW NEEDLES

WHILE George Washington was the father of his country, W. H. Bagshaw was the father of the talking machine needle industry.

The superb Bagshaw-quality is of the "cannot-tell-a-lie" quality, being of surpassing superiority at every angle of manufacture.

63,000,000 in ten days—each one finished exquisitely.

W. H. BAGSHAW

Lowell, Mass.

**Oldest and Largest Manufacturer
Established 1870**

EDISON TONE TEST IN MONTREAL.

Laboratory Experts Give Successful Demonstration in That City—New Victor Tungs-Tone Needle Interests — Berliner Gramophone Co. Donates Gramophone to Hospital in England—Other News of the Month.

(Special to The Talking Machine World.)

MONTREAL, Can., February 8.—A recital and tone test of the new Diamond Disc Edison phonograph, conducted by L. Bourgette and C. R. Woods, experts direct from the Edison laboratory at Orange, N. J., took place at Layton Bros.' recital hall during the past month, and was well attended.

The trade are eagerly looking forward to the appearance on the market of the Victor tungs-tone stylus, which it is expected will be on sale here shortly.

H. S. Berliner, vice-president and general manager of the Berliner Gramophone Co., Ltd., was in New York recently.

A gramophone with a large collection of Victor records has been donated by the Berliner Gramophone Co., Ltd., to the Moore Barracks Hospital, Shorncliffe, England. Some months ago the attention of the Berliner Co. was called to the fact that a number of convalescents in No. 1 Stationary Hospital France, had, in writing to their homes here, alluded to the fact that there was not a musical instrument in the hospital. On this being brought to the attention of the Berliner Co. it immediately donated a large Victrola and a collection of records. This is not the first instance of this firm's generosity along these lines, as it has already sent across to various hospitals a number of Victrolas and collection of records.

S. Dayan, of Montreal, has patented an attachment for talking machines.

Charles Culross, the Columbia enthusiast, in a recent advertisement said: "Columbia double disc records played on any instrument are indeed a tone revelation to most people. Hear one Columbia record and you will never again be satisfied with any tone less round and rich and natural. 'It speaks for itself.'"

T. Ramsey, in charge of the talking machine department of J. W. Shaw & Co., reports a steadily growing demand for Columbia product.

The Canadian Talking Machine Co. has registered in Montreal.

Layton Bros., Edison dealers, claim the Edison "is a real magnet when it comes to drawing trade," and have had their hands full the past month in supplying the demand. Their Columbia department is also kept on the move filling orders for machines and records.

VISITORS TO EDISON FACTORY.

The Edison organization at Orange, N. J., recently had the pleasure of extending the hand of good fellowship to the following jobbers, dealers and other representatives: H. A. Mosher, R. S. Williams & Sons Co., Ltd., Toronto, Can.; C. B. Haynes, Richmond, Va.; N. G. Griffin and P. R. Hawley, American Phonograph Co., Albany, N. Y.; Albert A. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. O. Pardee and F. H. Silliman, Pardee-Ellenberger Co., New Haven and Boston; A. J. Pommer, Pacific Phonograph Co., San Francisco; Richard Nelson, Dia-

mond Disc Studio, Albany, N. Y.; W. F. L. Rosenblat, Simmons Talking Machine Co., Bristol, Va.-Tenn.; R. B. Cope, Girard Phonograph Co., Philadelphia; Royal W. Daynes, Consolidated Music Co., Salt Lake City; John Albertschardt, The Bargain Store, Tipton, Ind., and M. L. Kortz, Newark, N. J.

ROYALTIES AID IN WAR RELIEF.

Margaret Woodrow Wilson Gives \$1,083 Royalty from Columbia Record to Start Training School for Nurses at Sofia.

About a year ago Miss Margaret Woodrow Wilson, the daughter of the President, sang the "Star Spangled Banner" for the Columbia Graphophone Co., and announced that her royalties—25 cents for each record sold—would be donated to the American Red Cross for its war relief work abroad.

At that time the following letter was sent to the company from the chairman of the National Relief Board:

"Gentlemen: Miss Margaret Woodrow Wilson is extending her assistance in aiding the American Red Cross to secure funds to carry on its relief work in the European countries at war. She pro-

posed to turn over to the American Red Cross her entire royalties from the sale of a special record made by her for your company. This royalty amounts to 25 cents on each record. Miss Wilson's general assistance in the aid of the sufferers is accepted with gratitude, and we appreciate the arrangement that your company has made to turn directly over to the American Red Cross, of Washington, the sum of 25 cents from the sale of each record, to be used for the work among the distressed and suffering of all the nations involved in the present war. Yours very truly."

The royalties—\$1,083.50—have been sent to Queen Eleonora, of Bulgaria, to start a training school for nurses at Sofia. This work was selected by the National Relief Board for reasons quoted from its letter to Miss Wilson, as follows:

"I have just received from the Columbia Graphophone Co. a check for \$1,083.50, representing the first royalties derived from the sale of a record sung by you for the benefit of the Red Cross. Please accept our most hearty thanks for this most generous aid. I feel, if it would meet with your approval, that it would be a great satisfaction to the Red Cross to apply this to a special and very important piece of work. A year ago we promised to the Queen of Bulgaria the services of a very fine trained nurse, Miss Helen Scott Hay, for four years to start a training school for nurses at Sofia. The outbreak of the war caused a postponement of the plan, and we sent Miss Hay in charge of all the nurses that went to Europe, and later she was supervisor of those in Russia. She has now gone to Sofia and is assisting the Queen in organizing this training school."

SUCCEEDS WITH COLUMBIA LINE.

J. Stanley Cline, who entered the talking machine business some ten months ago in Litchfield, Ill., has been very successful with the Columbia line. He was formerly editor of the Litchfield News, which he gave up to give all of his attention to talking machines. He finds monthly recitals a big trade developer.

Quick Service for Victor Dealers

There's no lost motion in our organization—no red tape methods in our order department. Everybody here is ready and eager to help you to do business. When you want something in the Victor line right off, get in touch with us.

Telephone to Steinert's
Oxford 1330

Remember that we have the largest and most complete stock of Victor records in New England, and that it is yours to command.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON

Do You Sell Your Customers Improved Half Tone Needles?

If not, why not? A trial will convince. Fits all talking machines
Smooth, Clear, Sweet Tone. Saves Records, Eliminates Harshness

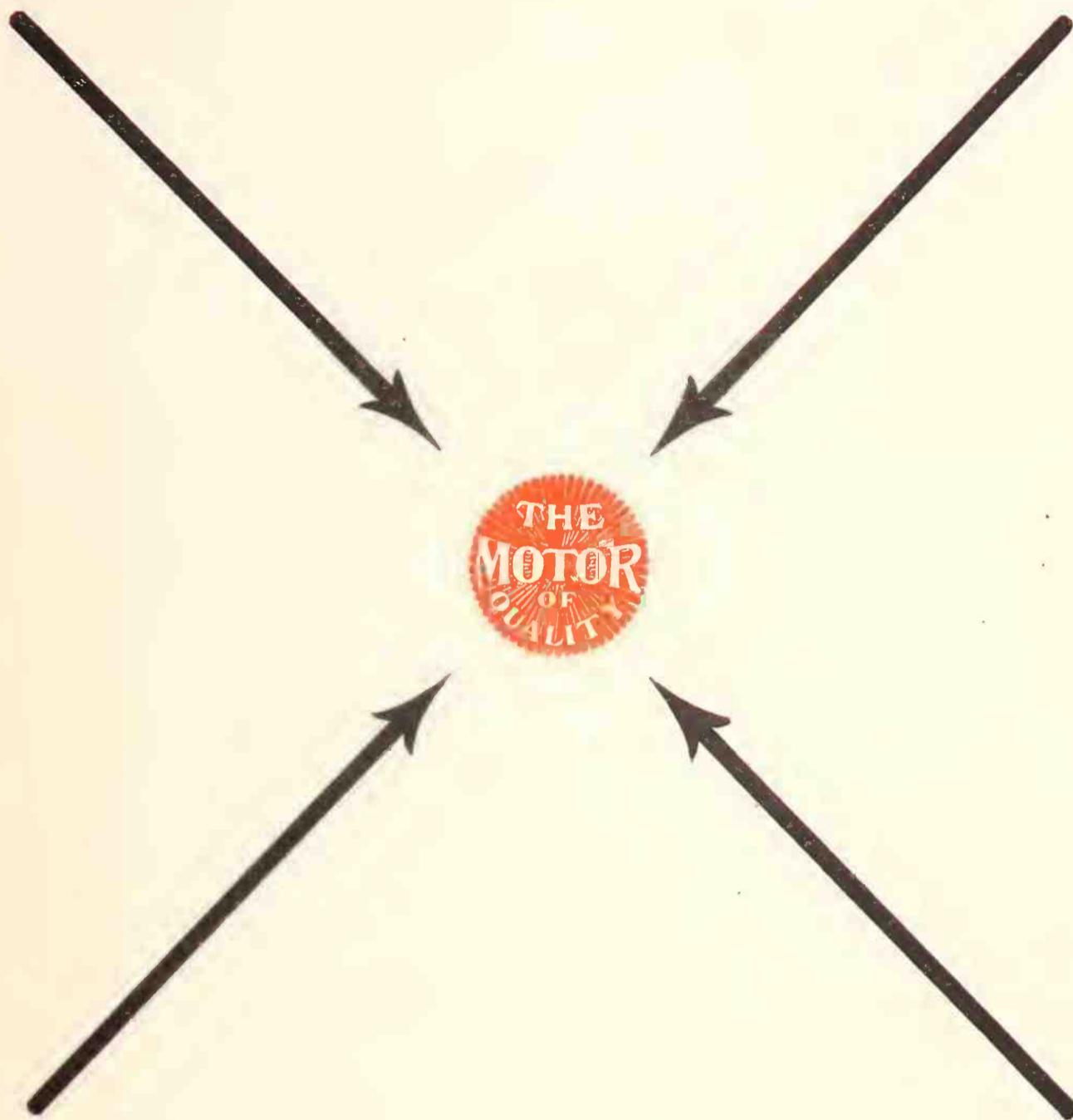
Sample and Prices on Request

BURLEY & BIESINGER

278 West Ferry St.

Talking Machine Specialists

Buffalo, N. Y.



We manufacture a complete line of
high-grade motors for phonographs
===== Nine different styles =====

=====
Tone-Arms and Sound Boxes
=====

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

Central West Division
CHICAGO, ILL.
19 West Jackson Boulevard
S. A. RIBOLLA, Sales Mgr.

FACTORY
Elyria, Ohio

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave. So.
JOSEPH M. ABRAMS, Sales Mgr.

MILWAUKEE A BUSY TRADE CENTER.

New High Sales Records to Be Established in 1916, Judging from Present Business—Dealers Find Recitals Profitable—Pathephone Co. of Milwaukee Incorporated—To Open Retail Store—Hoeffler Co.'s New Quarters—News of Month Worth Noting.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., February 8.—If the talking machine business in Milwaukee and other Wisconsin points is as active throughout the remainder of the year as it has been during January and the early part of February, 1916 will establish another new high record. The shortage of machines in all lines was so acute during the holiday period that dealers have been in the market every day for anything that they can secure. Local jobbers are doing their best to get machines, but the shipments received from the factories thus far only partly meet the requirements. Jobbers are giving all their dealers a few machines as they arrive, but ten times the number could be disposed of. Jobbers say that they will consider themselves extremely fortunate if they can catch up with all their orders during the coming summer.

General conditions in Milwaukee and about Wisconsin are showing decided improvement, and this has had a most favorable influence on the talking machine trade.

Officials of the Badger Talking Machine Co., jobber in this State for the Victor line, say that dealers all over Wisconsin are sending in orders daily for machines in all the various styles, many of them endeavoring to lay in stocks for the summer and fall trade, but the majority of them are anxious to replenish their depleted stocks in order to meet the present demands of their trade. Applications for new dealers are being received daily by the Badger concern, but it is impossible to locate any new dealers while the shortage of machines is so pronounced.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods, is putting forth every possible effort to partly satisfy at least the demands of his dealers. Mr. Schmidt is now receiving larger shipments of Edison machines and hopes to be able to relieve the shortage soon.

Regular afternoon Edison concerts are being given at the Edison Shop, the retail branch of the Phonograph Co., of Milwaukee, and trade is exceptionally good at the store.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, is finding that the February trade is better than any corresponding period in the history of his store. Several new Columbia dealers have been located in Milwaukee of late.

T. P. Lehrner, an experienced piano and talking machine man, has been placed in charge of the Victrola and piano departments of the three stores of Edward Schuster & Co., Milwaukee department store concern. He succeeds M. Marks, the first manager of the Schuster departments and who put the business upon a sound footing. Mr. Marks, as was announced last month, is now located in

**Victor Dealers**

Those who relied upon us this season to supply their requirements of Victor merchandise are loudest in their praise of the excellent manner with which their orders were filled.

Were you one of these fortunate Victor dealers?

A timely New Year's suggestion. Try the service of the

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

Victor Distributors (Exclusive)

St. Louis, where he is engaged in business with his son, Louis Marks, formerly manager of the Victrola department of the Boston Store in Milwaukee. Mr. Lehrner will be in direct charge of the piano and Victrola departments at the Third and Garfield streets store of the Schuster concern, where he will be assisted by Miss Elizabeth Hughes. J. H. Becker will remain in direct charge of the Victrola and piano departments at the Twelfth and Vliet streets store, while D. Meyer will be in charge at the Mitchell street and Sixth avenue store.

The Pathephone Co. has been incorporated in Milwaukee with a capital stock of \$20,000 by Lawrence McGreal, Edward Yockey and S. R. Simon. Lawrence McGreal, who has been jobber in Milwaukee and Wisconsin for the Pathé Frères line in Wisconsin, will be in general charge. Mr. McGreal announces that he will move into new quarters soon, where he will have more of an opportunity to display a larger stock of machines than is possible at the present store on East Water street. Mr. McGreal also has plans under way for opening a new retail store here some time next summer, where the Pathephone will be featured. J. F. Collins, general sales manager of the Pathephone Co., was in Milwaukee as the guest of Mr. McGreal on January 27.

Roy Keith, of the Talking Machine Co., of Chicago, was in Milwaukee on February 3.

The Milwaukee Talking Machine Manufacturing Co., of this city, reports a steadily increasing demand for all its various models of the Perfectrola, with a special inclination on the part of the dealers to stock the higher priced models.

The Hoeffler Piano Manufacturing Co., handling the Victrola, is now entirely settled in its new store at 304 West Water street, just south of its former location at 306 West Water street. Gustave Spankus, manager of the Victrola department, has arranged four new attractive booths and now has a fine display of Victor goods.

News has been received in Milwaukee that Norman C. Parker, of Oconomowoc, Wis., has manufactured a new talking machine, which will be known as the Parkerola.

Emil O. Schmidt, 310 Grand avenue, Milwaukee's one-price piano man, who also carries the Starr line of talking machines, manufactured by the Starr Piano Co., has been meeting with an exceptionally fine business at both his Milwaukee and Manitowoc stores.

One of the largest and most representative

stocks of Victrolas now on hand in Milwaukee is on display in the talking machine department of Gimbel Bros.' store. Manager L. C. Parker is meeting with the best February business ever experienced by his department.

The Milwaukee Press Club, one of the most unique organizations of its kind in the United States, has just purchased a Style XI Victrola for its handsome new quarters in the Jung Building, the order having been placed with the Edmund Gram Piano House. Paul A. Seeger, manager of the Victrola department at the Gram store, demonstrated the Victrola line to Milwaukee housewives at the big cooking school held in the auditorium during the latter part of January. The Gram house also demonstrated the Stroud Pianola and furnished the instrument for accompanying Miss Alma Hahn, a soprano soloist. Victrola sales at the Gram store have climbed to a new high mark since the opening of the new year.

The J. B. Bradford Piano Co., which carries the Victrola line, has been carrying on an extensive campaign of advertising in the local papers.

The Premier line of machines has been placed with several houses in Milwaukee and about Wisconsin by Park Adams, the enterprising young manager of the Premier Talking Machine Co.'s Milwaukee store.

William P. Gensch, head of the Gensch-Smith Co., 730 Grand avenue, operating an exclusive Victrola shop, has been successfully demonstrating his Victrolas before various club organizations in Milwaukee of late.

INDIAN CAMP ATTRACTS VISITORS.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., February 7.—A feature of the talking machine department of the Maison Blanche is a camp of the Ojibway Indian, with Chief Shomin as the main feature. The camp is an exact reproduction of an Indian village, and is located next to the talking machine section of the store. Manager Hofheinz has taken advantage of the crowds which are attracted to the camp to make some especially good sales of Victrolas, Grafonolas and Edison Diamond Disc machines.

The Nordheimer Piano & Music Co., Ltd., of Toronto, Can., recently featured an attractive program of player-piano and Victrola music in its recital hall. An interesting feature in connection with the same was the combination of the Victrola and player-piano in some concerted numbers.

THE PERFECTROLA Has Tone and Quality**A Satisfactory Musical Instrument**

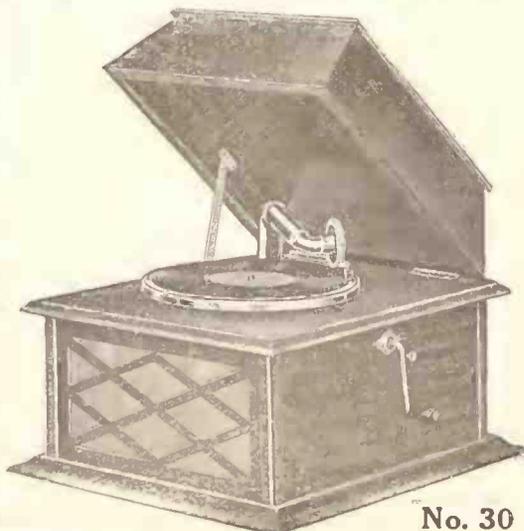
Models from \$10.00 to \$100.00

Cabinet finish and mechanical parts of the highest order insuring a minimum of trouble. Plays all lateral cut records—Our No. 100 is equipped with our new duplex reproducer, which plays all records without extra attachments—

Made by Milwaukee Talking Machine Mfg. Co.
Office and Factory, 416-418 4th St., Milwaukee

Chicago Salesroom
The Perfectrola Co.
160 N. 5th Ave.

Kansas City Salesroom
Wm. E. King
Traders Building



No. 30



No. 55



*AEOLIAN
HALL
New York*

*AEOLIAN-
VOCALION
Headquarters*

The AEOLIAN-VOCALION

*A Statement by the President
of the Aeolian Company*



EVER since the announcement through the newspapers and magazines of the Aeolian-Vocalion there have been many surmises as to the policy this Company would pursue in regard to it. As the instrument has become better known and its unusual features recognized, queries from musicians, members of the music-trade and others, regarding our attitude have become so numerous that it has been deemed advisable to make a public statement.



In the first place let me say that the Aeolian-Vocalion was not designed to be what might be called a "popular phonograph;" that is to say, it is not our intention to produce an enormous number annually, or to seek broadcast representation.

We believe the market is already well supplied with the very low-priced instruments, and that these admirably serve their purpose.

But it is with the phonograph that purports to be a serious musical instrument—that is adopted for educational purposes and finds its way into homes where music is known and appreciated—that the Aeolian-Vocalion has entered into competition.



*A view in the beautiful foyer of the Vocalion display rooms
Aeolian Hall, New York*

This is not to be construed that the Aeolian-Vocalion is inordinately high-priced, or is not available for the lighter forms of musical entertainment, such as dancing, etc.

The reverse of this is the case, as its prices are surprisingly moderate, considering its advantages, while its unusual body and depth of tone give it great "carrying" power for dancing. But, as its character is such as to make it appeal most strongly to people of musical taste, the Aeolian-Vocalion will be handled with the conservatism such an instrument deserves.

✠

WE feel, as a matter of fact, that the Aeolian-Vocalion is one of the most important musical instruments that have yet appeared. The phonograph itself occupies a peculiar field. It is the interpreter of all music, instrumental and vocal. It appeals to every taste and is the most practical and broadly useful means of supplying music ever devised.

This Company long ago realized the musical possibilities of the phonograph. And, I may add, that the decision to enter the field as a manufacturer was not made until it had proved its ability to develop these possibilities.

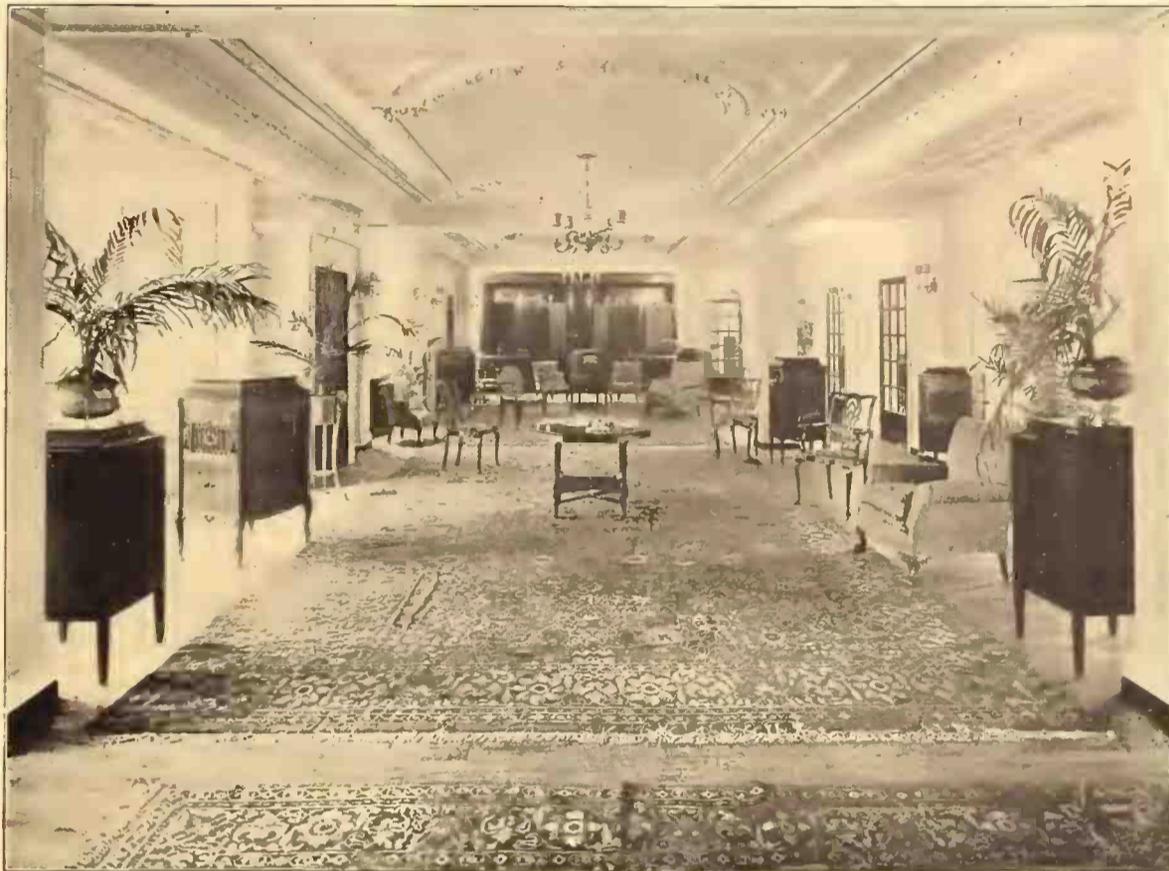
The wide-spread comment that has been made on the obvious superiority of the Aeolian-Vocalion is a significant and gratifying tribute to the musical knowledge and mechanical skill of the men composing the Aeolian experimental staff.

Several years ago I was asked by an acquaintance who had recently returned from a trip around the world, "what was the secret of the Aeolian Company's world-wide success?"

✠ ✠

*Style K—One of the most beautiful of
the conventional models of the Vocalion*





The impressive salon of the Vocalion warerooms, Aeolian Hall in New Bond Street, London

He had visited the principal cities of Australia and Europe, and had seen the large Branches we maintain in those cities. Everywhere he went he had found Aeolian instruments in evidence and universally regarded as the leading examples of their respective types.

I replied to his question by stating that while there were undoubtedly many contributing factors, I believed Aeolian success was chiefly due to a spirit that pervades the whole organization and has frequently been commented upon—that of dissatisfaction with present results and the determination to produce *the best*, whatever the instrument or article might be.

✎

THIS spirit is certainly brought to a very pronounced materialization in the Aeolian-Vocalion. I have personally been in almost daily touch with those responsible for it and have been gratified and sometimes even amazed, at their enthusiasm and resourcefulness.

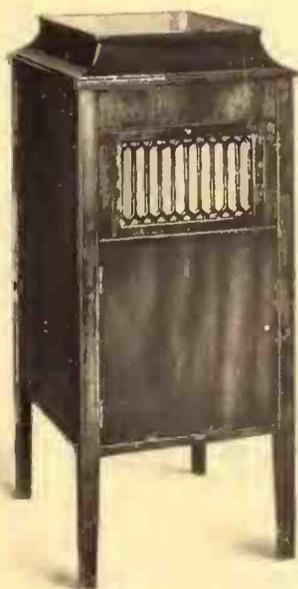
From the period, several years ago, when we first began to investigate the possibility of developing the phonograph musically, until the Aeolian-Vocalion was finally put upon the market, their zeal has never flagged.

During this whole period, hardly a month passed that did not bring to light some new discovery or new application of acoustical principles which would tend to improve the phonograph.

Indeed, the only one of the Aeolian-Vocalion's important musical features not directly attributable to the Aeolian Company's own staff, is the device for controlling tone, known as the Graduola. This was the invention of Mr. F. J. Empson, of Sydney, Australia, the exclusive rights of which we secured two years ago.

In this connection it may not be amiss for me to remove a misconception which is sometimes entertained regarding the Graduola.

✎



Style F—A very popular instrument which retails at \$75.00.

WONDERFUL and entertaining as the phonograph is, its value is seriously curtailed unless it possesses some method of tone-control. That manufacturers have recognized this is evidenced by the doors, shutters, etc., with which they have equipped their instruments, the system of interchangeable needles some provide, and by dozens of inventions on record here and abroad.

Mr. Empson's invention provides the only satisfactory method of tone-control yet produced and has been adopted as an exclusive feature of the Aeolian-Vocalion.

While not arbitrary—that is, it may be used or ignored at will—its advantage, when utilized, is two-fold.

It permits the introduction of delicate shadings in tone-color, without actually changing an artist's own technique and expression, and thus obviates record "monotony."

And it compensates for the recognized limitation in the present method of making records, by enabling one to play with extreme delicacy without *smothering* the tone with doors, or losing any of its tints by using very soft needles.

Indeed the Graduola, or some device equally effective, is an essential part of any phonograph which, like the Aeolian-Vocalion, makes its appeal to people of genuine musical taste.

And this is the appeal which the Aeolian-Vocalion is designed to make.

We believe the phonograph has an important mission. But we also know that in the past it has been subject to some measure of criticism, from people who were musical.

In the Aeolian-Vocalion this Company has produced a phonograph which goes far towards meeting this criticism, and it is the requirements of people of genuine musical taste and perception that the Aeolian-Vocalion is designed to supply.

A. B. Fennell

President of The Aeolian Company

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 AVE.

A complete display of all models of the Aeolian-Vocalion may be seen at this office



Aeolian-Vocalion Art Style R—an example of the delightful art and period designs which have reflected a distinct prestige to the entire Vocalion line.



We have always had quite a lot to say about the quality of Columbia *tone*, and we are again going to say it loud enough for several million people to hear; witness the Columbia two-page advertisement in this week's issue of the Saturday Evening Post.



(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**

OPTIMISM PREVAILS IN BALTIMORE "TALKER" TRADE.

Columbia Co. Lists Dealers in Its Ads—Victor Tungs-tone Stylus Creates Interest—Aeolian-Vocalion Sales Growing Continually—January Trade Excellent—Leading Victor Dealers Report Increasing Demand for Their Products—New Pathé Dealers Announced.

(Special to The Talking Machine World.)

BALTIMORE, Md., February 5.—The greatest amount of optimism pervades the talking machine field in this city and State, and with a wonderful January business by all of the firms there is the best of feeling by all persons identified with the business. In the words of one dealer, "there is always a shortage of machines and a cry for more machines, but as each month's business is tabulated we find we have gone ahead as usual." That about represents the situation here.

There is another strong point: the tendency is for higher priced machines, and while there is still a big business done on contract terms, there is a constantly increasing volume of cash business.

The Columbia Co. this month departed from its old custom of having firms use space around its prepared ads on records, and now the names of practically all of the dealers in the city and State are to be found listed in the ads. At the same time there is copy from many of the firms appearing alongside of the big spread.

Big interest is manifested by all of the dealers in the Victor Co.'s new tungs-tone stylus needle. All of the dealers have attractive signs in their show windows announcing the new product, and as a result there is already a big demand for the needle, which is expected to be received in Baltimore within a few days. Many advance orders have been taken for the new point, and the local distributors of the Victor line will have their hands full to handle the business.

A. J. Heath, local manager of the Columbia Graphophone Co., after a ten days' trip through Virginia, West Virginia and North Carolina, is back in Baltimore with glowing reports of the prosperity of that section. "After visiting Norfolk, Richmond and other points through West Virginia and in North Carolina," said Mr. Heath, "I was much impressed with the business we are to expect from these sections. The dealers are all in better shape than they were this time last year, and they feel that this is going to be a big year with them. This section was affected by the European war, and it is now recovering very rapidly.

"Our business in Baltimore has been mighty good, in fact, I might say that it was wonderful. Machines are beginning to come in, and they are going out to the dealers just as fast as they reach here. There is no let-up in orders for machines and records that are coming from the dealers. Many of them are sending in orders to put in big stocks, for they are all pretty well cleaned out from the December and January business. Great times are ahead for us."

Baltimore seems to be taking very well to the new Aeolian-Vocalion, which is handled in this city by the Sanders & Stayman Co., representative of the Aeolian Co. William B. Turlington, the manager, says that a great many of the instruments are being sold and that most of them are

or the higher price. The Vocalion is being much talked of on all sides. The January sales were all that could be expected, and there are indications that there will be no let-up in it.

The Hammann-Levin Co. is planning extensive improvements for the first floor of its establishment. The plans provide for the rearranging of the floor space so as to give space for additional booths for the demonstrating of machines. The new booths will be large enough to permit one machine of each style of the Victor line to be placed in the booth and make it possible for the demonstrator to handle the prospect without leaving him. There will also be increased space for the handling of records to meet the constantly growing business of the firm.

All of the department stores and furniture houses throughout the city that have talking machine adjuncts report fine January business.

The past month, both wholesale and retail, proved far better in every way than January of 1915 with E. F. Droop & Sons Co., Victor distributor. W. C. Roberts, the manager, is more than pleased. There has been a big call for higher priced goods. He also reports a great demand for cabinets.

The January business with H. R. Eisenbrandt

Sons, Inc., brought about no complaints. In fact, the business was better than the same month of last year.

The same may be said of I. Son Cohen, for Cohen & Hughes, Inc., Victor distributors, who were only held back by the usual situation of not enough machines. Arthur Wertheim has been added to the firm's road force and is at present in the South. Leonard Weber, bookkeeper for the firm, has just returned from a trip through Pennsylvania, and found business coming along in good shape.

F. K. Dolbeer, manager of the credit department of the Victor Co., spent some time at the Cohen & Hughes headquarters. Other dealers were Paul Gale, of the Greenwood Co., Norfolk, Va.; James MacQuhar, manager of the Victor department of S. Kann Sons & Co., Washington; Mr. Holland, manager of the Morse music department, Cumberland, and Mr. Shipley, a Victor dealer of Frederick.

Jesse Rosenstein, for the National Piano Co., the Pathé representative here, finds business moving along well. He announces a new local account in the large furniture house of Gusdorf & Josephs, and also the Graham Music Co., of Graham, Va. Mr. Rosenstein says he has also signed up several other dealers, but is waiting for ratification from headquarters. Mr. Rosenstein also announces that additional machines are coming in and that he has received the new \$35 and \$50 Pathé models, which are being favorably commented upon. The Reginald de Koven Opera Company and "America, I Love You," records are going well.



75%

—of the cases in which cabinet machines are shipped bear this label:

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

Made of northern hardwood veneer with clear spruce cleats.

(Carry the weight—save freight)

Manufacturers prefer them—
Live dealers demand them.

Write to our general sales offices at Montgomery Center and we will supply you with full information as to the reason for these facts. Our experience enables us to advise intelligently regarding shipping costs and style of packing.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 7.—The talking machine business in Philadelphia in January was only limited to what the manufacturers saw fit to send the dealers. This is not true of any one of the companies, but all of them. There has been a great shortage of Victor machines, but there has been a corresponding shortage of Columbia and Edison machines.

The business for the first month of the year was considerably ahead of last year; at some of the stores the business was doubled in spite of the fact that the factories fell down badly in the supply. With records things have been more satisfactory, for the dealers—being able to feel the pulse of the public—sent in large orders in advance, and in consequence those who have been far-sighted enough are able to supply the demand to their regular customers almost to 100 per cent.

The Victor dealers are looking forward with great pleasure to the placing on sale of the Victor tungs-tone stylus, which they have tried and which they are sure is going to meet a long-felt want. They believe it is going to be a big inducement for the buying of records, and in a smaller way, machines, as it is of that producing and wearing quality which brings out a more perfect tone, and the same needle can be used from fifty to 200 times. There is no doubt this needle will do away with the old needles entirely.

Louis Buehn & Co. report that their January business has shown an increase over last year of about 20 per cent., and they consider this most gratifying considering the conditions. They report that the machine condition is still very unsatisfactory. The Victor Co. made practically few deliveries during the first few weeks of the month, and the number of machines they sent out the latter part of the month was in no way adequate to the requirements. The Buehn Co. reports that the record situation has shown improvement. Their stock keeping system is now showing its effectiveness, and they have been able to fill regular orders with dispatch.

Blake & Burkart have been having a very excellent business on the Edison and are most woefully short of stock. They have found this condition ever since the holidays, which cleaned them out and the factory to the extent that they have been able to get to their dealers only a small per-

centage of the machines they need. They are especially in need of the \$150 machines, which have been their popular sellers. Their record business is also very good, and they have a liberal supply. They have also been doing considerable business with the Edison Ambrol records, but practically nothing with the machines.

They have completely fitted up the offices at the rear of their two stores and they are very neat and attractive. They expect to start concertizing just as soon as business lets up to give them time to make the arrangements, and this month they expect to have a tone-testing contest at either the Ritz-Carlton or the Bellevue-Stratford.

The Penn Phonograph Co. has also enjoyed a

very big January business, the best it has ever had. Some new shelving has been added in the rear of its store, and it has a very large supply of records on hand and is in a position to satisfy any reasonable demand. Its stock of machines, however, is limited. It is looking for a very heavy business from this on through the spring.

January was the second biggest month in the history of the Pennsylvania Talking Machine Co., falling only a little behind its past December, and notwithstanding the fact that it did receive a fair supply of machines, it closed the month very much in arrears of what business it would have been possible to get had it been able to secure stock. Mr. Eckhardt, the manager, was in New York the beginning of this week trying to hurry shipments in order that it could as nearly as possible satisfy the big trade that he has built up since he became the head of this company. This house has also been having a very satisfactory business at its other stores, especially the one in Baltimore. It has just had its Philadelphia store entirely recarpeted.

In the Dictaphone department of the Pennsylvania Co. business has been most satisfactory. It went ahead a couple hundred per cent. over December and closed some very big accounts. Four of its men got their Quoto and they are displaying their Quoto buttons with much pride, and are going ahead with the intention of never having them taken away from them. One of the most satisfactory features of the business was the frequency of repeat orders, showing how satisfactory the Dictaphone has been to the former purchasers.

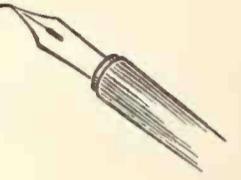
Everyone about the Dictaphone department is making preparations for the coming business show, which will be held next Monday, and the firm expects to have a very liberal display.

H. A. Weymann & Son report that their year of 1915 closed most satisfactory in their talking machine department, in spite of the great scarcity of Victrolas. The improved method installed by the Weymanns for the handling of the Victor records increased their sales sufficiently to overcome the loss of sales in machines.

Harry Weymann says that January ran considerably ahead of last year, and they expect to be in a position this month to catch up on their back

(Continued on page 22.)

*Pen Your Victor Orders
to Penn*



**V
I
C
T
O
R**

There are many reasons back of the broad statement above as to why Penn should fill your orders. One is, because Penn can do it, if anyone can. And that's one reason why you see no stock piled up around our storehouse, for every available machine and record goes OUT to our dealers. Put your trust in Penn. We'll work hard to please you.

Penn Phonograph Co., Philadelphia

1864—ESTABLISHED OVER HALF A CENTURY—1916

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas,
all types, for early deliveries.
May we serve you?

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street

Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

FEBRUARY GIVES

us a moment to reflect upon the two greatest examples of "service" ever rendered. George Washington and Abraham Lincoln stand supreme in service to their country.

These two men had nothing more to offer than what was possessed by other people, but their initiative of thought and direction dominated those who lacked the bravery of action.

IN SERVICE TO THE DEALER, the House of Buehn has earned the foremost position. There is no idea on our part to place ourselves in the Hall of Fame with the above mentioned notables, but one fact is positive: Buehn Victor Service is prompt and complete; it works solely for the RETAIL MERCHANT. In machines, records, accessories and repair parts, the evidence of KNOWN deliveries is everywhere.

There is an intelligent understanding of what YOU want, and why you should get Victor goods as ordered; there is the desire on OUR part to have these goods and to deliver them efficiently and promptly.

Victor Records—the bulwark of monthly PROFITS—are delivered practically as ordered. It matters not whether they are vocal, instrumental or foreign records. A test of Buehn Service in February will help your profits for 1916.

The Louis Buehn Co. Philadelphia's Exclusive WHOLESALE Victor Distributor

RECORD orders are now being better filled than for several months.

Shipments from the Victor Co. have made it possible for us to fill some orders as well as

90 per cent. Orders for Supplies and Repair parts filled promptly and correctly.

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.

We will guarantee a larger percentage than any other jobber.



THE TRADE IN PHILADELPHIA.*(Continued from page 20.)*

orders for Victrolas, in addition to being able to take care of new orders being received daily. During the past week they issued a return postal card advising their dealers of certain numbers of records that they have just received from the Victor Co., which resulted in over 100 of them being returned within twenty-four hours of their issue, showing that their dealers appreciate their method of keeping in constant touch with them, so that they get information of records desired.

The Weymanns received a visit last week from C. H. Lichty, the Reading dealer, who was accompanied by his wife and daughter, who were on their way to Florida by boat from Philadelphia.

Norbert Whitley, of the Weymann selling force, has just returned home from Detroit, Mich., after a two weeks' successful trip, and William Doerr is at present having a satisfactory trip through New Jersey. William Brewton, their city and Camden man, has been hustling about the trade from early morning until late at night, and Mr. Weymann says the prospects for business are most encouraging, and every indication points to the fact that the present month will be the largest February they have had in the fifty-two years they have been in business.

Harry Weymann intends making an extended trip through the South about the 15th.

CLEVELAND HOUSE EXPANDS.

P. E. Dietrich & Sons Opened Showrooms Exclusively for Grafonolas and Records.

(Special to The Talking Machine World.)

CLEVELAND, O., February 5.—P. E. Dietrich & Sons, 775 East 152d street, this city, have been busy for some time past rearranging the interior of their quarters for the purpose of securing more room. More space has been leased in the same building, and they have opened a salesroom where Grafonolas and records will be handled exclusively, under the direction of Carl and Howard Dietrich.

BELIEVES IN CO-OPERATION.

L. S. McCormick, Sales Manager of the Sonora Phonograph Corporation, Chats of Dealer Co-operation for Sales and Promotion Objects.

L. S. McCormick, who was recently appointed sales manager of the Sonora Phonograph Corp., 57 Reade street, New York, is one of the younger generation of "old-time" phonograph men. His



L. S. McCormick.

first experience was secured while with Thomas A. Edison, Inc., Orange, N. J. Later he was with the Phonograph Corp. of Manhattan, Edison distributor, leaving to become associated with Pathé Frères, New York. The Sonora position followed.

So Mr. McCormick is well equipped with knowledge for the work he is now doing, having been with both manufacturers and jobbers, most of his efforts being confined to dealer co-operation from

both sales and promotion viewpoints. "I believe that the dealer," added Mr. McCormick, "should be faithfully served, and my plan of doing business is to put the dealer foremost. It is the dealer who is on the firing line and who is in direct contact with the public. He is familiar with the likes and dislikes of the public, and most dealers are wide-awake enough to put this information to good advantage.

"In the larger cities the methods of doing business are different from the ways and means of getting business in smaller cities, and it is a knowledge of the various methods that enables us to so help the dealers that his sales always exceed his orders. Although our average prices are very high, dealers in small towns are doing as well, proportionately, as dealers in the larger centers, showing that the right sales methods win, irrespective of price. You can count the Sonora Corp. as a loyal supporter of the retail merchant."

RECEIVING MANY COMPLIMENTS.

Charles D. Robinson, who has been doing such good Columbia sales work for A. G. Kunde in Milwaukee, Wis., was a visitor to New York during the holidays. He has been receiving many compliments on the beautiful "hanger" which he has just gotten out, entitled "Ten Golden Rules," being a philosophical dissertation on thinking, knowing, working, learning, helping, speaking, having, being, doing and measuring. This literary effort emphasizes Mr. Robinson's deep study of men and things. It is a mental stimulator.

George Brown, Jr., who handles the Victor, Columbia and Edison lines in Hillsboro, Ill., has secured the services of Mrs. C. A. Nichols as manager of the department. This firm recently sold expensive Columbia Grafonolas to two of the local schools.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.



WAIT!

We Have a Few Surprises For You

They will make the "WONDER" phonograph even a more marvelous value than it is now.

Don't Commit Yourself

for the coming season until you have communicated with us and investigated. It will repay you.

Write for descriptive folder, advertising material and special dealers' proposition.

THE WONDER TALKING MACHINE CO.

113-119 Fourth Ave. at 12th St. New York

Telephones, Stuyvesant 1666, 1667, 1668

FINANCIAL CONDITION EXCELLENT.

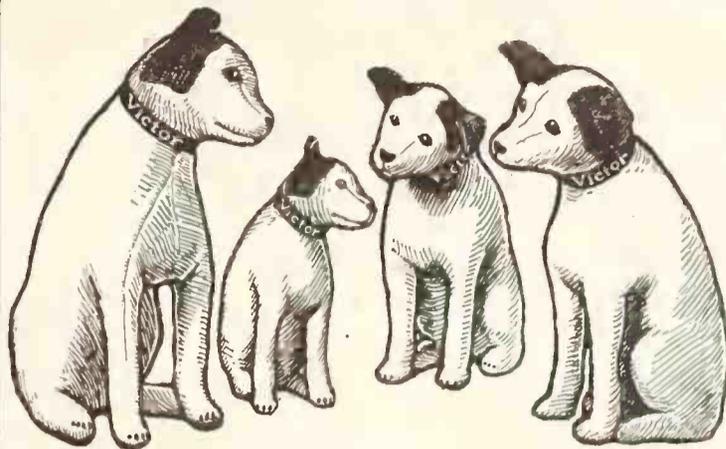
The Earnings of the American Graphophone Co. Show Gratifying Increase—Surplus Will Be Used to Strengthen Financial Resources.

Referring to the general financial position of the American Graphophone Co., Philip T. Dodge, president of the company (and who is also president of the Columbia Graphophone Co.), stated at the meeting of the former company's stockholders, held recently, that while earnings are showing a gratifying increase, it was his opinion that the surplus earnings should be devoted to placing the company in an impregnable financial position rather than the payment of extra or increased dividends at this time. Annual dividends of 7 per cent. on both common and preferred stock, which share equally in dividends after 7 per cent. has been paid on both, are now being paid, and it was believed that regular payments might be increased or an extra dividend declared.

AN EXPOSITION SOUVENIR.

"The Art of the Exposition" Not Only Illustrates and Describes the Architecture, Sculpture and Other Decorative Features of the Panama-Pacific Exposition, but Devotes a Section to the Jobbers' Convention.

There has just been issued, as an attractive memento of the Panama-Pacific Exposition, an elaborately compiled volume on "The Art of the Exposition," and which, in addition to an exhaustive illustrative treatment of the architecture, sculpture, landscape gardening and mural decorations of the exposition, with the notable features beautifully set forth in photogravure, devotes a section to the convention of the National Association of Talking Machine Jobbers, held in San Francisco on July 24 and 25, 1915. The program of the convention, as it covered the ceremonies and entertainment on the exposition grounds, is set forth in full, together with views of the various features of the Victor Co., exhibit, the dancing on the lawn to the music of the Victrola, and the points of interest visited



"Victor"
TOY DOGS
Made of White Velvet, stuffed, will soon be shipable.

Public Demand Has Brought Out "Victor"

The famous fox-terrier has been officially authorized as a toy. Sales for "His Master's Dog" are assured—also effective window and interior displays.

Victrola stores should place orders now for this new publicity feature. The dogs retail profitably and are good advertising. Buyers already include nearly all of the big New York City Victor and toy dealers.

Made of stuffed white velvet, the four sizes are 12, 15, 17 and 19 inches high. Selling prices are \$1, \$1.50, \$2 and \$2.50. The cost is \$8, \$12, \$16 and \$20 per dozen respectively.

Samples are on display at the Hotel Breslin Toy Fair. No jobbing arrangements have been made. Better order a spring trial shipment.

J. Henry Smythe, Jr., Manufacturer of **"Victor, His Master's Dog"**

8 West 40th Street, New York City

by the jobbers while in San Francisco. A large size panoramic view of the convention delegates is also included in the volume, and thus makes it of particular interest and importance to those of the jobbers and their families who made the trip to the Pacific Coast. The book, which is published by Paul Elder & Co., San Francisco, bears on its cover a replica of the Victor Temple of Music at the exposition, heavily embossed in gold.

Some people tell the truth out of pure cussedness.

EXECUTIVE COMMITTEE TO MEET.

Governing Body of National Association of Talking Machine Jobbers to Convene in New York on February 15 and 16—All Members Welcome—To Discuss Stevens Bill.

The annual mid-winter meeting of the executive committee of the National Association of Talking Machine Jobbers will be held at the Hotel Knickerbocker, New York, on February 15 and 16, at which time the executive committee of the association will also meet to report on and discuss the progress that has been made in support of the Stevens Bill. The meeting will not be confined to members of the committee, but every member of the association is privileged to attend the session.

While in New York the jobbers' committee will also meet with various other associations of the music trade and take action on the Klugh plan for the formation of a Music Trade Chamber of Commerce.

H. N. McMENIMEN HONORED.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., was honored last week by being elected chairman of the board of directors of the Chamber of Commerce, Plainfield, N. J. Mr. McMenimen has been a resident of this city for many years, and has been a prominent factor in its industrial and civic growth.

C. G. Child, head of the recording department of the Victor Talking Machine Co., was one of the attendants at the wedding of Miss Geraldine Farlar, the noted grand opera star, and Lou-Tellegen, the well-known actor, in New York on February 8.

The El Paso Phonograph Co., of El Paso, Tex., has increased its capital stock from \$20,000 to \$30,000.

ENVELOPES

are far superior to wrapping paper for wrapping records. Your customers will appreciate this kind of package more than you imagine. We make them of gray or brown kraft with string and button fastener, either printed to your copy or plain. Try our corrugated paper packing boxes. Samples upon request.
J. L. GILLESPIE CO. Pittsburgh, Pa.

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.

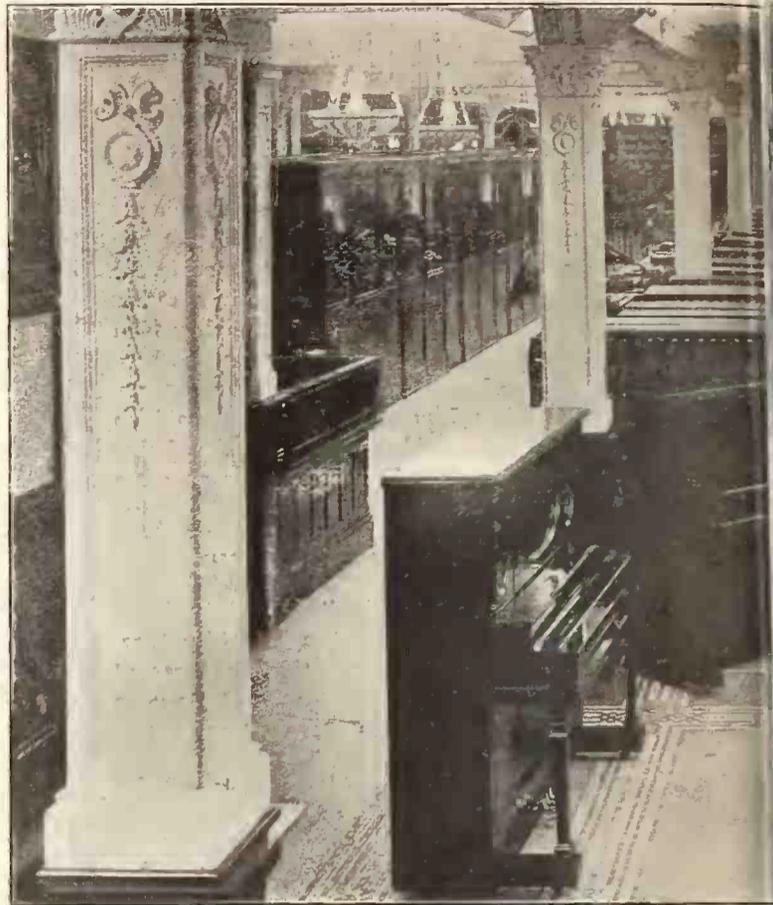
What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next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

Ditson Victor Service



6 PIANO ROOMS

6 PLAYER ROOMS

CECILIAN HALL - A 24 ROOM
UNICO INSTALLATION

THE UNICO SYSTEM is the result of years of development, and represents the highest efficiency in demonstrating room equipment for talking machine and piano establishments.

THE UNICO SYSTEM has been adopted by the most progressive dealers in all sections of the country as standard equipment.

THE UNICO SYSTEM is of equal efficiency for the dealer needing but one or two rooms as for the establishment having requirement for 25 or more rooms.

To stimulate your sales, to increase your profits, to develop and hold new trade
INSTALL THE UNICO SYSTEM

Our Planning Department with Its Experience

In developing successful stores and departments for hundreds of dealers is at your service. Simply send us a rough sketch, giving dimensions of your space, location of doors and windows, number of rooms desired, etc., and you will promptly receive our suggestions for an efficient department.

13 ROOM UNICO
INSTALLATION

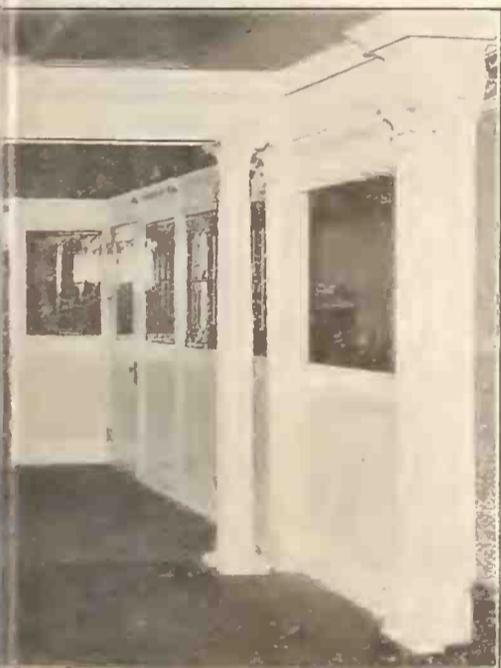
THE UNIT CONSTRUCTION

Distr

CALL AND INSPECT OUR MODEL UNICO SHOP



12 TALKING MACHINE ROOMS



A SINGLE ROOM UNICO INSTALLATION IN THIS DESIGN, \$75.80, UPWARDS.



UNICO SERVICE is highly developed in every department. Large stocks are carried in eight designs and a variety of standard finishes in order that any requirement either large or small may be taken care of in 24 hours when necessary.

UNICO PRODUCTION being on a continuously large scale greater value and quality is given than can be obtained for an equal investment elsewhere.

UNICO PRODUCTS have naturally in their successful development been subject to the attempts of unscrupulous and inexperienced imitators.

For a safe and sound investment, for prompt delivery and for satisfactory service

INSTALL THE UNICO SYSTEM

The Unit Construction Company, Date _____
121-131 So. 31st St., Philadelphia, Pa.

Kindly send full information about the Unico System. The dimensions of our store (or dept.) are _____ in accordance with attached rough sketch. We now have _____ demonstrating rooms. We desire to install _____ rooms in size _____ Our distributors are _____

Signed _____
Address _____

COMPANY 121-131 South Thirty-First St.,
PHILADELPHIA, U. S. A.

CLIP THE COUPON—MAIL TODAY

NEW HOME OF THE WONDER TALKING MACHINE CO.

Occupying 13,000 Square Feet of Floor Space at 113 Fourth Avenue—Facilities Materially Increase Their Output—Plant in Charge of Competent Executive and Force.

The Wonder Talking Machine Co., manufacturer of the "Wonder" talking machines, has been able to materially increase its output since moving into its new plant at 113 Fourth avenue, New York. The company has been working to capacity the past few months, and the numerous repeat orders which it has received from dealers throughout the coun-

"Wonder" talking machine has been on the market only eight months.

The visitor to the "Wonder" factory is impressed immediately upon his entrance with the fact that the lighting and working facilities are ideal. Artificial light is very seldom required, and the employes work in an atmosphere of cheer and com-

pany's product, and their manufacturing activities are encouraged by the co-operation which they are given by the other branches of the plant.

President McNulty and Secretary Radt are both actively interested in the progress of their company, the former being in close touch with every phase of the manufacturing division and the latter concentrating on the handling of the business and financial ends of the industry. These two capable executives are keenly alive to the future possibilities of the "Wonder" machine and have laid the



Office of the Wonder Talking Machine Co.



Interior View of the Wonder Talking Machine Co.'s Factory.

try indicate conclusively the satisfaction which the "Wonder" machine is rendering.

In its new home at 113 Fourth avenue (the Fish Building), two views of which are shown herewith, the Wonder Talking Machine Co. occupies 13,000 square feet of floor space, and it is indicative of the company's success that every inch of this space is utilized to excellent advantage. This is a remarkable record in view of the fact that the

fort, which is an invaluable aid to the promotion of maximum efficiency in every department of the factory.

In order that its patrons may secure adequate service from every standpoint, the officers of the Wonder Talking Machine Co. engaged the services of successful factory men whose success was well established. These factory heads have left no stone unturned to increase the excellence of the com-

foundation for a business which should steadily advance each succeeding year.

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.



Style 55—\$55.00, Retail

44 inches high—18 inches wide—22 inches deep

"The Artophone" An Instantaneous Success

Since our last month's advertisement, January 15, 1916, in The Talking Machine World, we have opened 82 new accounts and one dealer has already purchased 78 ARTOPHONES—

Is your name among the new accounts we opened? If not, write to-day.

Cabinet models to retail at:

\$75.00	\$100.00
45 inches high	46 inches high
19 inches wide	20 inches wide
23 inches deep	24 inches deep
\$150.00	\$200.00
48 inches high	50 inches high
23 inches wide	24 inches wide
25 inches deep	26 inches deep

THE ARTOPHONE COMPANY
454 N. BOYLE AVE., SAINT LOUIS, MISSOURI



Don't wait until your nearest competitor has seen the big sales there are in the new Columbia "Casey" records, before you start pushing them. A new one in the March Columbia Record Supplement.



(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

INCREASES CAPITAL TO \$1,000,000.

Otto Heineman Phonograph Supply Co. Enters Dictating Machine Field—Also Establishes Export Department—Paul L. Baerwald Appointed Sales Manager—Company Takes Increased Space to Meet Requirements.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., 25 West Forty-fifth street, New York, manufacturer of talking machine motors, sound boxes, tone arms and other talking machine parts, closed a number of important transactions this month which are in line



Paul L. Baerwald.

with the company's remarkable expansion for the past few months.

In order to take care of its fast growing business and provide for future developments, the company has increased its capital from \$750,000 to \$1,000,000, this increase being decided upon at a special meeting of the board of directors held last week.

The Otto Heineman Phonograph Supply Co., Inc., has taken over the business of the American Parlograph Co., distributor of the Parlograph dictating machine, which has achieved wide popularity. The company is also planning to market another type of dictating machine, which will embody several distinctive features.

For the past six months Mr. Heineman has been busily engaged in establishing sales offices in the important trade sections of this country, but recognizing the vast possibilities of the export market, he has consummated arrangements to open export offices in the principal States of South America. In addition to marketing the various talking machine parts which the company manufactures for the trade in this country, it is planning to ship to South American countries a complete line of cheaper talking machines which will compare favorably with the machines formerly exported by Germany to South America. This line will not be introduced to the trade in this country, but sold only to South American trade.

Paul L. Baerwald, who is familiar with the talking machine industry from all angles, has been appointed Eastern sales manager of the company with headquarters at the executive offices. Mr. Baerwald spent considerable time at the Heineman factories before joining the sales staff, and

the success which he has achieved in his initial trips is due in a considerable measure to the thorough factory training he received, coupled with his pleasing personality and sales ability.

These numerous additions have forced the Otto Heineman Phonograph Supply Co., Inc., to materially increase its executive office space, notwithstanding the fact that it only moved to its present spacious quarters the first of the year. To this end an additional section of the sixteenth floor of the Central Building has been added to the space it now occupies on this floor. This space will be utilized as extra display rooms and private offices and, judging from the company's activities the past few months, more space will soon be needed.

President Otto Heineman states that the factory is working to capacity, and that the vastly increased manufacturing facilities at its command since the first of the year have materially increased its total output.

CONDITIONS IN LOS ANGELES

Satisfactory in the Talking Machine Field Despite Unusually Disagreeable Weather—Dealers May Form a Local Trade Organization—News Happenings of the Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., February 3.—In spite of the fact that over thirteen inches of rain fell here during the month of January, business has been exceedingly good both in record and machine sales. The local jobbers have not completely recovered from the enormous Christmas business and are still

out of a great many of the best sellers in records and machines. The scarcity of fumed oak machines in all makes necessitated the loaning of machines in other finishes, and nearly all the dealers are behind on their exchanges. Business in general is very good and indications point to a very prosperous season.

O. A. Lovejoy, wholesale manager of the Southern California Music Co. for Thomas A. Edison Co., is leaving in a few days for New York City to attend the convention of Edison jobbers. While in the East Mr. Lovejoy will visit the Edison factory, where he will endeavor to arrange for better facilities on future shipments to the Coast.

The Andrews Talking Machine Co. has recently added the Edison Diamond Disc line and now has a complete stock both of records and machines.

C. H. Booth, manager for Barker Bros., reports a very prosperous business during January. Mr. Booth is very much in favor of the talking machine dealers organizing in Los Angeles, and believes that a great deal of good would come from such an organization.

A. J. Kendrick, representing the Victor Talking Machine Co., of Camden, N. J., is making an extended visit in our city. The heavy rains are keeping him indefinitely in the city, and he has been unable to visit any of the surrounding towns.

J. A. Cook, formerly a road salesman for the Edison Phonograph Co., with headquarters in Chicago, has taken charge of the talking machine section of the Schumann showrooms at State and Wyman streets, Rockford, Ill.

QUALITY FIRST



Our merchandise is distinctive in its finish, proportions and gracefulness of lines, in fact, it embodies all of the features and characteristics of "The Very Best" craftsmanship. Combined with these are the fineness of the material and the results that only a corps of efficient craftsmen can produce.

Our prices are consistent and our service unexcelled.

You Need Our Catalog—Get It Now

SCHLOSS BROTHERS

637-645 West 55th St., New York

TELEPHONE: COLUMBUS 7947

702—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 ins. Top, 17 x 20 1/4 ins.

We Have Solved Your Problems

We build a complete line of high grade cabinets, all fully guaranteed and delivered ready for installation of motor sets and in packing cases that can be used for reshipping the instruments.

We solicit inquiries from those purchasing cabinets of their own designs in quantities.



DESIGN No. 200

Made in Quartered Oak, Genuine Mahogany and Circassian Walnut.
Dimensions. 24 in. wide, 24 in. deep, 49½ in. high.



DESIGN No. 75

Made in Quartered Oak and Genuine Mahogany.
Dimen., 18¾ in. wide, 20¼ in. deep, 42¼ in. high.



DESIGN No. 50

Made in Quartered Oak and Genuine Mahogany.
Dimensions, 19¼ in. wide, 21¼ in. deep, 14¼ in. high.



DESIGN No. 25

Made in Quartered Oak and Imitation Mahogany.
Dimensions, 17 in. wide, 18½ in. deep, 12 in. high.

We are also prepared to furnish our cabinets equipped with suitable Motors, Tone Arms and Sound Boxes, thus furnishing to our customers a complete line of phonographs tested and ready for use and with our customer's label if desired.

CENTURY CABINET COMPANY

25 West 45th Street, New York City

DETROIT TALKING MACHINE DEALERS ORGANIZE.

Retailers and Wholesalers Form Talking Machine Association with Max Strasburg as President—The Attractive Edison Shop—Grinnell's Victor Display—New Talking Machine Stores Opened During Month—James P. Bradt Makes His Initial Visit.

(Special to The Talking Machine World.)

DETROIT, MICH., February 8.—Undoubtedly the three most prosperous industries to-day are the steel, automobile and talking machine. Detroit is the center of the motor car business and the statements made by the officials of these concerns indicate that 1916 will be the greatest year that industry has ever seen. The talking machine business for January was the greatest it has ever been and the dealers are certain that 1916 is going to break all records for talking machine business. What they are endeavoring to do is to keep on hand all the stock they can afford, because one thing is positively certain—there will be a shortage of instruments before the end of the present year. The various factories are certainly doing their very best to keep up with the orders, but the trouble is that the orders are exceeding the capacities of the plants. Advice to dealers is to "stock up" and "get all the instruments you can now. Benefit by last year's experience." The dealers who will profit this year will be those who will have machines to sell.

New Association Formed.

The talking machine dealers in Detroit have finally organized a local association known as the Detroit Talking Machine Association, comprising both retailers and wholesalers. The first regular meeting was held at the Columbia store, Broadway, on January 20. Officers were elected as follows: Max Strasburg, president; Sam Lind, first vice-president; Wallace Brown, second vice-president; Sydney J. Guest, 541 Dix avenue, secretary, and E. K. Andrew, treasurer. Dues were placed at \$5 per year and the first man to pay was J. H. Goldberg, Gratiot avenue dealer. A committee of five was appointed to draw up a constitution and by-laws, to be discussed at the next meeting.

Max Strasburg gave an excellent talk on the value of a local association, what could be done toward the elimination of trade evils if everybody would pull together and work in harmony. "You must not expect quick results from such an organization," he said. "It will take time before we all know each other thoroughly, and then we will be able to get down to real business. The problems that this association should take up relate to the interest proposition, some of us charge interest; others do not; there is the question of allowances for trade-in instruments; these allowances should be more uniform; there is the question of sending records out on approval, and another great question, of giving records with machines at the time of sale. We all have our opinions on these different problems. By talking things over most likely we can conduct our business along more uniform lines." (Mr. Strasburg, by the way, is the oldest talking machine man in Detroit in years of experience—not in age.)

E. K. Andrew, of the J. L. Hudson Co.; Wallace

Brown, of The Edison Shop, and Sam Lind were others who talked on the great good that could be accomplished by a live organization. The man who suggested a talking machine association was Sam Lind, of the Columbia Co. He has charge of city sales and as soon as the idea came to him he got in touch with Mr. Andrews, of the J. L. Hudson Co., who immediately got enthusiastic. Others in the trade were asked about it and they all agreed that it would be a good thing. The second meeting of the association was held Monday evening, February 7, at the Columbia store, most of the evening being given over to a discussion of the constitution and by-laws, the payment of dues and acting on new membership applications.

The more one visits the new store of The Edison Shop on Woodward avenue, owned by the Phonograph Co., of Detroit, the more one realizes what a magnificent place it is. The minute you enter the door you become impressed with the Edison machine owing to the gorgeous surroundings and appointments, and as you visit each floor you realize the increasing importance of the talking machine business. Roy Babson Alling has full charge of the Detroit store, which sells at retail in addition to jobbing Edison machines in Michigan. Miss Christine Miller, one of the Edison artists, was in Detroit February 5, 6 and 7, giving a concert on the latter date.

Wallace Brown, of the Wallace Brown Edison Shop, Detroit, reports greater activity at his store in January than any previous month since he has been in business, exclusive of December. "We are still behind in our orders on machines; our record business is improving every day. The outlook for 1916 is great."

The Ecco Phonograph Co. has opened a store in the Hotel Cadillac building, Rowland street side, Detroit, where it will sell at retail in addition to handling its business for American and European business. This concern makes its own machines, having a factory on the west side of the city. The machine retails at \$5.

Grinnell Bros. during the first week in February had a window display of Victor records—one of the most attractive ever seen in this city. The entire window contained records which were placed in all sorts of ways, many on the floor, on the walls and strung along on strings. A card in the window said: "31,500 records are on file in this store. There are 23 demonstration rooms."

The thirteenth annual meeting of the branch managers of Grinnell Bros. was held in Detroit the week of January 24 and consumed four and one-half days. Business sessions were held twice daily. All phases of the talking machine and piano business were discussed. Reports of the various managers showed that 1915 was a prosperous year, and everybody seemed optimistic about 1916. There

(Continued on page 30.)



Landay

BROS

Victrola Service

holds its leadership because it measures up to more responsibilities than most others.

Do you, Mr. Victor Dealer, fully realize the more exclusive features of Landay service?

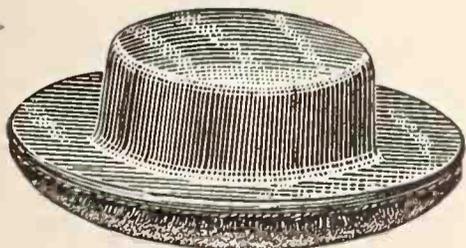
We are able to assist you in many ways, as:

Stock
Financial advice
Selling advice
Advertising advice.

Ask us for full details. Remember this additional service costs you no more. Write us about it today.

P. S. Do you know that Landay offers to dealers a special window card service of unusual character? Ask us about it.

"Standard" Record Cleaner



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

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

Landay

BROS

Victor Jobbers Exclusively

569 Fifth Avenue
New York, N. Y.



THE HOME OF LANDAY BROS

DETROIT DEALERS ORGANIZE.*(Continued from page 29.)*

was a banquet on Tuesday night with S. E. Clark acting as toastmaster. On Wednesday evening Grinnell Bros. gave a masquerade dance at Burke's Casino, at which were present all the managers, their wives, officers of the company and the entire force of employes of the Detroit stores. The details were worked out by the Goodfellowship Club.

The American Record Exchange has opened for business at 73 East Columbia street, Detroit. This concern announces: "Victor and Columbia records exchanged for five and ten cents each. Records also bought and sold."

W. D. Trump, Jr., has been appointed manager of the branch of the Max Strasburg Shop, opened at 74 Library avenue, Detroit. This will be the permanent headquarters after the first of April.

Goldberg's phonograph store, Detroit, has moved from 236 to 167 Gratiot avenue. The building is two stories high, both floors being devoted to Mr. Goldberg's business. The soundproof booths are

of white enamel with mahogany trimmings. It now ranks as one of the finest exclusive phonograph shops in the Middle West.

The Home Furnishing Co., North Burdick street, Kalamazoo, has added a line of phonographs and records.

At 1588 Michigan avenue is a talking machine store operated by J. W. Nowicki, who handles Columbia goods exclusively. Mr. Nowicki personally gives little attention to this phase of his business, but he has a very able manager in the person of his thirteen-year-old daughter, Emilie, who does all of the buying and the selling. She is a wonderfully clever girl for this business. A complete assortment of English, Polish, German, Russian, Bohemian and Lithuanian records are carried in stock, and this young lady talks enough of all of these languages to take care of customers when they come in. Not long ago she gave the Columbia an order for 2,200 foreign records at one time. "I leave everything about this department to my daughter, Emilie," said her father in talking with The Talking Machine World correspondent. "She handles it better than a grown

"Music for Everybody"

OPERAPHONE RECORDS

- Retail at 35 cents.
- Are equal to any.
- Are 8 inches in diameter.
- Are double sided.
- Play as long as the average 12 inch records of other makes.
- Are vertical cut.
- Play with an ordinary steel needle.
- Play on any lateral cut record machine with a small attachment which is simple to use and inexpensive.
- Our catalog is up-to-date and there are no duplicate titles; the songs are by the popular artists.
- The records are the product of our own laboratory and factory.
- Write for January list—it speaks for itself.

Operaphone Manufacturing Corporation
Office: Fifth Avenue Building, Madison Square, New York

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.

person; she takes a lot of interest in the department, she speaks all the different languages and knows just what kind of foreign records should be kept in stock."

James P. Bradt, general sales manager of the Columbia Co., was here February 1. He said business all over the country was booming. It was his first visit to Detroit. It made a great impression on him.

OPENS GENERAL REPAIR SHOP.

The Talking Machine Repair and Sales Co., New York, of which A. H. Dodin is President, will repair all makes of "Talkers" in shop which was opened lately.

The Talking Machine Repair and Sales Co. recently incorporated under the laws of New York to fill what may be termed a long-felt want in the trade. The new concern has opened a shop at 25 East Fourteenth street, New York, and will specialize in repairs of talking machines of all makes and styles for any dealer or his customers. It will tend to remove the difficulties faced by the dealer in a certain line when he had to persuade his jobber to have repaired a machine of another make. The great number of new machines, particularly of the cheaper types, on the market also makes a general repair shop a welcome institution.

Andrew H. Dodin, president and general manager of the new corporation, is, perhaps, the best known repair man in the talking machine field, and has spent about fifteen years at that work. His first work was in Brussels, Belgium, under Albert Durant, the noted European expert, and later spent six years with the New York Talking Machine Co., where he conducted what is declared to be one of the finest repair shops in the trade in the matter of tool equipment and lay-out and in the amount of stock carried.

Mr. Dodin will be in direct charge of all the work of the new corporation, and will be assisted by George Cockrell, long connected with local jobbers as a repair man, who will act as outside representative of the company among the dealers. The interest that has been shown in the new venture makes its success assured.

ISSUE STRIKING VICTOR POSTERS.

The advertising department of the Victor Talking Machine Co. sent out last week to Victor dealers three very attractive and striking posters, two being devoted to the new Tungs-tone stylus and the other to "Mother," one of the most popular songs now in vogue. These posters can be used to excellent advantage by Victor representatives throughout the country, as the general public's interest in the Tungs-tone stylus has been stimulated by the advertising appearing in the national magazines announcing the new needle.

Other literature accompanying these posters included new repair catalogs for the Victor I F.

ACTIVE CONDITION OF THE TRADE IN CLEVELAND.

Volume of Business Increase for the Past Month Over Last Month Ranged Somewhere from 20 to 120 Per Cent.—Talking Machine Men Join Cleveland Music Trade Association—Machines of All Makes in Great Demand—Output Is of Excellent Volume.

(Special to The Talking Machine World.)

CLEVELAND, O., February 7.—The talking machine industry has been one of the most active in this city during the past month. In spite of the fact that there is a shortage of goods, the volume of business increase for the past month over the same month last year ranged anywhere from 20 per cent. to 120 per cent. Such artists as Pablo Casals, Oscar Seagle, Julia Culp and Mischa Elman gave recitals here during the month and thereby created a larger demand for their respective records.

The talking machine men of this city have been taken into the Cleveland Music Trade Association, and with their combined efforts will make this city a more potent factor than ever before in musical matters.

The Euclid Music Co., Victor dealer, reports that the volume of business for January was greater than that of any previous January in the history of the company. A. W. Witter, general sales manager of the concern, expects to take a trip to the factory in the near future.

Manager Morton, of the Columbia Grafonola department at the G. M. Ott Piano Manufacturing Co., Euclid avenue, says: "Conditions in Cleveland are excellent and the demand for Columbia product is good and we are on the job, so why shouldn't we have a big business this year? We will."

The William Taylor & Sons Co.'s Victrola department also reports a record January business. T. A. Davies, manager of the department, just returned from the Victor factory, having had a very successful trip. He stated that no sale of a machine was lost during the holidays, since he had machines of every type of both the Victrola and Grafonola talking machines.

The Wade H. Poling Piano Co.'s Victrola department, under Earle Poling's managership, again attracted much attention by means of its unique window displays, especially featuring the higher grade Victrolas and records.

The Phonograph Co., of this city, Edison dealer and distributor, states that the January business equaled that of December, which was the banner month of any since the inception of the organization.

The Fischer Piano Co., distributor of the Pathé phonograph, has realized excellent results during the past month. The company is now supplying over eighty-five dealers throughout its territory.

Manager J. J. Schreiner, of the Bailey Co.'s talking machine department, states that the busi-

ness for the past month showed a material increase, despite a marked shortage in the Victrola, Columbia and Edison lines, which the department carries.

The Diamond Disc Talking Machine Co., located in the prominent East End residential district, reports that the business for January was fully as good as that of December. Manager E. A. Friedlander said that every indication pointed to an exceptionally good year's business.

Buesher's Victrola House has been doing some extensive advertising by means of eight large billboards in different sections of the city. The advertising consists of a picture of a large Victrola and a Victor record, with a very practical suggestion, appealing to all classes of people.

The Pathé talking machine department of Stearn & Co. expects to move from the sixth floor to more commodious quarters in the balcony of the building, consisting of a concert hall and eight large demonstrating rooms. Manager C. H. Johnston was very optimistic regarding business conditions.

The Collister & Sayle Co., Victor jobber, is now getting nearly all the models of Victrolas to supply the increasing demands of its numerous dealers. There is a tremendous demand for the new Victor tungs-tone stylus. Jack Kennedy is the wholesale manager and Miss Jeanette Heisa is retail manager.

Business at the Eclipse Musical Co., extensive Victor jobber, has been very large, and the results for January were greater than those of any previous year. The demands have been very large, and it has only been due to the increased shipments of goods from the Victor factory that the dealers were better satisfied than ever before.

During the past month Miss Irene Heasley, formerly connected with the Caldwell Piano Co.'s Victrola department, and Oscar E. Linn, credit man for the Caldwell Piano Co., were married. Manager Schirring, of the Victrola department, entertained the bridal couple and the sales staff and employees of the company showed their good wishes by means of gifts.

The B. Dreher's Sons Co. reports a trade increase of 33½ per cent. over the same month a year ago. The Aeolian-Vocalion has met with excellent success and numerous sales are reported weekly. Manager W. G. Bowie anticipates continued good results during the following months.

The Columbia Graphophone Co., under the ener-

getic managership of G. M. Madson, showed an increase of over 100 per cent. over the same month a year ago. Mr. Madson said that he had to stop opening up new accounts owing to the tremendous demand from the fifty local dealers.

Some of the recent Cleveland dealers were: Mr. Raynor, of the Yahrting-Raynor Co., Youngstown, N. Y.; J. E. Leighton, Painesville; George E. Nichols, Nebraska Cycle Co., Omaha; Mr. English, Stewart Talking Machine Co., Indianapolis, Ind.; Bill Gaston, representing the Victor Co.; Mr. Leopold, of May & Leopold, Steubenville, O.; French Nestor, Pittsburgh.

JOINS WATKINS MUSIC CO.

Norman H. Cook, Formerly Manager of Talking Machine Department of Boggs & Buhl, Pittsburgh, Goes with Youngstown, O., Concern—Long Experience in the Business.

(Special to The Talking Machine World.)

PITTSBURGH, PA., February 8.—Norman H. Cook, formerly manager of the talking machine department of the Boggs & Buhl store in this city, resigned on February 1 to become a member of the Watkins Music Co., of Youngstown, O. He was in charge of the Boggs & Buhl department for a year and a half. Mr. Cook learned the talking machine trade from the ground up, and, although a young man, has achieved enviable success in the business. He began his career with the Bennett Piano Co. at Warren Pa., his home town. Following that connection and previous to coming here, he was associated for three years with the W. F. Frederick Piano Co. at Cleveland, O. Mr. Cook's rapid rise and his marked success as manager of the Boggs & Buhl department resulted in his being taken into the firm of the Watkins Music Co. He will leave this city to assume his new duties in Youngstown about the 15th of the month, being followed by the best wishes of his many friends in the trade.

DEATH OF ALBERT C. PHILLIPS.

Son of Walter P. Phillips, Well Known in the Talking Machine Trade, Dies Suddenly in New York—Prominent Newspaper Man.

Albert C. Phillips, a member of the staff of the Financial Bureau of the New York Times and well known in newspaper circles, died suddenly at his home in New York on Tuesday, February 8, in his forty-fifth year. The deceased was the son of Walter P. Phillips, general manager of the original United Press Association, and for many years connected with the Columbia Graphophone Co. as head of the publicity and promotion department. Mr. Phillips, Sr., retired from active business some years ago.

WE ARE PREPARED

RECORD

SERVICE

ECLIPSE

VICTROLAS

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

**Victor Distributors
CLEVELAND**

TALKING MACHINE TRADE PROSPEROUS IN ST. LOUIS.

Gratifying Conditions Exist in Missouri—Korber-Brenner Activity—Pathé Wholesale Ware-rooms—Good Work of Talking Machine Dealers' Association—Great Volume of Victor Advertising—Christine Miller and the Edison—Columbia Co.'s Large Business.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., February 8.—There is decided visible evidence of the prosperity of the talking machine trade in and about this city. New booths, enlarged space and additional forces in talking machine salesrooms are much in evidence.

Take for instance Aeolian Hall, which is giving up that wonderful first floor of the local ware-rooms, that has always been sacred to grand pianos, fine rugs, settees and comfortable chairs for the music lovers of St. Louis, to record demon-stration rooms. Six booths and a stock room have been built and at this writing are being decorated in approved Aeolian Hall style. Sales Manager Halman is especially proud of his selection of elec-trical fixtures. Talking Machine Manager Halla-han is content with claiming credit for the effect-iveness of the booths. This means that the Aeolian-Vocalion has outgrown the cellar, where the talk-ing machine department has been housed for many years, and has been moved to the main floor for record business, in addition to the fourth floor, which was given over to machine sales some months ago.

At the Silverstone Music Co. five additional booths are being constructed as a second story of those on the main floor, and will be reached by a broad artistic stairway which will start from near the front door.

At the Columbia warerooms they have been doing some preparedness work, and Manager Irby W. Reid says they have everything but the munitions. The chief work during the last month has been a complete rebuilding of the record cases in the stock rooms. C. R. Salmon, the wholesale manager, says that the new stock cases will permit the wholesale force to handle the record orders with a great deal more dispatch and accuracy than ever before.

"In the city the greatest trade on single rec-ords follows the appearance in the city of an artist with a popular number. Irene Franklin was here and we sold a lot of her records. This week Gus Williams was singing at the Olympic, and we are having a great run on his numbers. We have been doing our advertising mostly along the record lines, and the trade has responded in surprising form," said Mr. Salmon.

E. C. Rauth, of the Koerber-Brenner Music Co. Victor jobber, returned recently from an extended southwestern trip and reports a most excellent business in that section. "The people there have money and they are spending it," he says. "And first they seem to be buying talking machines, and those who have machines from former good crop years are buying records. Everywhere in this middle section of the country business is good and talking machine trade is leading all the rest."

Mr. Rauth is quite an enthusiastic supporter of the interview with C. B. Noon, manager of the mu-sical instruments department of the Stix, Baer & Fuller Dry Goods Co., which was published in last month's Talking Machine World, and he would recommend that all dealers, old and new, read this thoroughly and talk it over with other men of the trade, that they may avert any threatened calamity to the business through the selling of cheap ma-chines that will destroy the standing the business has built for itself while handling only dependable merchandise.

R. H. Gordon, of the Pathé Co., reports consid-erable progress with his line in the city, and even more progress in his country district. When he came here his machines were on sale only with the Hellrung & Grimm Furniture Co. Now he has stocks in the Lehman Piano Co., on Piano Row; the O'Neil Piano Co., on Grand avenue, in the middle West End, and the Sommers Furniture Co.

in Piano Row. He has excellent prospects for fur-ther local sales outlets.

The Pathé wholesale warerooms are in the same corridor in the Blackwelder Trust Co. Building as a Justice of the Peace court, and as Mr. Johnson's idea of hospitality is to keep open doors, he some-times gets on the nerves of the court, despite that body's appreciation of the excellent music. So it often happens that while he is demonstrating to a prospective customer a man acting as though with authority will appear and silently close the corridor doors. Then they remain shut until court adjourns, when they are thrown open again; but, having due respect for the majesty of the law, Mr. Gordon makes sure when court adjourns.

One of the accomplishments of the Talking Ma-chine Association here was the establishment of a rule that the members should not sell machines on instalments without interest on deferred payments. So far, it appears that the members are observing this rule, but the furniture stores are not members. They do not charge interest on furniture payments, and they object to charging interest on talking machines. Recently this put the exclusive talking machine salesmen in hard competition on some sales. Some sales have been made without the question of interest being touched upon, and when the seller objected the managers have been forced to give up the sale. Some uncomfortable interviews for the salesmen have followed. The furniture houses, however, are said to strictly enforce the other rule, that of limiting the records sent on ap-proval to forty-eight hours and requiring that the customer buy at least 25 per cent. of those sent. It is likely that an effort will be made in the near fu-ture to adjust the interest complication.

Getting down to the retailer, the reports that are heard are of a most surprising business last month. "We had an excellent Christmas trade," said Manager C. B. Noon, of the Stix, Baer & Fuller Dry Goods Co., "and naturally I figured that January would be rather quiet; but, much to my surprise, we did a capacity business at times. Our month totaled handsomely, and February has started off nicely."

This is practically the report that has been heard



Cleanrite

TRADE MARK

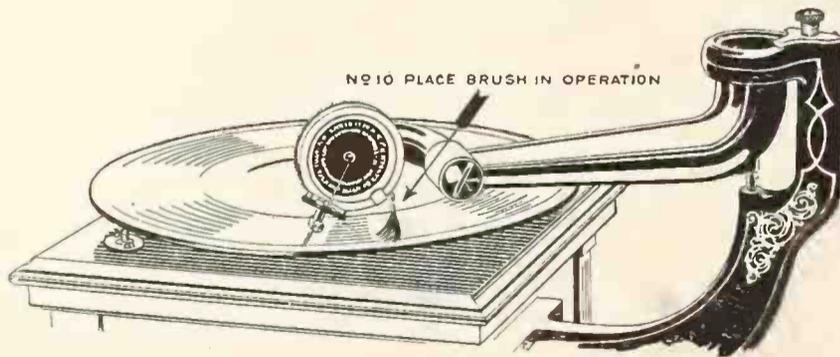
RECORD BRUSH

Price 25c.



Grit is a Fine Thing in a man, but one of the Worst Things in a record groove

Easily Attached
Works Automatically



By removing all dust and dirt from the Record Grooves a clear repro-duction is insured.

Every Jobber and Dealer Should Handle These Brushes. Sample and Discounts Mailed on Request



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



all along the line. A good many dealers have not yet received all of the machines that they ordered for the Christmas sales, and they are in no haste to deliver large machines where they have small ones out, because they have a steady trade that is eating up their belated shipments about as rapidly as they can get them in. The jobbers say that they will be caught up with the situation by the middle of the month and will be ready to go ahead on new business. The retailers say they are ready to order more as soon as they are promised delivery, and in fact some of them have gone ahead ordering despite delayed shipments. The record situation as to stock seems to be very good indeed.

Manager James Campion, of the Story & Clark Piano Co., who handles the Edison line, is preparing for an active talking machine campaign from that store. He is formulating plans for a ground floor record sales department, and has engaged Miss McKim, of the Famous & Barr staff, who is said to have made a remarkable sales record with Edison machines at the former store.

Again this month was the volume of advertising on behalf of the Victor records noticeable. The morning papers on the day the monthly list was announced seemed to be chiefly Victor records, and the ads continued in the afternoon papers. It is an interesting study to watch the announcements of the new records. The Victor list announcements are duplicated several times in ads of comparatively small space, but there is a large degree of effectiveness in it. The Columbia list is announced in a Columbia warerooms advertisement of liberal space that, too, is effective in its way. The last Edison disc list was announced in a display ad of the Silverstone Music Co. The other dealers complained that there had been a slip somewhere and that they did not have the list in time to join in the advertising.

Miss Christine Miller sang at the Victoria Theatre January 15 in a tone test with the Edison disc machine, and the usual tests were made on the capacity audiences as to whether they could tell which was the human voice and which was the machine when both were singing. It was a feature of this test that the newspapers sent their musical critics to hear this concert, and without exception they expressed wonderment at the performance. Some of the reports were very carefully worded, but the recognition was as complete as could be expected for mechanical music, considering the prejudice that still exists in the minds of those who are accustomed to the "high brow" musical affairs. As one dealer in another line put it, "it would seem that the talking machine has certainly become a musical instrument when the critics will sign their names to articles comparing it to the human voice."

Chris Johnson, formerly of the Columbia warerooms but recently with the talking machine department at the Nugent Department Store, has gone to Logansport, Ind., where he will have charge of a department recently established in a department store in that city. In his new place Mr. Johnson reports to Mr. Oleman, in charge of the Nugent department, which is controlled by the National Talking Machine Sales Co. This department is making an enviable record with Edison and Columbia machines.

H. E. SPEARE IN CHARGE.

H. E. Speare has been appointed manager of the Victor department at the Lord & Taylor store, New York, succeeding W. J. Lynch, who severed his connections with the store last week. This department is under the direction of the Musical Instrument Sales Co., New York.

Mr. Speare was previously manager of the Lord & Taylor Victor department, having been appointed manager of the department when Lord & Taylor moved to their store at Thirty-eighth street and Fifth avenue. Subsequently he was appointed manager of the Victor department of the William Hengerer Co., another store in the Musical Instrument Sales Co.'s chain. Mr. Speare was very successful in both of these important capacities, and is thoroughly familiar with Victor retail merchandising from all standpoints.

FORMAL OPENING IN DALLAS.

Western Automatic Music Co. Featuring the Edison Diamond Disc Phonograph.

(Special to The Talking Machine World.)

DALLAS, TEX., February 5.—The formal opening of the handsome new quarters of the Western Automatic Music Co. at 1604 Eln street, this city, was held yesterday and proved a decided success. The company handles orchestrons and automatic pianos and also features the Edison Diamond Disc phonograph very strongly. It occupies three stories in its new building, two of them devoted to display and salesrooms and offices, and the third to stock storage.

BRINGS McCORMACK TO LIMA, O.

Frank E. Harman, President of the F. E. Harman Co., Victor Dealers, Leading Spirit in Enterprise—Heavy Guarantee Required.

(Special to The Talking Machine World.)

LIMA, O., February 8.—An unusual and praiseworthy enterprise in the line of developing interest in the musical possibilities of the talking machine is to be credited to Frank E. Harman, president of the F. E. Harman Co., which conducts a large Victrola department in connection with its housefurnishing business in this city.

Through Mr. Harman's efforts arrangements have been made to bring John McCormack, the

famous tenor, to the Memorial Hall, this city, on March 9, despite the fact that a guarantee of \$2,000 was required. Arrangements have been made to afford people from surrounding towns an opportunity to attend the concert, and the Harman Co. is making a special drive on McCormack records and other high-class music features. Mr. Harman's connection with the plan to bring Mr. McCormack to Lima is in itself an excellent advertising stunt, especially as some time ago he was also instrumental in bringing Mme. Tetrazzini to this city. The ticket sale is being handled by the Harman Co.

MUST MAINTAIN LIST PRICE.

The Victor Talking Machine Co. has called the attention of its dealers to an injunction which it recently obtained in the United States District Court, New York, against the Globe Talking Machine Co., New York. This latter concern violated the terms and conditions of its dealer's contract with the Victor Co., according to the complaint filed.

The injunction prohibits the Globe Talking Machine Co. from selling any Victor products at less than the full list price or royalty marked upon each machine and record.

The Houston Phonograph Co., Houston, Tex., which was adjudged bankrupt on October 29, 1915, has applied for a discharge from bankruptcy, and a hearing will be held in Houston on March 10.

NO MORE WINDING BY HAND—THE MOTROLA DOES IT FOR YOU

Last month we announced the Motrola.

While we knew there would be a big demand, we did not realize that the demand was so urgent, as was indicated by the avalanche of inquiries and orders that came in immediately from almost every section of the country.

It demonstrated that wide-awake talking machine dealers know it will be easy to sell Motrolas to their customers.

Connected with electric current the Motrola winds automatically, insuring true tone and even time by keeping the machine from running down. Cost of operation practically nothing. It can't get out of order.

Simple to attach—just unscrew the winding key and put the Motrola in its place.

Be one of the first to have a Motrola for demonstration purposes. Get our literature to mail out with your monthly list of records.

JONES-MOTROLA, INC.

171 Madison Ave., New York, N. Y.

Prices, terms and all further information sent on request.



CHEST OF SILVER PRESENTED TO LOUIS F. GEISSLER.

Members of National Association of Talking Machine Jobbers Seize Upon Occasion of Mr. Geisler's Wedding to Express Congratulations, Accompanied by a Beautiful Chest of Silver.

The members of the National Association of Talking Machine Jobbers, in recognition of the many courtesies and kindnesses received at the

is held. To this end President Andrew G. McCarthy appointed a committee consisting of James F. Bowers, of Chicago, chairman; Edwin C.

Old English capital "G." The chest is of solid mahogany and is in itself a work of art. A handsomely engraved brass plate setting forth the presentation and the occasion is attached to the chest. Accompanying the silver is a beautifully engrossed and illuminated minute or resolution, exquisitely bound in green seal leather, carrying a handsomely executed silver "G." The wording of the text is as follows:

To Louis F. Geissler,
 "General Manager Victor Talking Machine Co.
 "Dear Mr. Geissler: On this happy and auspicious occasion in your life, your friends of the National Association of Talking Machine Jobbers take this opportunity of congratulating you and wishing you well. Your many kindnesses in the past leave bright in our memories the years we have been associated with you.

"We shall ever feel an interest in your welfare, and wish for you what you will undoubtedly command—increasing business success and an ever-widening circle of friends.

"That in your future surroundings you may be reminded of us and our association, we ask Mrs. Geissler and you to accept with these sincere expressions this silver service set as an evidence of the high esteem in which you are held by us, and trust you will be long spared to use it in good fellowship with your host of friends.

"Sincerely yours,
 "ANDREW G. MCCARTHY, President.
 "HARRY F. MILLER, Vice-President,
 "EDWIN C. RAUTH, Secretary.
 "WILLIAM H. REYNALDS, Treasurer."

Then follows a list of the members of the jobbers' association.

The testimonial as a whole is well worthy of the minds who conceived it, and is a great credit to both the association and the recipient of its splendid gift.

THE MOTROLA WELL RECEIVED.

The idea of having talking machines wound and kept wound automatically by means of electricity apparently appeals to a great number of retailers and talking machine owners, according to the response that has been made to the announcement of the Motrola by Jones-Motrola, Inc.

The new device, the invention of Joseph W. Jones, of Jones patent fame, has already been described in The World, and arrangements have been made to supply all demands promptly at an early date. One of the most interesting features of the Motrola is that the stock model will fit any of the standard types of machines without alterations, which thereby widens the field of usefulness for the device.

TO MAKE TALKING MACHINES.

The R. S. Howard Co., New York, manufacturer of pianos and player-pianos, is planning to embark in the talking machine field. The company has already shipped instruments to its dealers, and will probably concentrate on the manufacture of machines retailing at \$75 to \$200.



Chest of Silver Presented to Louis F. Geissler.

hands of Louis F. Geissler, the general manager of the Victor Talking Machine Co., seized upon the occasion of Mr. Geissler's recent wedding to present to himself and his charming bride a testimonial of the appreciation and regard in which he

Rauth, of St. Louis, and Arthur A. Trostler, of Kansas City, to make the necessary arrangements.

The committee selected as a most appropriate gift a beautiful chest of silver consisting of 200 pieces, each of which is marked with a handsome

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.

17174	When You're Young the Good	Edwin	75	16653	Adams' Favorite	Phonograph	75
17175	When You're Young the Good	Edwin	75	16654	Let's Talk and Listen to the	Phonograph	75
17176	When You're Young the Good	Edwin	75	16655	Let's Talk and Listen to the	Phonograph	75
17177	When You're Young the Good	Edwin	75	16656	Let's Talk and Listen to the	Phonograph	75
17178	When You're Young the Good	Edwin	75	16657	Let's Talk and Listen to the	Phonograph	75
17179	When You're Young the Good	Edwin	75	16658	Let's Talk and Listen to the	Phonograph	75
17180	When You're Young the Good	Edwin	75	16659	Let's Talk and Listen to the	Phonograph	75
17181	When You're Young the Good	Edwin	75	16660	Let's Talk and Listen to the	Phonograph	75
17182	When You're Young the Good	Edwin	75	16661	Let's Talk and Listen to the	Phonograph	75
17183	When You're Young the Good	Edwin	75	16662	Let's Talk and Listen to the	Phonograph	75
17184	When You're Young the Good	Edwin	75	16663	Let's Talk and Listen to the	Phonograph	75
17185	When You're Young the Good	Edwin	75	16664	Let's Talk and Listen to the	Phonograph	75
17186	When You're Young the Good	Edwin	75	16665	Let's Talk and Listen to the	Phonograph	75
17187	When You're Young the Good	Edwin	75	16666	Let's Talk and Listen to the	Phonograph	75
17188	When You're Young the Good	Edwin	75	16667	Let's Talk and Listen to the	Phonograph	75
17189	When You're Young the Good	Edwin	75	16668	Let's Talk and Listen to the	Phonograph	75
17190	When You're Young the Good	Edwin	75	16669	Let's Talk and Listen to the	Phonograph	75
17191	When You're Young the Good	Edwin	75	16670	Let's Talk and Listen to the	Phonograph	75
17192	When You're Young the Good	Edwin	75	16671	Let's Talk and Listen to the	Phonograph	75
17193	When You're Young the Good	Edwin	75	16672	Let's Talk and Listen to the	Phonograph	75
17194	When You're Young the Good	Edwin	75	16673	Let's Talk and Listen to the	Phonograph	75
17195	When You're Young the Good	Edwin	75	16674	Let's Talk and Listen to the	Phonograph	75
17196	When You're Young the Good	Edwin	75	16675	Let's Talk and Listen to the	Phonograph	75
17197	When You're Young the Good	Edwin	75	16676	Let's Talk and Listen to the	Phonograph	75
17198	When You're Young the Good	Edwin	75	16677	Let's Talk and Listen to the	Phonograph	75
17199	When You're Young the Good	Edwin	75	16678	Let's Talk and Listen to the	Phonograph	75
17200	When You're Young the Good	Edwin	75	16679	Let's Talk and Listen to the	Phonograph	75

BEE CROFT

Record Delivery Envelopes Are Cheaper Than Wrapping Paper and String

Record Delivery Envelopes
 Record Stock Envelopes
 Catalogue Supplement Envelopes

Perfection Record Holders
 Long Cabinets
 Needles
 Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

GATELY-HAIRE CO.'S LOSS BY FIRE.

Offices and Warerooms Completely Destroyed
—New Quarters Secured Immediately After
Fire and Business Going on as Usual.

(Special to The Talking Machine World.)

ALBANY, N. Y., February 8.—Fire, starting in an adjoining building and working its way into the offices and warerooms of the Gately-Haire Co., Inc., 108 State street, last week, completely destroyed everything owned by the concern. The fire started at 2 o'clock in the morning and John L. Gately, president, was soon at the scene and the customary opening time of the same morning found the company located at 121 North Pearl street. A few days later found the organization backed by rush shipments of machines and records, so that the trade of this territory could hardly notice a delay in the usual prompt work that has been characteristic of G.-H. service.

The maintenance of G.-H. service was accomplished by hard work; many nights the staffs labored way into the bigger hours, and then John L. Gately kept pegging away until about 3 to 4 a. m. This isn't mentioned so as to show hard work, for everyone knows that J. L. delights in work, but it proves that the interest of the Gately-Haire Co. is centered on the dealer and that everything possible was done for his benefit. Mr. Gately also expressed appreciation of the assistance tendered by his many friends.

NEW JOBBING HOUSE IN ATLANTA.

Phonographs, Inc., Organized to Handle the
Edison Diamond Disc and Amberola Lines.

Phonographs, Inc., a new jobbing organization handling the Edison Diamond Disc and Edison Diamond Amberola lines exclusively, was incorporated February 8 with headquarters at Atlanta, Ga. Phonographs, Inc., will cover a zone including the States of Georgia, Florida, a large part of Alabama and a portion of Tennessee. W. F. L. Rosenblatt is in charge at Atlanta.

Until his move to Atlanta, Mr. Rosenblatt was associated with the Simmons Talking Machine Co., Briston, Va.-Tenn. He will not entirely sever connections with that organization, for O. Simmons will have an interest in the new company, the present plans of which are to begin business solely as jobbers, then after a suitable location is found open a retail department.

MANY NEW AGENTS APPOINTED.

Interest Particularly Strong in the New
Fraad Junior Machine.

The Fraad Talking Machine Co., with headquarters at 225 Lexington avenue, New York, and showrooms at 1160 Broadway, reports the acquisition of a large number of active agents during the month for the various types of talking machines manufactured by the company and that several important exclusive territory deals have been made, one of them for western Canada.

The Fraad Junior, which was announced in The World last month, has proven particularly successful, and the demand for it temporarily swamped the manufacturing facilities. The Fraad Junior, retailing at \$35, is an attractive model, of small size but playing 12-inch records and having excellent facilities for the filing of records in the cabinet. In all respects it is proving the leader of the Fraad Talking Machine Co.'s line.

CHANGES IN DIRECTORATE.

There have been a number of changes in the management and executive staff of the Savoy Gramophone Co., New York. At a recent meeting of the stockholders Pottash Bros., well-known Philadelphia business men, bought out the interests of several of the stockholders and were elected directors. Miss Elizabeth R. Nanes, secretary of the company, will personally supervise and direct the manufacturing and marketing of the Savoy machines.

A Patented Record Cabinet

Sectional, Adjustable, Convenient. Exclusive Advantages. Proved the Best. Used and Endorsed by the Livest Dealers. Guaranteed to You. Sold by Victor, Columbia, Edison and Pathe Jobbers.

This Design

(6 Sections, crown and base).

**Victor and Columbia,
Model No. 2**

Holds 1,800 10" or 12" records.
(300 records in each section).

**Edison Special, Model
No. 6**

Holds 780 Edison Records.

**Pathe Special, Model
No. 8**

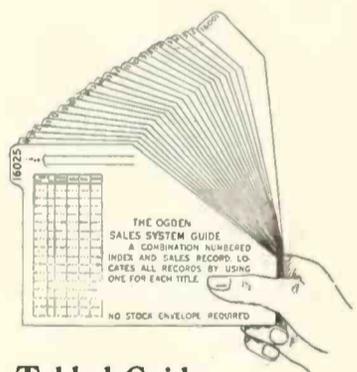
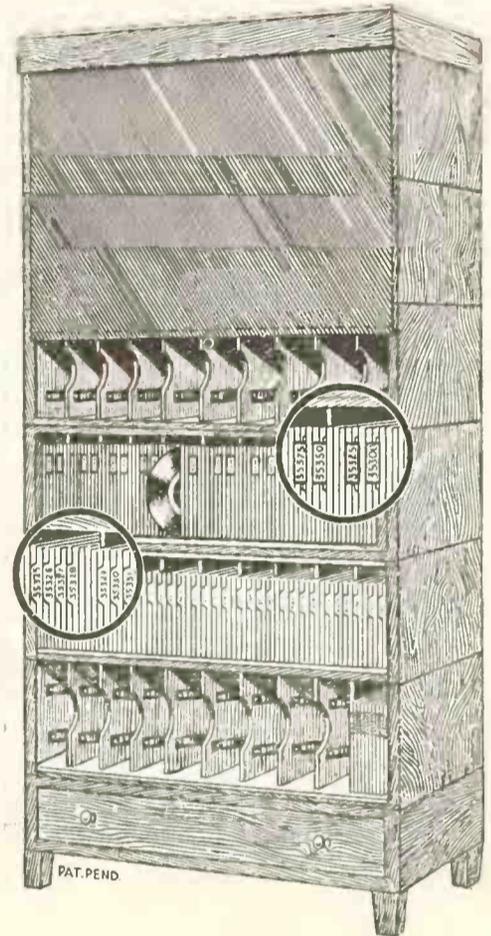
Holds 1,800 any size record.
(10", 10½", 11½", 12", and 14").

Heavy Construction

Patented Combination Unit.
Solid Oak Standard Finishes.
Solid Gum Mahogany Finishes.

Filing Supplies

That will save you Time, Increase your Sales, Insures your Investment by showing the Selling Value of each Record. Showing the Popular Sellers and Slow Sellers, Cutting out the "dead ones."

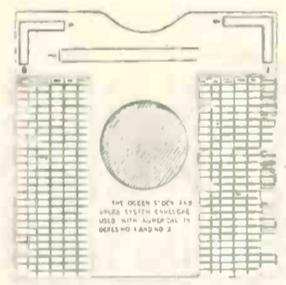


Tabled Guide

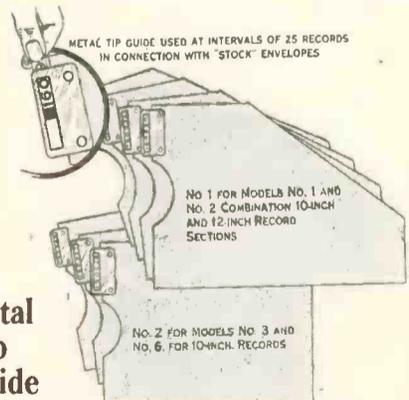
AND INDEX locating each Record with Sales Record. No Stock Envelope required.

**Models No. 1 and
No. 3**

are High-Grade cabinet work. All finishes to match your fixtures. Have glass and wood-paneled disappearing doors and locks. This cabinet and System have proved the most satisfactory on the market. Unconditionally Guaranteed. Write for catalogue and estimate to suit your record stock.



Ogden Stock and Sales System Envelope." Victor and Columbia Special, Edison and Pathe Special.



**Metal
Tip
Guide**

And index used at intervals in connection with Stock Envelopes.

THE OGDEN SECTIONAL CABINET CO.
Lynchburg, Va.

Jobbers of the Pathephone

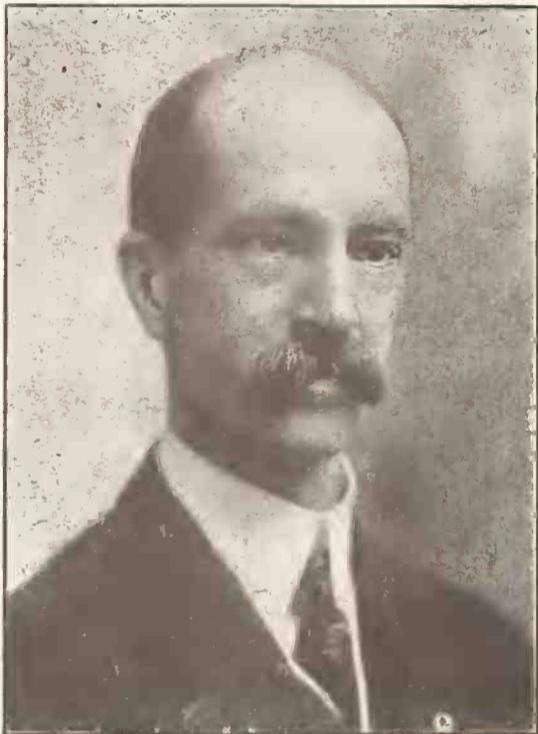
Secure the agency for the best selling musical instrument manufactured. Write us concerning contract. Largest Stock. Best service.

E. E. TROWER MUSIC CO., St. Joseph, Mo.

W. H. PENN WITH PATHE.

Well-Known Composer and Publisher Appointed Member of the Technical and Musical Divisions of This Prominent Company.

The Pathé Frères Phonograph Co., New York, announced last week the appointment of William H. Penn as a member of the company's technical



Wm. H. Penn.

and musical divisions. He assumed his new duties on Monday, and will make his headquarters at the Pathé recording laboratories.

Mr. Penn is ideally equipped for his new and important post, as he has been connected with the musical publishing business in all its phases for many years. For ten years he was general manager for Sol Bloom in both his musical publishing and Victor interests, and subsequent to that founded the Penn Music Co., New York, which concern achieved wide success in the publication of popular vocal and instrumental selections.

Mr. Penn has also composed a number of selections which have met with a large sale in this country and abroad, "The Honeysuckle and the Bee" being one of his best known compositions.

In an interview with a representative of The Review, Mr. Penn commented upon the remarkable progress which the Pathé Frères Co. has achieved in the past year, and was greatly impressed with the long list of well-known artists who are included on the Pathé recording staff.

The Columbia Co.'s international record department has just issued its special window hanger for the February records, the following languages being listed on this banner: Bohemian, French, German, Hungarian, Italian, Lithuanian, Norwegian, Polish, Roumanian, Spanish, Mexican, Swedish, Turkish.

**82 Years
of Service
to the Dealer**

See Page 68

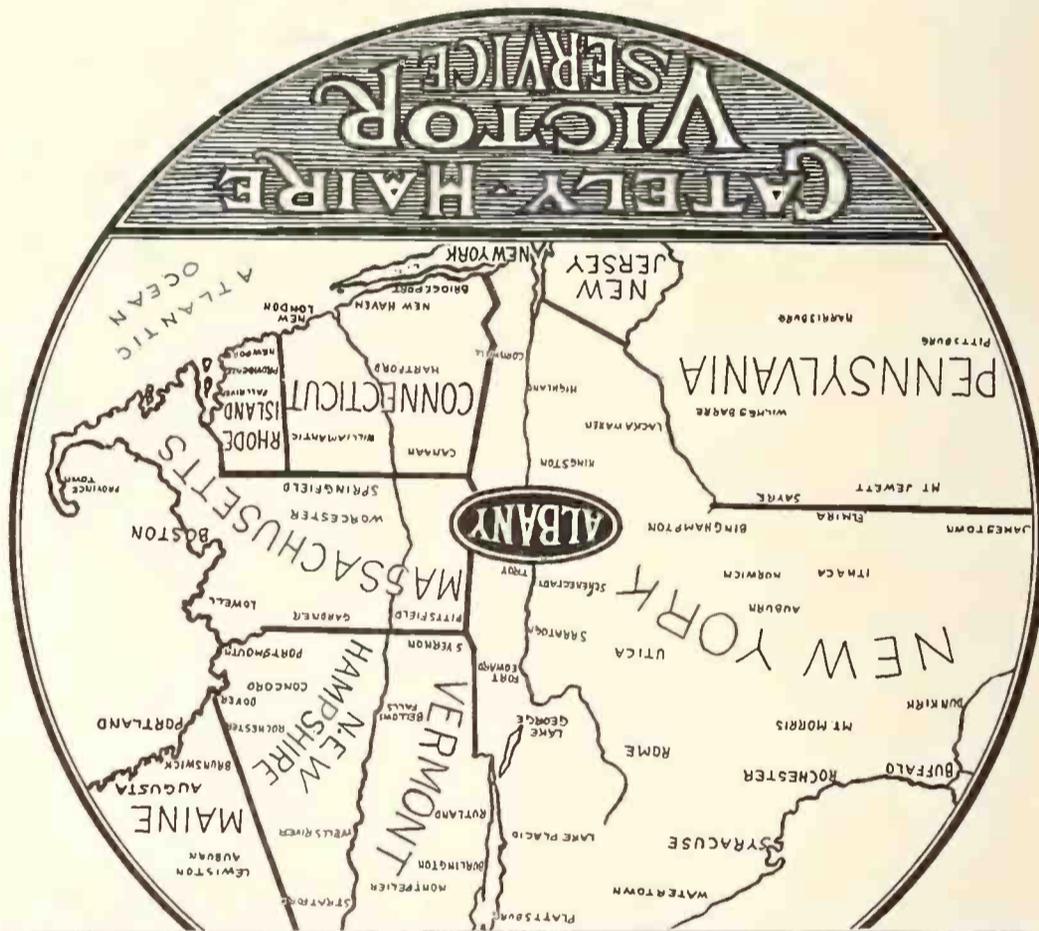
NEW MACHINE REFLECTS TONES.

The Reflexophone, Now on the Market, Represents New Principles of Construction.

A talking machine of original design has just been placed on the market by the Reflexophone, Inc., 114 Fifth avenue, New York, under the expressive name of the Reflexophone, indicative of the fact that instead of the sound coming out through an open or concealed horn, as in the usual type of machines, it is reflected by means of a

specially shaped chamber and comes out through the top of the cabinet. The machine comes in an attractive cabinet built on the square lines of the Colonial style, and is supplied in mahogany and other finishes. It is solidly constructed, attractive in appearance and will play lateral cut records.

The officers of Reflexophone, Inc., which was organized some time ago, are: John Reynolds, president; Henry Leeds, vice-president, and A. J. Ellis, secretary. Mr. Leeds is well known in the talking machine trade, and the creation of the new machine represents to a great extent his personal work.



Albany—for CAPITAL Service

Upside down this month!

Our rapid growth had a set-back when fire burned us out, but we are getting things into shape and will be in a better position than ever to perform the duties embraced in G-H Service.

It is needless to say what we did to get stock, but our phone and telegraph bills will never be as large again. We had a duty to perform, fire or no fire, for many dealers are now DEPENDING upon our assistance.

Rest assured that a better G-H Service will rise from the ashes of the old, and our activity in getting in shape will make a new record. We're burned but not beaten.

Thank you all for your letters of sympathy and of co-operation.

GATELY-HAIRE COMPANY

John L. Gately, President

James N. Haire, Treasurer

NEW ADDRESS: 121 NORTH PEARL STREET

Albany, N. Y.

MURATORE AND CAVALIERI TO RECORD FOR PATHÉ.

Distinguished Operatic Tenor and Celebrated Operatic Soprano Consummate Arrangements to Record Exclusively for Pathé Library—Important Move for This Institution.

The Pathé Frères Phonograph Co., New York, announced this week the consummation of arrangements whereby Lucien Muratore, the celebrated tenor, and Lina Cavalieri, the famous soprano, will record exclusively for the Pathé disc library. This important deal had been pending for some time, and with its final completion Pathé dealers are assured of receiving records from two artists



Lucien Muratore.

whose fame is world wide. Mr. Muratore has not previously recorded for any company.

Mr. Muratore recently completed a season with the Chicago Opera Company, and while appearing with this company received remarkable tributes from the newspaper critics of that city. In fact, he is invariably referred to as one of our greatest tenors.

Mr. Muratore started his professional career on the speaking stage, appearing as leading man for the celebrated French actress, Mme. Rejane. While appearing at the Odeon, Mr. Muratore's voice attracted the attention of one of Paris' leading impresarios, who urged him to give up theatrical work and devote himself entirely to an operatic career.

Mr. Muratore followed this advice, and subsequently started his operatic work that has gained for him the fame which is universally bestowed on him. Among the operas in which Mr. Muratore has sung are "La Carmelite," "Maguette," "Cor Flouri," "Carmen," "Werther," "Mignon," "Armide," "Faust," "Romeo et Juliette," "Monna Vanna," "Dejanire," "Othello" and many others.

Lina Cavalieri's fame is world wide, and she has appeared with a number of the leading opera companies. She is known as "the most beautiful woman on the stage," although her voice has won for her the prominent position which she occupies in the musical world.

The Pathé Frères Co. is to be congratulated upon the addition of Muratore and Cavalieri to its list of



Lina Cavalieri.

recording artists. There will undoubtedly be a world-wide demand for records of these two celebrated artists, particularly those of Muratore, and this is evidenced by a recent article appearing in a Chicago magazine which stated: "It appears that there are two companies trying to complete arrangements with Muratore for an exclusive contract at the present time, and the successful one should reap a fortune, as Marshall Field's told me during the holiday season that they had over 800 calls for Muratore records in the past six months."

NEW SONORA STORE FOR CHICAGO.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—A lease has just been signed by the Sonora Phonograph Corp. for the first two floors of the building at 19 East Jackson Boulevard, which will be occupied by the company in April as a retail store, with J. B. Brooke in charge. About 6,000 square feet of floor space will be occupied and the premises will be handsomely decorated and equipped with every modern service device.

TO MAKE TALKING MACHINES.

Officers of the M. Schulz Co. Interested in New Enterprise of Great Significance to Trade—Particulars Will Be Soon Available.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—Officers of the M. Schulz Co., of Chicago, one of the largest piano manufacturers of the country, are preparing to organize a new talking machine company and engage in manufacturing in this line on a large scale. Otto Schulz, president of the company, said this week that they are not prepared to make any statement regarding the name of the new machines or particulars at this time, but that a great deal of practical preliminary work has been done, the demands of the trade thoroughly studied, and that, from present indications, it will be only a short time when the details of organization will be announced and the new machines will be ready for the market. It is the intention to produce a complete line, ranging from \$50 to \$250.

It can be safely predicted that the new line, when ready, will be a revelation in point of distinctive features, artistic architectural designs, etc. While it has been known for some time in the trade that a step of this kind was contemplated, the parties interested have been loath to make announcement of their plans until adequate information could be furnished the trade. This announcement, which will shortly be forthcoming, will be awaited with keen interest, as the reputation of the M. Schulz Co. for doing big things in a big way and the enterprise and solidity of the concern lend significance to any enterprise with which the individuals responsible for its success are identified.

TO INTRODUCE THREE NEW MODELS.

Three new models of Triton phonographs will be announced in a short time by the Triton Phonograph Corp., 41 Union Square, New York. The designs of these, according to J. A. Kraus, general manager, will be of semi-radical lines and will be of such character as to please the ultimate purchasers.

The general offices of the Triton Corp. have been removed from the sixth floor to the street floor, being a part of the entire ground floor of the building which was recently taken by the company. A salesroom fronts on Broadway, and running along the Seventeenth street front is about one-fifth of an acre devoted to the sound box department.

Some American exporters are hurting their business prospects in Jamaica by forgetting that English is spoken there, and not Spanish, the American consular agent at Port Maria, Jamaica, points out in a recent report.

We Know How To Manufacture for Manufacturers

Are you in need of any parts in the phonograph line? - Refer to us.
Our long years of experience at your disposal for the asking.
Have you heard our reversible tone-arm and sun-rayed diaphragm
sound-box play the lateral and vertical cut records?

Ready for Delivery in Quantities. 6 Models of Motors

Independent Germ. Amer. Talking Machine Company, Inc.
56 BLEECKER STREET, NEW YORK



Every money making reason for carrying Columbia Records gets a 50% increase in strength by the addition of the new records listed in the March Supplement (out February 20th).



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

Columbia Graphophone Company
Woolworth Building, New York

NEW DIAMOND DISC CATALOG

Just Issued by Thos. A. Edison, Inc., is Unique Departure from Previous Issues.

A unique departure from all previous issues is the new Diamond Disc catalog just issued by Thomas A. Edison, Inc., Orange, N. J. The cover is a highly artistic conception, being a reproduction of the famous painting "Le Concert," by Dominiquin Pinx, done in brown on dull coated stock which enhances the softness of the engraving and adds to the warm, rich tone of the ink. Across the top of the engraving is the title in white, "Music's Re-Creation."

On the first inside page is a portrait of Mr. Edison, and under this "Edison's New Art." Following is a description of what is meant by "Music's Re-Creation," with some reference to the instrument itself, emphasizing its distinctiveness and briefly referring to a few of the important details of construction. After this comes an interesting reference to period furniture, with excerpts from the history of each school and an outline of the characteristics of each. This is followed by two pages devoted to the portraits of noted Edison artists, with brief reference to their musical qualifications. On the last page is a remarkably faithful illustration of the Edison Diamond Disc record, or "Re-Creation," as it is designated.

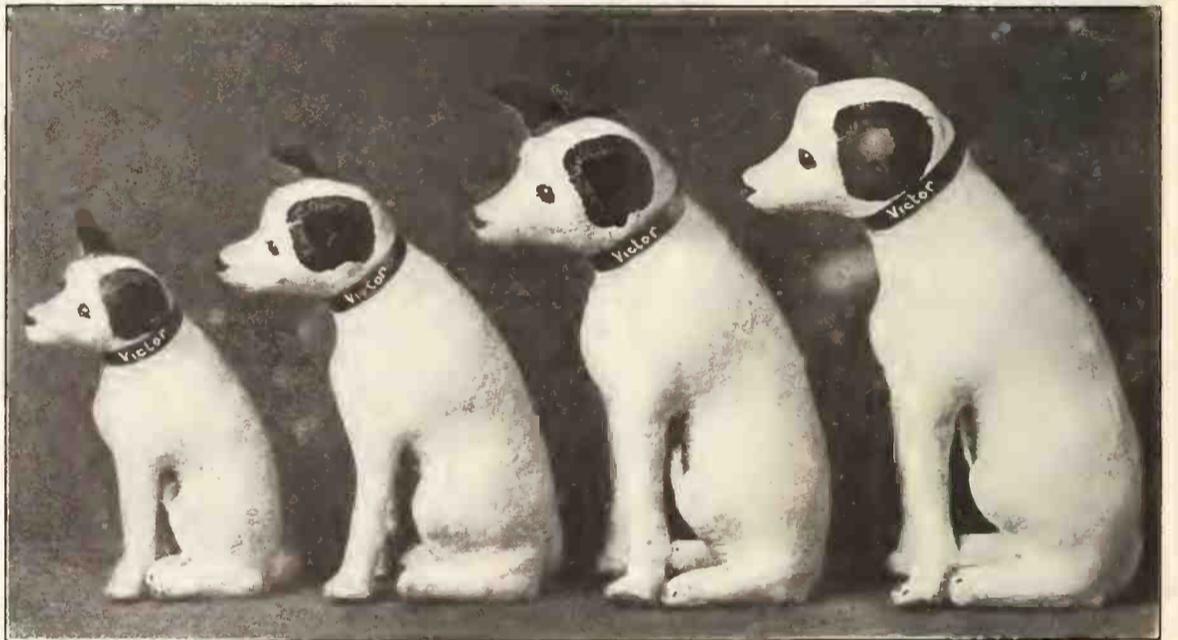
Interspersed through the reading matter are illustrations of the various Diamond Disc phonograph models beautifully done in natural colors, the entire work being in harmony with the superior quality of the Edison Diamond Disc line.

John F. Steinmetz, president of the Empire Talking Machine Co., Chicago, was crossing the street at Clark and Monroe streets recently just as a big green 12-cylinder limousine decided to do some crossing of its own. The result was a collision in which Mr. Steinmetz got the worst of it. "Two things comfort me," said he. "I escaped with my life, first, and second, it wasn't a 4d."

"VICTOR, HIS MASTER'S DOG," HAS NOW ARRIVED.

"Victor, His Master's Dog," has arrived and has made his first public appearance at the annual Toy Fair, now being held at the Hotel Breslin, New

York, where the life-like white and black velvet reproduction of the famous trade-mark has proven a center of attraction and was actually referred to as the successor of the "Teddy Bear."



The Latest "Victor Quartet."

York, where the life-like white and black velvet reproduction of the famous trade-mark has proven a center of attraction and was actually referred to as the successor of the "Teddy Bear."

"Victor," with the figure that reflects his fox terrier ancestry, stands in the world-famous attitude, with his head cocked to one side and as natural as can be. The new toy, or ornament, as one may desire, is the idea of J. Henry Smythe, Jr., of New York City, who is known to the trade through the medium of other specialties he has marketed. It is believed that there will be a heavy demand for "Victor," both from talking machine owners and enthusiasts and from those seeking a new toy.

"Victor" is offered in four sizes, retailing at \$1,

a big success in the talking machine and toy trades.

VICTROLA FOR TUBERCULAR SCHOOL.

(Special to The Talking Machine World.)

HARRISBURG, PA., February 8.—The Susquehanna Open Air School for Tubercular Children has been given a Victrola by the educational committee of the Civic Club. Believing that the talking machine is an important factor in the musical education of school children, the committee hopes to place a machine eventually in every schoolroom in the city.

The Emerson Phonograph Co. has moved its general offices from 120 Broadway to 3 West Thirty-fifth street, New York.



The striking feature of this machine is a remarkably powerful single spring motor, guaranteed to play FIVE 10-inch records with a single winding. 10-inch turntable. All metal parts nickel plated and highly polished. Cabinets finished in Mahogany, Weathered Oak and Early English. Dimensions—Width 16"; Depth 7"; Length 16".

Five 10-inch Records
can be played on this
**No. 2 SUPERTONE
TALKING MACHINE**

Retails \$**12**
at

Also makers of Supertone Talking Machines to retail from \$7.50 to \$75
SEND FOR FULL PARTICULARS

PLAZA MUSIC CO., 10 West 20th St.
NEW YORK

**SAPPHIRE
NEEDLES**

We are headquarters for Jewel Point Needles—
Ball for Pathé and Point for Edison. Lowest
prices in the United States.



THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operate on all currents)

29 West 34th Street

New York City

VICTOR FLOAT WINS FIRST PRIZE

In Parade of Camden Business Improvement Association—Gets Loving Cup.

The Business Improvement Association of Camden, N. J., held a mammoth carnival last month, which served to evidence the phenomenal industrial growth of this hustling and thriving city the past few years. The carnival lasted two days and included a number of interesting events, one



The Cup Won by the Victor Co.

of which was the holding of a parade about three miles long.

The Victor Talking Machine Co., whose immense factories are located at Camden, N. J., in accordance with its customary broad policies of industrial activity, took a keen interest in the carnival and contributed in an important measure to its signal success.

In the procession of floats in the parade the Victor Talking Machine Co. presented the very handsome float shown herewith. The float was

bedecked with vines, leaves and flags, and, as will be seen by the accompanying illustration, was decidedly novel and original.

First prize was awarded the Victor float by the committee of judges, whose judgment was heartily applauded by the thousands of visitors. The prize



The Victor Float, Which Was Awarded First Prize of a Loving Cup.

consisted of a handsome silver loving cup, suitably engraved and in harmony with the beauty of the Victor float.

NEW "PURE ADVERTISING" BILL.

Measure Introduced in House of Representatives by Congressman Edwards Would Prohibit Sending of Misleading or Fraudulent Advertising Through the Mails.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 5.—The bill recently introduced in the House of Representatives by Congressman Charles G. Edwards, of Georgia, and which is designed to prohibit the sending of misleading advertising through the mails, is receiving strong support from the believers in pure advertising in all sections of the country, and particularly in such States where the Printers' Ink

statute or similar measures are in effect. It had been hoped by many to have the Printers' Ink statute as it now stands made into a federal measure, but it is believed that the Edwards bill will go far to meet the desired ends.

The bill in full provides: "That if any person, firm, corporation or association, in a newspaper, periodical, circular, form letter, or other publication, publish, distribute or circulate through the mails in the United States or any of its possessions, knowingly makes or disseminates, or causes to be made or disseminated, any statement or assertion concerning the quantity, quality, value,

merit, use, the present or former price, the purpose or motive of a sale of any securities, merchandise, articles, commodity, or service, or concerning the method of cause of production or manufacture of such merchandise, articles, or commodity, or the possession of awards, prizes, or distinctions on such merchandise, articles, or commodity, or service, that enter into interstate commerce to mislead, shall be guilty of a misdemeanor, and upon conviction thereof be sentenced to pay a fine of not more than \$1,000 or imprisoned for a period not exceeding one year, or both, as the court may direct."

The bill is to go into effect immediately following its passage.

PRAISE FROM A TONE EXPERT.

The Columbia Graphophone Co., New York, received recently a very interesting communication from F. F. Abercrombie, of the Abercrombie Shop, Poughkeepsie, N. Y., who has made a study of tone for more than twenty-five years, which reads:

"I had the pleasure the other day to listen to one of your records, A1859, 'Silent Night, Hallowed Night,' and 'Oh, Come, All Ye Faithful,' by the Columbia Mixed Quartet. If not a business secret, will you kindly let me know who the singers are? Having made a study of tone for the past twenty-five years, I want to say that those four voices are as fine as any I have ever listened to for blend and perfect pitch."

The forces of the Talking Machine Co. of Minneapolis (Archie Matheis, proprietor), Victor dealer, held their annual dinner last Tuesday. The firm was the host to its employes, who thoroughly enjoyed the dinner.

One of the meanest of God's creatures is he who dawdles along the primrose path of life and then begrudges his fellow the fruits of industry.

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

Established
1834

See Page 68



The new TRITON No. 2

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

RETAILS FOR \$15

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

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

The Retail Price—\$15.00—has been made to conform with the Popular Demand.

Sample machine sent for \$7.50.

TRITON PHONOGRAPH CO. 41 Union Square NEW YORK

Guaranteed For 1 Year

We guarantee you against legal complications.

INCORPORATION PAPERS FILED.

Central Pathé Phonograph Co. Incorporated as Jobbers of Pathé Products.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 8.—Following the return of Harry K. O'Neill from New York, announcement was made that incorporation papers have been filed with the Secretary of State of Illinois for the incorporation of the Central Pathé Phonograph Co., capitalized at \$20,000. The officers will be Arthur J. O'Neill, president; Harry K. O'Neill, vice-president and secretary; Arthur D. O'Neill, vice-president and treasurer. The company will fit up wholesale offices and within a short time will be actively engaged in the jobbing of the Pathé Pathephone in Chicago and the Middle

West. Two retail stores will also be opened within the Loop district in prominent locations.

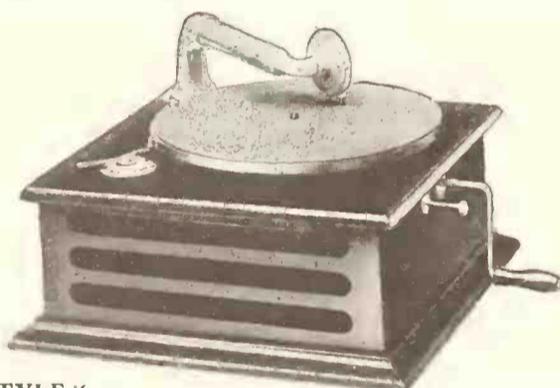
MONEY LOST BY INATTENTION.

"I won't buy anything more there," said a man of our acquaintance just the other day, in referring to a retail store. Of course, the inevitable "come-back" was, "Why?" "Because," he said, "they don't seem to care whether they sell me anything or not." There's nothing of the hysterical sister about this man. He's a man's man all through and hates palaver. I think he would smite anybody who attempted to "faire le gentil" with him, but he'd just had enough of that particular store. A little more inquiry and we learn the trouble. It was pure, unadulterated inatten-

tion and indifference on the part of the clerks. "But," said our friend, "the proprietor is always the one who is really to blame in such cases. He's 'firing' the old bunch they tell me, but I'll bet that store's got a black eye that they won't get over in years." This is a true story, gentlemen, and the moral's as plain as the nose on our editorial face—which is going some, says the Voice of the Victor. It's a new year. You'll be putting all sorts of ideas into commission in the next few weeks. Just see how high your clerks assay to the ton in courtesy and eagerness to serve.

Running along from year to year without knowing what stock you have on hand is no more businesslike than going along from day to day without knowing what money is in the cash drawer.

What Are You in Business For?



STYLE 6
—RETAIL PRICE \$10.00



STYLE 5—RETAIL PRICE \$15.00



STYLE 4—RETAIL PRICE \$25.00

If it's to make money, why don't you secure our Agency?

381 dealers did last month and are

Now reordering daily.

Mechanical construction, cabinet craftsmanship and tonal qualities guaranteed.

Our Machine Plays All Records

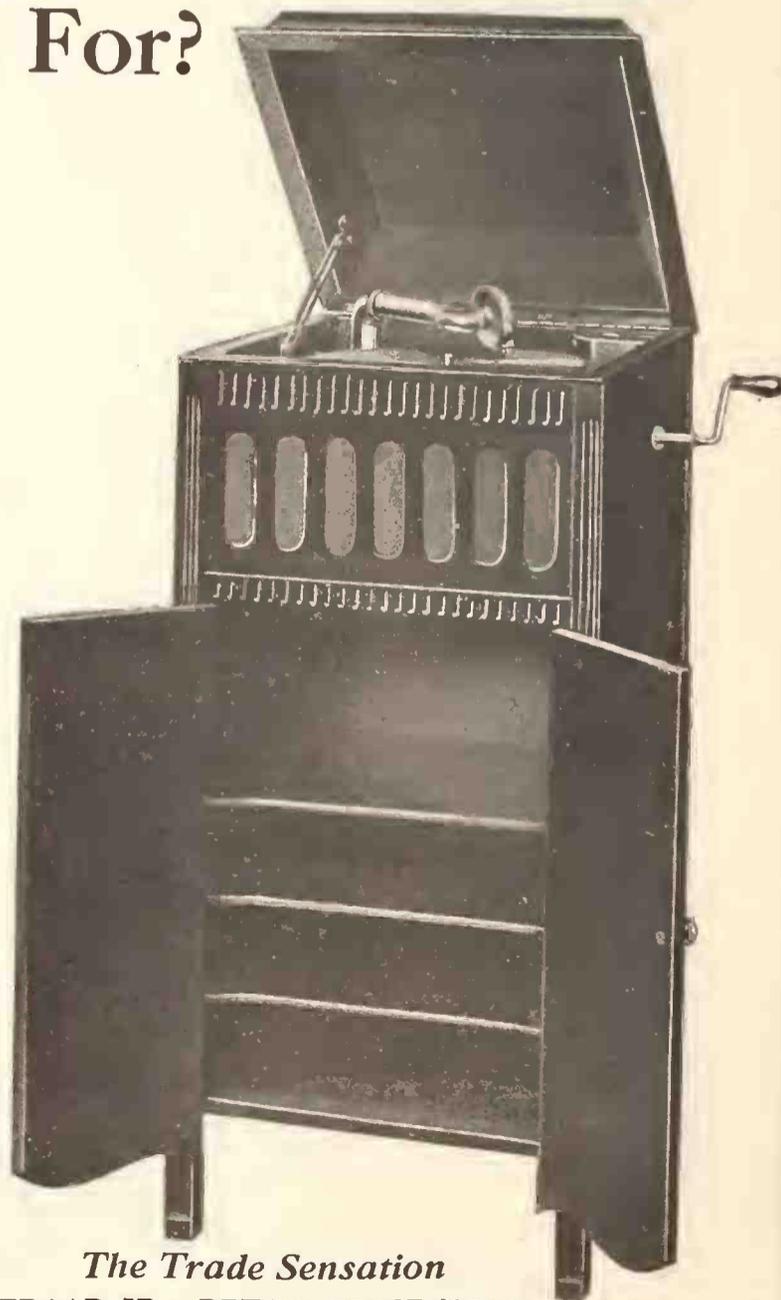
GET BUSY IF YOU WANT EXCLUSIVE TERRITORY

Fraad Talking Machine Co.

225 Lexington Ave., New York City

PHONES { 5106 } MURRAY HILL
 { 5821 }

Showrooms: 1160 Broadway



The Trade Sensation
FRAAD JR.—RETAIL PRICE \$35.00

RECOGNIZE HIS CAPABILITIES.

Geo. A. Kelly Appointed Floor Manager of New York Talking Machine Co.—One of the Real Veterans of the Victor Business—Has Filled Many Posts with the House.

The New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, announced this week the appointment of George A. Kelly as floor manager. Mr. Kelly's new duties in this important capacity will include supervision of the company's service to the dealers, expeditious



Geo. A. Kelly.

handling of the dealers' orders in the house, and prompt delivery to the shipping department. This will be only one of his duties, and the preponderance of his time will be more closely related to the sales end of the business. He will meet the many Victor dealers who visit the company's headquarters the year round, and will answer the thousands of questions intimately relative to the business.

Mr. Kelly is one of the real veterans of the Victor business, having entered the field in 1897. He has been associated with the New York Talking

Machine Co. for sixteen years, and has been an important factor in its steady growth and progress.

Mr. Kelly started work in the stock room, and in a single year worked his way through till he was placed in charge of the shipping department and stock room, a position which he has filled with signal skill and ability.

His promotion to the post of floor manager is not in the nature of a reward or honorarium for his many years of service, but is a suitable recognition of his capabilities and detailed knowledge of the Victor business. Mr. Kelly has served the New York Talking Machine Co. loyally and faithfully, and his sterling character is evidenced by the fact that every member of the company's executive, sales and office staffs is his friend and admirer. His staff in the shipping department esteem him as a comrade and adviser and a man of unusual executive acumen.

THE WORLD GOES TO THE TRENCHES.

English Soldier Gives Evidence of the Widespread Circulation of This Publication.

The Talking Machine World is read in the trenches! The accompanying illustration shows a letter, received from I. Parsons, Jr., of London, England, which was written to Arch H. Olds, of Indianapolis, Ind., manager of the Edison Shop there. A few months ago The World published an account of the opening of the Edison Shop, where a souvenir booklet was distributed to the visitors. The letter is a request for a copy of the booklet. Mr. Olds has sent a copy of the booklet

TELEPHONE
959 MAYFAIR

54. Queen Anne Street
Cavendish Square W.

6.1.16.

Dear Sir,

I am a keen reader of the Talking Machine World & note the opening of the new Edison shop under your management when visitors received booklet entitled "Edison's Life & His Favorite Invention." I am wondering if you would be kind enough to mail me a copy!

I was three months at the front before being wounded & used to read the World with interest in the trenches!

*Apologising for troubling you,
I am,
Yours very truly,*

I. Parsons. (junior.)

to Mr. Parsons, who is in London at present convalescing from a wound received "somewhere in France." When a man in the trenches thinks enough of a trade paper to read it, it shows that that trade paper is—well, draw your own conclusions.

At a banquet given for Thomas A. Edison by the Illuminating Engineering Society at the Biltmore, February 10, the inventor was made an honorary member of the society. The honor was a birthday gift that Mr. Edison much appreciated, as he was sixty-nine years old on that day.

MME. CISNEROS WITH PATHÉ

The Famous Operatic Artist to Record Exclusively for the Pathé Disc Library.

The Pathé Frères Phonograph Co., New York, announced this week the consummation of arrangements whereby Eleonora de Cisneros, the famous operatic mezzo-soprano, will record exclusively in the future for the Pathé disc library.

Mme. de Cisneros is well known to music lovers both here and abroad, having appeared with several of the leading opera companies, including the Metropolitan Opera Company, Philadelphia-Chicago Opera Company and others. She has also appeared at numerous concerts and recitals, where she has received hearty commendation from the critics. Her Pathé records will doubtless meet with a ready sale at the hands of Pathé dealers.

CLEVER VICTROLA ADVERTISING.

(Special to The Talking Machine World.)

WHITE PLAINS, N. Y., January 31.—A novel bit of advertising was used by Hunt's Music Store, of 52 Martine avenue, to attract attention to Victor record No. 64412, of "The Little Grey Home in the West," sung by Alma Gluck. The White Plains Chamber of Commerce recently held a banquet at Delmonico's, this city, where the feature of the after-dinner entertainment was a demonstration of the possibilities of the telephone. When San Francisco was called the manager of the Mount Vernon office of the New York Telephone Co. sang "Hello, Frisco," and the response received from the Coast was a Victrola rendition of the Alma Gluck record. Hunt's advertisement tells the story of the dinner, and says, "Like the telephone, the Victrola is universally famous."

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Business opportunities 25c. per line.

MANUFACTURING POSITION WANTED—

Thoroughly experienced man capable of putting in complete plant for manufacturing vertical cut disc records. Can make the finest master wax. Experienced in latest recording methods. A specialist in electrotyping and backing matrices. Extensive general manufacturing knowledge. Can systematize plant and make eight-inch disc to wholesale for eleven cents, process complete; no experimental work necessary. Can adhere to advance estimates. Address "Box 308," care The Talking Machine World, 373 Fourth Ave., New York City.

SPACE FOR RENT! Will rent space in my jewelry store twenty-five by seventy-five to live man, splendid location for Victrola shop and record exchange on North Woodward Ave., 1 1/4 mile circle, Detroit, Michigan. Address "Box 313," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT, FOREMAN OR EXPERIMENTAL MAN—Practical machinist and instrument maker, age 39, possessing executive and inventive ability and a thorough knowledge of spring motors, sound boxes, etc., and all the manufacturing details connected with the low cost production of same, seeks position. Could bring in exclusive patented side line if desired. Address "Box 309," care The Talking Machine World, 373 Fourth Ave., New York City.

AMBITIOUS YOUNG MAN can take charge of any department of talking machine factory. What have you to offer? Address I. Paul, 3216 Arlington St., Philadelphia, Pa.

A FIRST-CLASS VICTROLA REPAIRMAN for one of the largest Victrola departments in Northwestern Ohio; a man competent to take charge of the repair department; permanent position with opportunity for advancement; state age, experience and salary expected. Address "Box 310," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly competent man with nearly twenty years' experience in the talking machine business, desires position as manager in wholesale and retail business; Edison preferred; best of references. Address "Experienced," care Room-307, Marvin Bldg., San Francisco, Cal.

POSITION WANTED—Man with broad experience in Edison disc line, desires to connect with house where results will be appreciated. Address "Box 311," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Ten years' talking machine experience; five years as traveler and manager, balance of time in retail. If you need a man where knowledge and address are of importance ask for references. If you are not an advertiser, don't waste your time: Will go anywhere—Chicago preferred. Address "Box 312," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Phonographs and Records

Any make; in any quantity.

Will pay spot cash for same.

Address "Purchaser," care Talking Machine World, 373 4th Avenue, New York.

CASH PAID

RECORDS—New and Old and cut out—any make—any quantity.

Highest prices promptly paid. Confidential.

"Buyer AA," care Talking Machine World, 373 4th Ave., New York.

WANTED RECORDING MACHINE

To make Phonograph Records. Either new or second-hand. State lowest price. Address BOX "R," care Talking Machine World, 373 Fourth Ave., New York.

Splendid Location for Phonograph Plant—

FOR SALE.—Furniture factory: 3-story brick; fully equipped with machinery; largest cities in United States within 150 miles; all leading (8) railroads connected by siding to door; dollar a ton smokeless fuel; big snap to quick buyer. "TRUSTEE," Box 37, Wilkes-Barre, Pa.

CLOSING OUT—Cabinets

Oak cabinet for st. 4 or 6 Victrola, pannelled front door with lock, \$3.00; also double doors, carved posts, lock and casters, \$4.00. All goods polished. Cover for st. 6 Victrola with hinges and Prop., \$1.50. H. A. Sage, 15 Madison Ave., Detroit, Mich.

This Columbia story, carried across two full pages in this week's issue, has convinced our buyers are rapidly finding out: that Columbia Records evidence the quality of any others. And that the Columbia Grafonola is truly "the t



YSAYE'S tone is the master-test of the Columbia Grafonola. The sheer *music* of it almost defies reproduction—yet the Columbia Grafonola gives back to the ear a perfect image of Ysaye's tone-painting—his touch, his soul, his whole art reflected in a tone as truly, thrillingly his own as though the strings of a rare old Cremona were singing under his master-hand.

Gloriously rounded, rich, full and clear, it is Ysaye's tone to the very life that pours out between the opened shutters of the Columbia Grafonola. And it is unmistakably Ysaye himself who is playing—playing on another, greater instrument, "The One Incomparable Instrument of Music" that transforms *records* into *reality*. This quality of TONE is the one great reason why the Columbia is invariably the true musician's choice.

"Hearing is Believing." Base *your* choice on this master-test. There's a Columbia dealer near you who will gladly let Ysaye play for you on the Columbia Grafonola.

EUGEN
YSAYE
Master Violinist

COLU
GRAFONOLA

Dealers are glad to respond to requests for the beautiful new Columbia book "The Columbia Grafonola"

Monday Evening Post, carries a significant message that record quality of *truth* in tone and feeling that sets them apart from "basket of music"—the touchstone to all the music of all the world.



DESTINN'S great and noble voice on Columbia Records is one of many beautiful examples of the *perfect truth* of Columbia reproduction.

A melody so pure and sweet and lovely soars in each liquid, crystal phrase—a feeling so deep and tender suffuses this matchlessly *true* interpretation—that the singer herself is transported in spirit to the senses of the listener. Only the absence of Destinn in person distinguishes record from living reality; to sight—*only*—not to the *ear*—is Destinn absent.

A thrilling sense of *presence* and *nearness* is characteristic of Columbia Records by great operatic artists—the result of flawless precision in recording and reproduction.

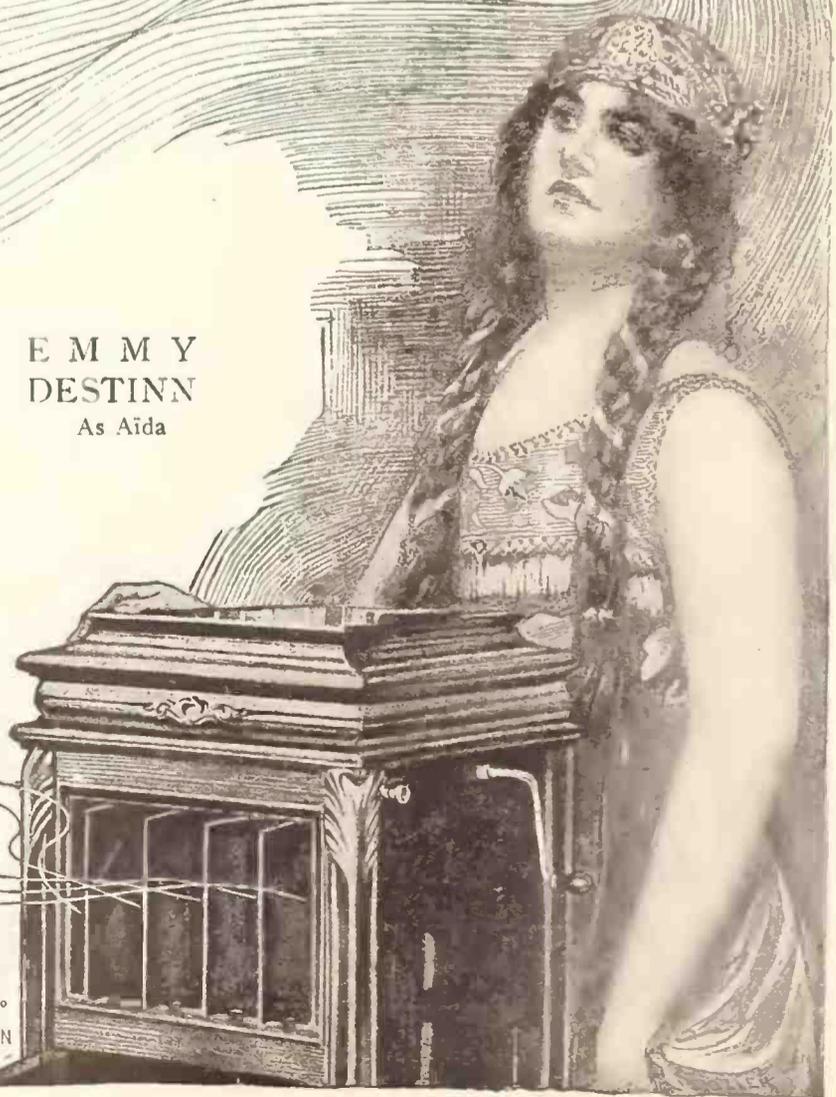
Played on *any* instrument, Columbia Records evidence a quality of *truth* in tone and feeling that sets them apart from any others. Columbia Records are records of the *soul* of music, not merely of the *sound* of music—a clear, unmistakable *difference* apparent at once on comparison. And comparison is convincing.

E M M Y
DESTINN
As Aida

COLUMBIA
DOUBLE-
DISC RECORDS

New records on sale the 20th of every month.
Columbia Records in all foreign languages

From Photo
© MISHKIN



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., February 10.—The past thirty days in local talking machine circles have been remarkable in no one thing, for the simple reason that every phase of the industry has enjoyed an unusually strong maintenance of holiday business conditions. Of course, the rush of the Christmas season is lacking, but there has been a steady, sustained call for all styles of machines and an equally well balanced demand for records.

Jobbers seem united in declaring that the record situation is unusually bright, and most of them ascribe it to the inclination of the dealers to carry better stocks and push records a little harder.

There has been the usual number of new machine manufacturers entering the field, and at the present rate it will not be long before there will be keen competition in certain grades of goods.

Plans for the spring and summer season are already being made, and dealers are evidently going to push the "take-a-machine-with-you" idea hard to the owners of summer homes this year.

Columbia Co. Activity.

W. C. Fuhri, district manager of the Columbia Graphophone Co., returned this week from an extended Southern trip which covered New Orleans, Mobile, Atlanta and Macon, Ga.; Dallas, Tex.; St. Louis and Kansas City. He found reports of remarkable business all along the line, record-breaking holiday sales and an excellent start on the new year. "Southern conditions have vastly improved the past year," said Mr. Fuhri, "and this fact is certainly reflected in our trade, which I can only refer to as booming with our dealers and branch houses in Dixie." Mr. Fuhri leaves tomorrow for headquarters in New York. In all probability James P. Bradt, sales manager of the Columbia Co., will accompany him on the return trip and visit the Chicago office and some of the Middle Western trade.

Manager C. F. Baer, of the local office, conveyed the news that January trade doubled that of a year ago and was the biggest January in the history of the branch. "The factory is turning out more goods than ever before, and we are shipping out our quota as quick as we get it," said Mr. Baer. "Of course, the situation is getting better, but the manner in which the pace continues is remarkable."

Among the new Columbia dealers recently established by the Chicago office are the following:

Hartman Furniture Co., Milwaukee, which is opening a large department and placed an order of unusual magnitude; John Kelly Co., Marion, Ind.; Melzell & McGann, Baraboo, Wis.; L. B. Lovell, Libertyville, Ill.; Addison & Killean Household Furniture Co., Grand Haven, Mich.; Fullenwider Drug Co., Crawfordsville, Ind.; B. J. Hooper, Lake Villa, Ill.; White's Pharmacy No. 2, Clinton, Ind.; I. W. Furby, Onarga, Ill.; Joseph Schrein, 301 West Division street, Chicago.

Celebrate Edison's Birthday.

The Edison Shop held a special concert on Friday, February 10, in honor of the sixty-ninth birthday of Thomas Alva Edison. Included in the program were several of Mr. Edison's favorite selections, including "Ave Maria," Schubert; "I'll Take You Home Again, Kathleen," "Bonnie Sweet Bessie" and the overture from "William Tell."

C. E. Goodwin, of the Phonograph Co., left the latter part of this week for New York City, where he will attend the convention of Edison jobbers at the Knickerbocker Hotel.

One of the new Edison agencies appointed recently is the Haddorff Piano Co., of Rockford, Ill., which has opened a new and elaborately furnished store.

Fine 1916 Start for Lyon & Healy.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has just returned with his small daughter from a ten days' stay at St. Augustine, Fla., where he went to recuperate from the strain of the big fall and holiday trade. "In looking over the records," said he, "it was naturally a matter of great satisfaction for me to know that the remarkable record for 1915, which was the largest in the history of the talking machine department of Lyon & Healy, had been followed by the largest January in the history of the house. That we have materially topped January of last year is notable, as that month was a big one generally, and was further augmented by the first of the shipments of the new Style XVI. Last month, good as it was, would have been much better had we been able to get more machines. Of course, the shortage has been relieved to some extent, for we have been able to make very fair deliveries on some types, and the situation promises steadily to improve. It was a very remarkable record month, orders showing that stocks were greatly depleted, and large stock orders were

placed. Our travelers have been carefully feeling out the dealers, and universally they find that they are all decidedly optimistic. They are jubilant over the big fall and holiday business and have gone into the new year with plans for a more energetic campaign than ever, and generally feel that 1916 is going to be a banner year. Furthermore, they are showing their faith by their works. A large number of them are placing advance orders for five or six months ahead, and in several instances we had dealers specify for the delivery of so many machines a month up to November 1. We are all, of course, eager to get in the new Lyon & Healy Building, and from present indications will be in good operating shape there by April 15, where we will have a department which, in point of equipment and facilities for service, will be a decided eye-opener to the trade."

Mr. Wiswell leaves on Saturday for the East, where, after a visit at the Victor factory, he will proceed to New York to attend the executive committee meeting of the National Talking Machine Jobbers' Association. Afterwards, with Chairman A. A. Trostler, of Kansas City, and other members of the arrangement committee, he will run over to Atlantic City to complete plans for the next annual convention.

Bliss to Philadelphia.

E. P. Bliss, who for several years has been the popular representative of the talking machine department of Lyon & Healy in Illinois, Indiana and Michigan territory, has resigned and gone to Philadelphia, where he has accepted a position with the Louis Buehn Co., well-known Victor distributor of that city. Philadelphia is Mr. Bliss' home, and he took this step in order to be with his father, who is in ill health. He was given a farewell dinner by J. B. L. Ryde, at which his other associates in the department were present.

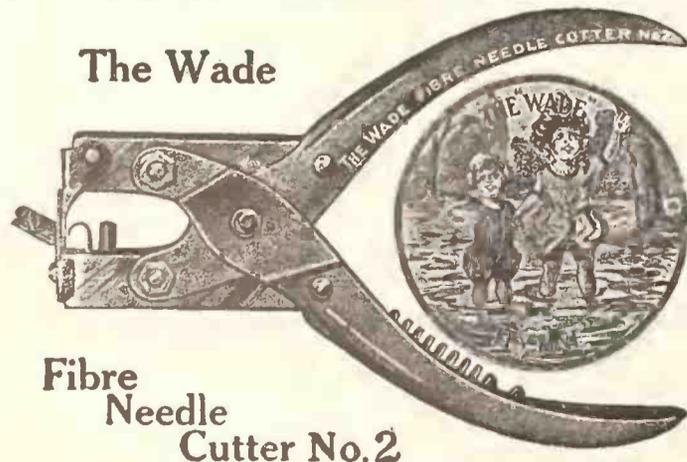
Gabel Factory Increased.

The factory of the Automatic Machine and Tool Co., at 210 North Ann street, Chicago, is being greatly enlarged. The company makes Gabel's Automatic Entertainer, a coin-operated talking machine, which has found a great share of popularity and is operated to great profit in high-grade restaurants, cafes, confectionery stores, etc. The machine operates twenty-four Columbia or Victor discs, and the needles are changed automatically for each selection. A selective device makes it possible for the "man with the nickel" to choose any record he desires.

(Continued on page 46.)

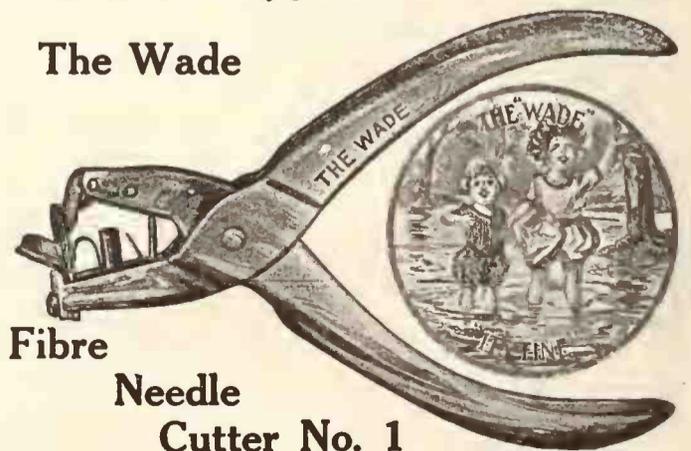
THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

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.

A NEW SERVICE



The Talking Machine Shop
Rockford, Illinois



DEALERS COLORED LETTER HEADS

ANOTHER SALES PROMOTION IDEA for your benefit:—designed by us to aid you in carrying the Idea of Victor Supremacy to your customers and prospects.

You Will Be Interested

WRITE FOR SAMPLE AND PRICES

THE TALKING MACHINE COMPANY

Victor Distributors

12 No. Michigan Avenue CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 44).

Adam Schneider, Jr., Heads C. J. Schulze Co.

Adam Schneider, Jr., son of the secretary of Julius Bauer & Co., has acquired an interest in the C. J. Schulze Music Co., of Kenosha, which was incorporated recently for \$5,000. It will be remembered that Mr. Schulze was recently killed by an interurban train near Kenosha. Mr. Schneider will be president and general manager of the reorganized concern. Mrs. Schulze will be vice-president and treasurer, and Miss Bush, secretary.

Complete "Orotund" Outfit.

The Combination Attachment Co., 624 South Michigan avenue, is now prepared to furnish the "Orotund" sound box with attachments for enabling it to play hill-and-dale disc records on the various types of machines. It is also prepared to furnish the "Orotund" sound box to manufacturers and jewel points in quantities. The company has received many tributes to the excellence of the reproduction of the "Orotund" and is very much pleased with the outlook for its specialty.

The Singer Phonograph Co.

The Singer Phonograph Co., of Chicago, has been incorporated, with a capital stock of \$9,000, by L. L. Bartlett, L. R. Martin and D. C. Bartlett.

Mandel Brothers Not in Talkers.

Mandel Bros., the large department store of this city, have absolutely no interest in the talking machine manufacture or retail business, as was erroneously reported in trade circles last week. The report referred to a smaller concern of Benton Harber, known as I. & M. Mandel.

Cheney-Victor Case.

There will in all probability be no hearing of the Victor vs. Cheney case this month, but early in March Judge Carpenter will hear arguments in his court in the Federal Building, Chicago. The case is being followed with a great deal of interest by manufacturers and dealers throughout the country. Depositions have been taken in Philadelphia from Prof. Cross, of the Boston Polytechnic Institute, and R. M. Hunter, of Philadelphia, both of whom are Victor experts. John F. McElroy, pat-

ent expert for the Cheney Co., has also made a deposition and has been examined by the Victor counsel, Fenton & Blount, of Philadelphia. Sheridan, Wilkinton & Scott, of Chicago, represent the Cheney Co.

The action revolves around alleged infringements of patent No. 814,786 (tapering tone arm) and No. 814,848 (amplifying horn improvement).

Incorporated.

The Franklin Sales Co., of Chicago, Ill., has been incorporated, with \$2,500 capital, to manufacture and deal in phonographs, talking machines and supplies. The incorporators are M. W. Greene, Max Livingston and Hirsch E. Soble.

Felt-Lined Cabinets Popular.

Everyone realized that the month preceding the last holidays was a very busy period, but perhaps no one better appreciated that fact than John F. Mortensen, president of the Salter Manufacturing Co. "It is a fact," said he, "that we are still making deliveries upon orders that were given us as far back as November. Our factory has been under constant pressure since way last fall, but despite that fact the output has not yet caught up with the demand. Previous to the holidays we endeavored to ship at least a part of the orders received and as the balance of these orders were left standing after the holidays we are now completing them. This volume of business is a very gratifying tribute to the Salter felt-lined cabinet. This idea was originated by us a number of years ago and its manifold advantages were immediately perceived by the buying public. Since that time others inspired by the success we have achieved have imitated us and I regret to say in a very inferior fashion. In many cases the lowest grade of felt is stretched over cardboard division pieces. The results have been that here and there the felt-lined cabinet proposition has suffered, but those who are acquainted with the Salter type of construction are sure of receiving genuine value."

Consolidated Company Incorporates.

The Consolidated Talking Machine Co., 160

North Fifth avenue, has been incorporated with a capital stock of \$15,000. E. A. Fearn is president, Edward B. Fublin is secretary and F. A. Rigeimer, treasurer. Mr. Fearn was formerly of the concern of Tresch, Fearn & Co., withdrawing about a year ago to take over the premium talking machine business of the late Robert Johns.

Pathé-Pathephone Shop Reorganization.

Following the annual meeting of the Pathé-Pathephone Shop, incorporated last month, a number of important changes were made. New officers were elected and the interests of Harry K. O'Neill and Arthur J. O'Neill were purchased, the latter withdrawing from the company to organize another concern, the details of which are told in another part of The World. The new officers of the Pathé-Pathephone Shop are W. J. Bristol, president; J. C. Bristol, vice-president, and R. E. Rundell, secretary-treasurer and general manager. The capital stock was increased from \$2,000 to \$25,000, and plans made for the rapid expansion of the company's activities. The number of new Pathé dealers who have been instituted by the Pathé-Pathephone Shop has been growing rapidly every month, and Sales Manager Rundell and his associates are kept busy providing them with goods, the orders for which are steadily growing.

"We are very well satisfied with our new arrangements," said Mr. Rundell to The World, "and we are planning to go ahead on a new basis and with greatly increased facilities. We are very well satisfied with the volume of sales accomplished so far this year, and especially pleased with the success which has attended the efforts of our new dealers. The new Pathé records which play from the outside in are satisfactory in every way, and the increased monthly supplement is also a source of considerable pride on our part."

Talking Machine Co.'s Publicity Work.

The Talking Machine Co. has accomplished during the past month some really exceptional work in the matter of providing its dealers with adver-

(Continued on page 48.)



Model 150
A Popular Vitanola Style.

VITANOLA—

The Highest Grade
Talking Machine on the Market
for the Money

You can travel from Coast to Coast and you will not find—at anywhere near the price—any machine equal to it in tone, design, construction or finish.

And as for the price! Just write us and get a pleasant surprise.

We build special cabinet machines in quantities under your own name and according to your own specifications.

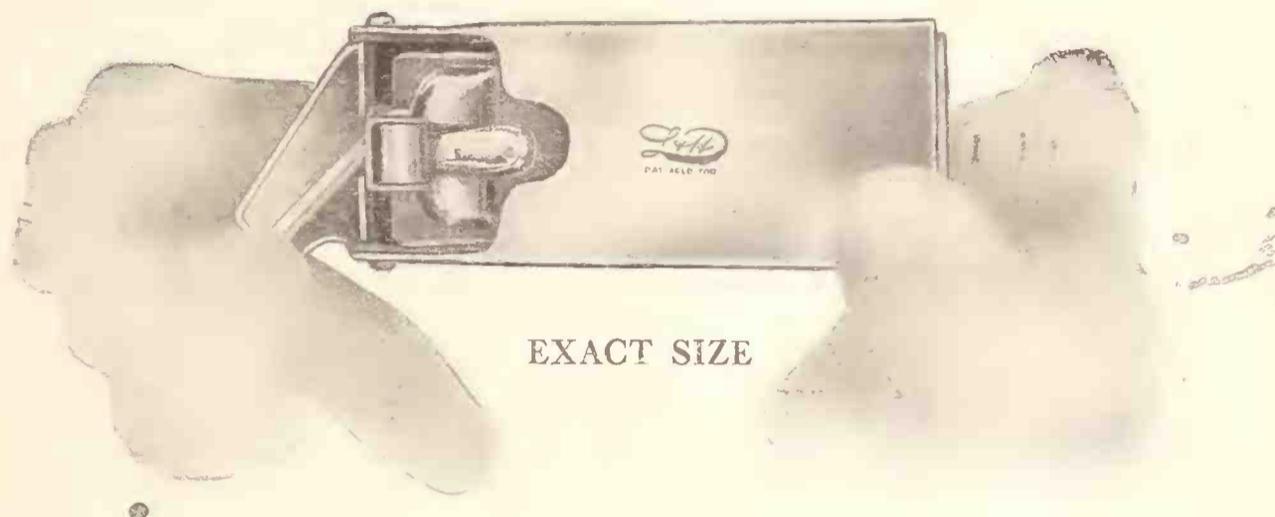
WE ARE SUPPLYING SOME OF THE BIGGEST PEOPLE IN THE COUNTRY. WHY NOT YOU?

Capacity—500 Machines Per Day.

VITANOLA
TALKING MACHINE COMPANY
17 N. Wabash Avenue
CHICAGO

TWO NECESSARY TALKING MACHINE ACCESSORIES

The Lyon & Healy Fibre Needle Cutter and The Dustless Record Cleaner



EXACT SIZE

Over 300,000 Satisfied Users of the Lyon & Healy Fibre Needle Cutters!

Is not that enough to convince you that you ought not wait another minute before writing for our liberal terms of discount and a supply of the Lyon & Healy Fibre Needle Cutters?

The wonderful success of the Lyon & Healy Fibre Needle Cutter is due to the following facts:

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

The cutter is fitted with a guide that prevents the cutting away of too much of the needle and also has a receptacle that receives all the waste. It is very simple and easy to operate and, with ordinary usage, should last indefinitely without sharpening.

This cutter is invaluable to all users of the Fibre Needle, as a needle may be used twelve to fifteen times where one of the cutters is in use.

We give our absolute guarantee with every cutter sold.

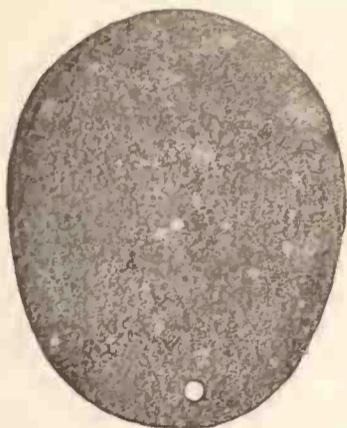
RETAIL PRICE \$1.50

The everlasting Dustless Record Cleaner is an article that every Victrola owner should have.

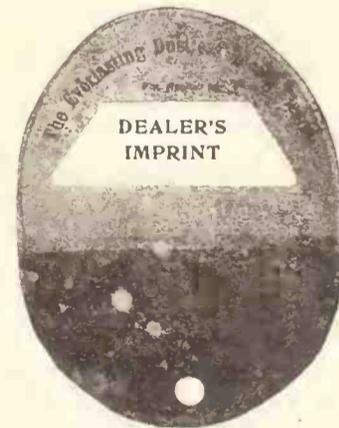
It is made from carefully selected Wool Skin with the Wool cut short.

It polishes, cleans, prolongs the life of records and makes them look like new. Will positively not scratch the records.

RETAIL PRICE 15 CENTS



FRONT VIEW



BACK VIEW

**DON'T WAIT
SEND US
YOUR ORDER
TO-DAY**

Lyon & Healy

**LIBERAL
DISCOUNT
TO THE
TRADE**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 46).

tising literature that is especially effective in the matter of records.

One of the most notable examples of this is the letterhead which that company is providing for a number of its dealers, and which performs the double duty of advertising the individual Victor shop and the Victor talking machine generally. The letterhead consists of reproductions of fourteen of the most popular Victor operatic artists grouped around a Victor XVI, which is printed in its natural colors. Immediately beneath this array of talent comes the imprint of the dealer, and in the lower left hand corner of the sheet is the reproduction of the "Victor Dog" trade-mark.

A special "Chin-Chin" circular is also arranged for the dealer to distribute among his patrons. "Chin-Chin" is now playing at the Illinois Theatre in Chicago, and is spreading the popularity of "Chin-Chin" music throughout the Middle West as effectively as it did in New York when it ran for a year in one of New York City's theatres. Interesting photographs of Montgomery and Stone

and other "Chin-Chin" artists are features of the folder.

A similar circular was used in conjunction with the popular records of the music of the "Follies of 1915."

Another branch of the Talking Machine Co.'s service which has received considerable approval from the dealers is the supply of feature cards for windows. These cards are printed on heavy cardboard stock, sometimes done in several colors, and form very attractive supplements for display window work.

D. A. Creed, of the Talking Machine Co., says there has been a phenomenal increase in record sales in the past thirty days.

"Dealers are realizing the business value of a policy that provides for carrying a large stock of records," said Mr. Creed. "They are all beginning to carry larger stocks of the standard sellers and the late 'hits.' Big stocks bring both prestige and bigger business, and the dealer is learning this. We cannot recommend this idea too highly, for all

our experience has shown that it is the most advisable thing that a dealer can do to realize the maximum from his business."

R. J. Keith suffered from an annoying attack of tonsillitis the past week, but has now recovered.

S. B. Stilson Injured.

Chicago friends of S. B. Stilson, Grafonola dealer of Gibsonburg, O., will regret to hear of his injury on February 4, when he was struck by an auto while visiting in Cleveland. Mr. Stilson suffered a broken shoulder and his scalp and face were badly cut.

Kreisler Week.

The George P. Bent Co. has announced that the week of February 14 to 19 will be "Kreisler Week." On Sunday afternoon, February 13, Fritz Kreisler will be heard in what is billed as his last appearance at the Auditorium. Mr. Kreisler has furnished the George P. Bent Co. with a list of records which he considers the best reproductions of his art.

Passed Checks on Talker Department.

One of Chicago's versatile "con" men bought a few dollars' worth of records at the talking machine department of the W. W. Kimball Co. last week and ordered them delivered to a fictitious address after receiving the change from a worthless check for \$15.

H. L. Flentye Makes Change.

Harry L. Flentye, Jr., has resigned from the Talking Machine Co., Chicago, with which house he has been for the past four years as city and floor salesman. He probably will continue to be identified with the talking machine industry, and is now negotiating with an Eastern manufacturer for Western representation of a new line of goods.

During Mr. Flentye's connection with the Talking Machine Co. he made numerous friends in the Western trade, who will wish him every success in his new undertaking.

Cable Branch Takes on Victor.

The Cable Piano Co., of Danville, Ill., has bought out the Victor license and stock of a dealer at that place and is installing a large talking machine section.

New Store on Milwaukee Avenue.

Edward B. Sajewski has opened a new talking machine and small goods store at 1143 Milwaukee avenue, where he will handle two or three lines of talking machines and records, as well as stringed instruments and other small goods.

Chicago Hinged Cover Co. Enlarges Space.

J. L. Abbott, general manager of the Chicago Hinged Cover Support and Balance Co., announces that his company has made arrangements to take enlarged space at 143 West Austin avenue, Chicago. The demand which has been created following the introduction of the Chicago hinged cover support and balance has proved the necessity of such a device as this, and C. F. Winegar, general traveling representative of that company, is being kept busy in the East demonstrating its merits to a large number of Eastern manufacturers.

Empire Sales Force.

John H. Steinmetz, president of the Empire Talking Machine Co., 429 South Wabash avenue, announces that as a result of the excellent success it has had on the Empire talking machine, it is now organizing a complete sales force of competent men with a view to working the territory intensively. Thomas Griffith will cover the larger cities east of Chicago as far as Rochester, N. Y.

BRYAN'S SUPPLY DEPOT

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

CHARLES BRYAN

25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY

Most Complete
PATHE
Stock in the
United States

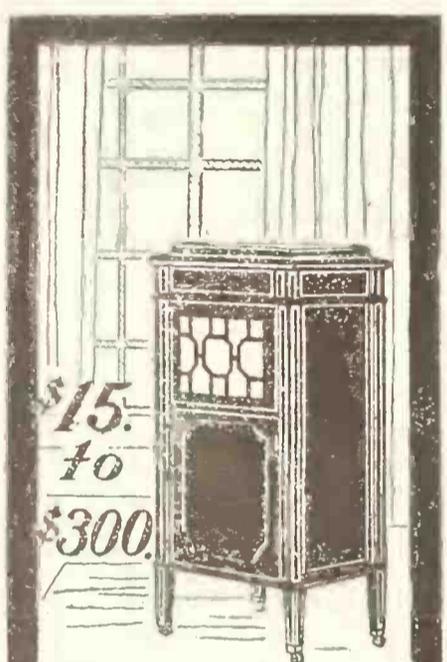
Promptest
Deliveries

Best
Service

Heartiest
Co-operation

Address the

PATHE
PATHEPHONE
COMPANY
17 N. Wabash Ave.
CHICAGO



THE Phonograph which brings to your home all that the world offers in musical talent. It plays Pathe and all other disc records with that naturalness and sweetness of tone found only in the

Pathephone

—a phonograph which does away with the everlasting changing of needles.

A round genuine Sapphire Jewel being used instead of the usual "scratching" steel needle.

Hear your favorite at the **PATHEPHONE SHOP**

15 E. Adams St.
Republic Bldg.



This is one of the typical Pathe Advertisements that is making sales for Pathe dealers everywhere.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 48).

Fred E. Hoop has for his territory southern Michigan and Indiana, while Harry A. Moore will visit the trade in Illinois and Ohio. Walter B. Long will spread the Empire gospel in Washington, Philadelphia, Baltimore and adjoining territory. So far the Empire has been made in two models, a \$75 and a \$100 machine, but in response to the general demand the company is now getting out a new line of cabinet machines embracing six attractive models, ranging from \$50 to \$125 in retail price. These machines will be of extremely practical as well as artistic design and are made with a view of harmonizing with the current styles of living room furniture.

Shipping Needle Cutters by Parcel Post.

Wade & Wade have called the attention of the jobbing trade recently to the fact that if jobbers receive rush orders for the Wade fibre needle cutters they can have them shipped direct from the factory by parcel post, as it only costs a small sum to ship from one to fifty cutters. Supplementing this service is the newly equipped Wade factory, the output of which has been recently increased so as to make it possible for the firm to fill all orders the same day received. S. O. Wade plans to call on the Eastern jobbers the latter part of February.

Big House Takes on Sonora.

The Carlin Music Co., the big East Market street house, of Indianapolis, has just made arrangements to take on the Sonora line. The deal was arranged by William F. Martin.

William E. Everett, who has been in charge of the agency arrangements in Illinois, was on a short trip to New York last week.

Change of Name.

The National Mercantile and Retailers' Association, 8 South Dearborn street, which recently entered the talking machine manufacturing business, has changed the name of the concern to the Playerphone Talking Machine Co. D. W. McKenzie is president.

Starr Phonographs on Display.

C. E. Johnston, manager of the Chicago branch of the Starr Piano Co., at 1228 East Sixty-third street, has placed on display advanced showings of the new Starr phonographs. Some of the new disc records which the Indiana concern is turning out are also to be heard.

Describes Canadian Conditions.

Peculiar conditions exist in the retail talking machine and piano trade of Canada, according to G. L. Stanwood, of Winnipeg, who was in Chicago last week. Mr. Stanwood, who is head of Stanwood's, Ltd., retail dealer in musical instruments, as well as other lines, which specializes largely on talking machines, handling the Columbia, Sonora and Edison discs, made a remarkable statement that right at the present time not only in spite, but because of the European war and Canada's large contribution of men to it, musical instruments are

Prepare For Moving Season!



Order A Talking Machine Moving Cover

The Modern Method
Insures Safe Handling

Khaki, heavily padded with substantial felt, quilted, fleecy-lined and strongly sewed.

This cover makes it almost impossible to mar or damage the Victrola.

We make them up promptly in our shop to fit any make of Talking Machine.

Price \$5.00

When ordering covers, be sure to mention make and style of machine to insure a perfect fit.

Talking Machine Jobbers, write
for our special inducements

Lyons & Healy

Chicago

being sold to many people who have not been able to buy heretofore and who were not considered good credit risks if they wished to purchase.

Personals and Visitors.

Among the recent visitors to the local trade were: R. D. Gaston, of the Gaston Music House, Hastings, Neb.; L. H. Walter, Edison dealer, Hillsboro, Tex.; R. T. Outhwaite, Bloomville, O.; Mr. Prange, of Sheboygan, Wis.; A. C. Moore, of the Pelletier Co., Sioux City, Ia.; H. T. Berg, La Crosse, Wis.; Will E. Bannard, of Springfield, Ill.; G. A. White, of Fairbury, and E. S. Goodell, of Beaumont, Tex.

F. S. Spofford, Grafonola dealer in the Republic Building, Chicago, returned recently from a month's vacation in Florida.

Elmer Gay, of the Pettis Dry Goods Co., and H. G. Power, of the Taylor Carpet Co., were two Indianapolis talking machine men in the city.

Opening New Store.

J. H. Buechler, formerly with the Schulz Piano Co., 1540 West Madison street, is to open a new piano and talking machine store at 1546 Larrabee street, to be known as the Grand Piano Co. Mr. Buechler has not yet decided upon the lines that his concern will carry.

NEW MANUFACTURERS IN THE FIELD.

Announcement That Passow & Sons Are Now Making Talking Machines Excites Interest—Prominent Manufacturers in Office Furniture Field—General Plans Set Forth.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—The announcement that Passow & Sons, large manufacturers of store and office furniture and billiard tables, of this city, were to make talking machines naturally created a great deal of interest in the trade on account of the size and importance of the house and the great productive facilities furnished at their extensive factories at Twenty-first street and Racine avenue.

In a chat with Louis A. Passow, of the firm, that gentleman explained the circumstances surrounding their entrance into the talking machine field. "Over a year ago," said Mr. Passow, "we began being solicited by various parties contemplating making talking machines and who asked that we make cabinets for them. In every instance the inquiry came from parties who said that the reason they approached us was their desire to make good machines and were attracted by our reputation for superior cabinet work, our expertness in

(Continued on page 50.)



Model C—\$75.



Talking Machines

HAVE MADE GOOD

profits for the dealer. They cannot help but do it because their value is so apparent.

Their tone, their design, their construction and their special features make them such

EXTRAORDINARY VALUES

that an inspection of them is always a sale.

The EMPIRE plays all disc records without special attachments. Is equipped with Automatic Stop, Patent Cover Support and Tone Modifier.

GET DETAILS ON FEATURES AND PRICES

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

429 South Wabash Ave.

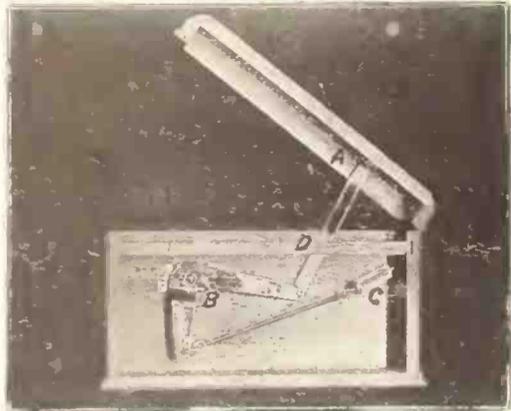
CHICAGO, ILL.



Model B—\$100.

THE LAST WORD IN TALKING MACHINE CONSTRUCTION

The CHICAGO HINGED COVER SUPPORT and BALANCE



Sectional View Showing How It Operates

CHICAGO HINGED COVER SUPPORT & BALANCE CO.

144 S. Wabash Avenue, CHICAGO

You Do Not Hesitate To Improve the Tone.
You Do Not Hesitate To Improve the Cabinet.
You Should Not Hesitate To Improve the Cover Support.

We have accomplished something that has not been attained before in high-grade cabinet making, namely the elimination of the weight of the cover when raising or lowering and also balancing same at any point desired. It cannot drop or get out of order. Make us prove this statement by sending for a model or giving you a demonstration on your own cabinet.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49).

the selection of veneers and the remarkable finish of work of ours which they had seen. Now all this set us to thinking that if our reputation as manufacturers of high-grade cabinet work since 1871 would prove an asset to these people it was something of which we could ourselves take advantage. Then we went carefully into the study of the whole proposition, enlisted the aid of experienced men versed in acoustics and of practical problems relative to the production of high-grade talking machines and the Passow phonograph is the result. Talking machine men who have inspected our models have all congratulated us on the mechanical construction, the tone quality and the equipment of the Passow phonograph, as well as on the artistic character of the cabinets. It is needless to say that in a plant of the great productive capacity of ours we have studied the making of legitimate economies, and because of our great purchasing capacity and long experience can produce a high-grade product at less cost than concerns not similarly equipped. We have devoted large space in our plant to the manufacture of talking machines, and from present indications this will soon have to be greatly increased. Fortunately, we have every facility for adding to our output as the occasion demands."

The general offices of the firm are at their warerooms, which occupy the large building at 832-842 Madison street, and here attractive quarters have been arranged for the display and sale of Passow phonographs. The house intends making a complete line of machines, but has already for the market three attractive models listing at \$75, \$100 and \$150. Some idea of the beauty of the cabinets can be obtained from the illustration in their page advertisement elsewhere in this issue. The two higher priced machines, it will be noted, have the otherwise plain surface of the front panels relieved by delicate pearl inlays which add greatly to the artistic appearance of the case. All models are equipped for playing any lateral cut or hill-and-dale disc records, have an efficient tone regulator, twelve-inch turntables, etc., etc. All are furnished in selected mahogany or quarter sawed oak in the various finishes.

Every time you turn your back on Opportunity the lady says to herself, "I'll never speak to him again as long as I live!"

We Are in the Market

For Talking Machine Notes, Leases
and Contracts Held by Responsible
Dealers and Manufacturers. Will
Pay the Highest Percentage.

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST.

CHICAGO

BRINGS OUT NEW SOUND-BOX.

H. T. Schiff, President of Vitanola Talking Machine Co., a Tireless Worker in Inventive Field — Company Secures Much Larger Quarters on South Wabash Avenue.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—H. T. Schiff is by nature a mechanic. As president of the Vitanola

position for playing with the jeweled point and hill-and-dale records. A number of special styles of the Vitanola line will be equipped with this new sound box.

The rapid growth in Vitanola sales has made necessary increased space, and preparations are now being made for the removal from the Shops Building at 17 North Wabash avenue to the third story of the building at 210-12 South Wabash

avenue, where large and commodious quarters have been secured. The new space will aid greatly in facilitating deliveries to Vitanola dealers, as well as providing large quarters for their reception when in the city. The new move will also provide much larger quarters for the general offices. This last fact will be especially appreciated by S. S. Schiff, secretary and treasurer of the company, who supervises the auditing and correspondence work. An increase in the company's capitalization has been authorized.



H. T. Schiff in His Laboratory.

Talking Machine Co. and as one of the chief directors of that rapidly growing institution his duties often carry him for long periods into the strictly commercial side of the business. Whenever he returns from a long trip, however, or at any time when he has a few spare moments he immediately retires to his laboratory, locks himself in and submerges himself in the study of some intricate problem of acoustics.

Just recently Mr. Schiff has devoted a great deal of time to this work, and as a result has brought out a new sound box which is exceptionally meritorious. It operates on a floating tone arm and by simply turning it on the arm can be converted from use with lateral cut records to

Preparedness

WE HAVE NO NEXT TUESDAY

IT IS ALWAYS THIS TUESDAY for delivery by us of motors, single and double spring, tonearms, sound boxes, cabinets in all styles, original, individual, or your own special style.

We guarantee all deliveries, high class mechanical construction in motors and cabinet craftsmanship unexcelled.

New York Talking Machine Outfit Co.

225 Lexington Avenue, New York City

ANNUAL REUNION OF BUFFALO TALKING MACHINE MEN.

Second Prosperity Dinner of Talking Machine Dealers' Association of Buffalo a Great Success—Addresses by R. L. Loud, H. C. Brown, of the Victor Advertising Department, and Others—Officers Elected with W. F. Goold as President—Large Attendance.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 7.—"To the Victor belongs the spoils," quoth Toastmaster Robert L. Loud last night at the second annual "Prosperity" dinner of the Talking Machine Dealers' Association of Buffalo, when he introduced H. C. Brown, of the advertising department of the Victor Talking Machine Co., of Camden, N. J., to more than 150 proprietors, managers and salesmen of Buffalo and western New York talking machine emporiums.

The Columbia and Edison companies sent letters of regret at not being able to attend the dinner.

Mr. Brown has a message for wholesalers and retailers alike, spilling gems in every sentence. He emphasized the statements with six reels of moving pictures showing activities at the great Victor factories. For almost two hours the talking machine men were carried into Victorland, and not one of the hustlers left the Dutch grill until the 1916 banquet became history with the singing of "Auld Lang Syne."

"We could have shipped millions of Victrolas in December if we had had them, and we feel that it is such gentlemen as you who have been instrumental in building up such a vast business," was one of the opening compliments of Mr. Brown, who was received with applause. "We have no fear for the talking machine industry—the Victor business of the future," said Mr. Brown during the progress of his talk. "The possibilities are unlimited. It wasn't so long ago that old-timers like Mr. Andrews and Mr. Loud were wondering when the business was going to go back, but they don't feel that way now."

Mr. Brown gave a little talk to the young salesmen present when he said: "If it isn't a better game to you than playing billiards or riding around in an automobile, something is wrong. If you are in it solely for the money, something is vitally wrong. If that is your situation, it isn't your game. Get out of it, then. A man can earn what he wants to earn in this game if he goes out to earn it. We have no fears for the future. The possibilities are unlimited."

Mr. Brown declared that the record end of the business was not worked as hard as it might be, and he also pointed out that no machines go out of the Victor factory that are not sold through dealers. He stated that if the president of the Victor Co. wanted a machine he would have to go out into the open market to buy it. "We believe that the dealers have been instrumental in building up this great business, and will not take one cent from them that belongs to them."

Mr. Brown asserted that Victor machines are becoming potent factors in the country's educational system, and that daily they are being installed in schools. He said that the introduction of so many Victrolas into the schools is paving the way for the sale of high-grade instruments to Buffalo's coming generation, the boys and girls of to-day and the men and women of to-morrow.

The speaker in breezy style explained the Victor aim of having its advertising "dominate space." He explained in detail the reason for the catchy "zig-zag" advertising, and declared that it is always banged right home to the reader when glimpsed in a newspaper. He said that newspaper advertising such as the Victor does is really worth while, and eventually referred to the recent full-page Victor campaign.

Mr. Brown deviated long enough to give a little lecture upon the latest Victor product, the tungstone stylus. He declared it has become so popular that the factory cannot manufacture them fast enough.

The dinner marked the second year of life of the growing association, and it was enjoyable because of the great number of new members present who were taken into the fold. Another cheerful tone was lent by the "prosperity" atmosphere that was diffused by both local and out-of-town dealers,

who declared business was far ahead of last year.

W. J. Bruehl, manager of the Neal, Clark & Neal Co. talking machine department, furnished the diners with parodies on popular hits which concerned the trade.

Toastmaster Loud hurled many shots down into the assembly and created many laughs. During the evening he deplored the "excessive allowances" some dealers are giving on exchange propositions for old machines, and urged greater co-operation between dealers and the "elimination of cut-throat tactics."

Some pertinent pointers on salesmanship were given the salesmen and others by J. Edward Burton, of the Sheldon School, as well as by Buffalo dealers.

A. E. Germony, newly appointed manager of the William Hengerer Co.'s Victrola department, got an ovation when he was introduced by Mr. Loud, after the toastmaster had stated that Mr. Speare had left the Hengerer Co. to become affiliated with Lord & Taylor in New York.

The menu card was an artistic affair, carrying the Victor, Edison and Columbia trade-marks on the front cover. W. J. Bruehl was chairman of the banquet committee, assisted by A. Biesinger and T. A. Goold.

The 1916 officers of the Talking Machine Dealers' Association are: W. F. Goold, president; W. L. Sprague, vice-president; W. J. Bruehl, secretary, and H. G. Towne, treasurer.

Many of these local and out-of-town hustlers voiced informal remarks at the dinner:

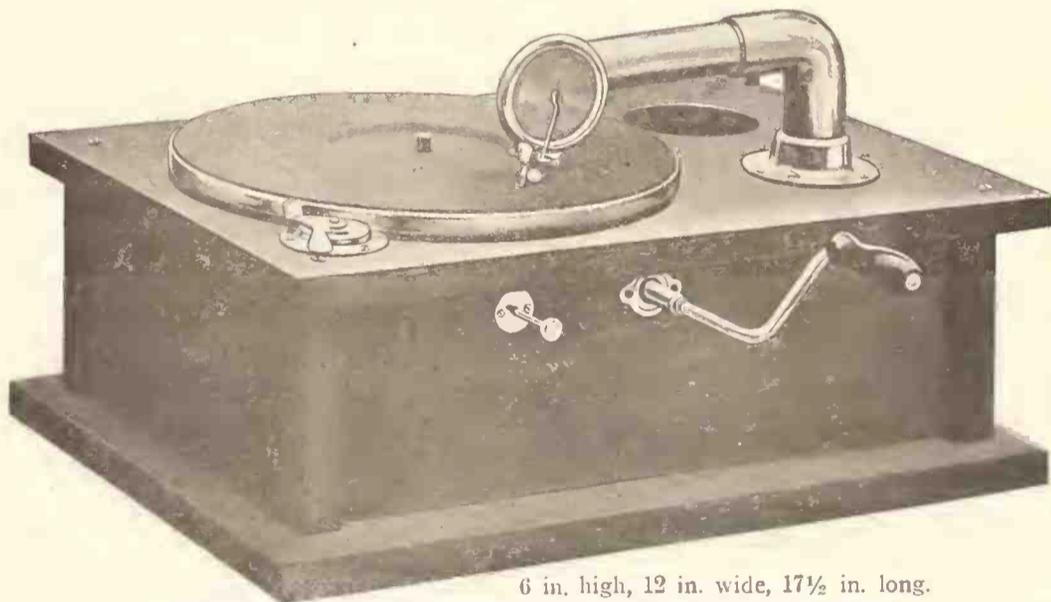
B. E. Neal, Dr. Woodworth, L. A. Bennett, W. J. Bruehl, of Neal, Clark & Neal; C. N. Andrews, E. M. Cogan, E. S. Emens, William Herbert, Fred C. Kraft, Charles G. Wright, H. D. Scortes, R. G. Richardson, of W. D. Andrews; J. Ottomar

Goetz, Thomas J. Farmer, of the J. N. Adam Co.; Charles H. Heinke, Denton, Cottier & Daniels; Jack C. Ross, Harold J. Childs, Robert B. Adams, Alfred F. Macoun, H. E. Speare, A. E. Germony, Manager J. A. Endres, of the William Hengerer Co.; J. D. Cooper, W. W. Wagner, Walbridge & Co.; Frances P. Schunke, of Henry Schunke & Co.; John Bieda, of Bieda Bros.; Frank Ohrenfried, 1645 Broadway; Carl Kaepfle, of the Kaepfle Piano Co.; Robert L. Loud, H. G. Towne, E. O. Hock, E. W. Heintz, G. W. Cattley, K. C. Schermerhorn, of Robert L. Loud; Albert W. J. Schuler, of Schuler Bros.; Albert Schwegler, L. J. Schwegler, of Schwegler Bros.; T. Amesbury Goold, of Goold Bros.; John F. Keegan, Herman A. and Charles Reinhardt, 1190 Lovejoy street; Charles J. Hereth, 1190 Genesee street; E. R. Burley, A. E. Biesinger, Burley & Biesinger; J. A. Owenhouse, C. Kurtzmann & Co.; Charles Bellanca, Henry Stein, W. L. Sprague, Columbia Graphophone Co.; W. F. Goold, Harry W. K. Miller, of Kobler & Miller; William J. MacFarlane, Canandaigua, N. Y.; Jesse Landaure, Medina, N. Y.; H. C. Webster, Silver Creek, N. Y.; T. F. Young, Lackawanna, N. Y.; C. W. Parker, Dansville, N. Y.; Edward H. Scholter, North East, Pa.; J. S. Downey, Rochester, N. Y.

PREPARE FOR ENORMOUS OUTPUT.

Jos. Wolff, secretary Sonora Phonograph Corp., 57 Reade street, New York, recently returned from a visit to the cabinet factories operated by the company, and the new schedule for 1916 calls for the plants to work nights. This is due to the increasing demand for Sonora machines of all types, 1916 looking to the company to be of a volume that will greatly exceed 1915.

Sterchi Bros., of Bristol, Tenn., have purchased the stock and good will of the Simmonds Talking Machine Co. and will engage in the talking machine business in addition to the furniture line they already carry. The officers of the Simmonds Co., W. L. F. Rosenblatt and O. Simmonds, will enter the talking machine business in Atlanta, Ga.

THE REFLEXOPHONE

6 in. high, 12 in. wide, 17½ in. long.

REFLECTS THE SOUND ON AN ENTIRELY NEW PRINCIPLE

VOLUME—PERFECT TONE REPRODUCTION—QUALITY

Equipped with strong Motor, Special Sound-Box and Tone Arm.
Plays four 10-inch records with one winding.

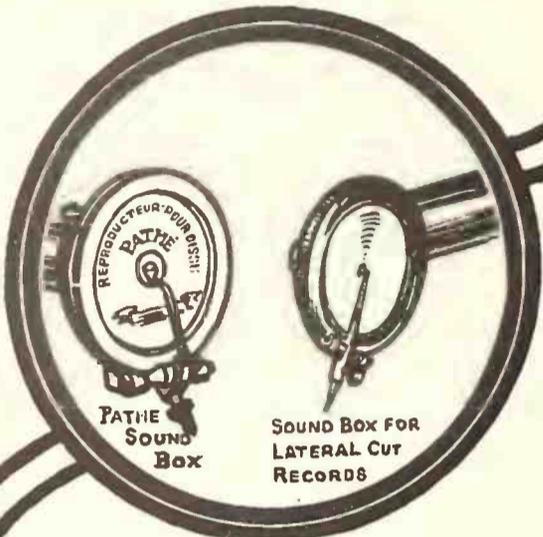
Handsomely finished in mahogany and mission oak. Weight 15 pounds.

RETAIL PRICE, \$15.00

A SUPERIOR MUSICAL INSTRUMENT

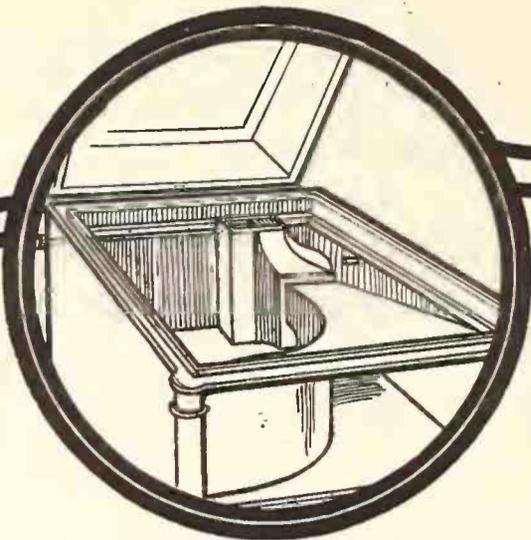
Write for Liberal Proposition for Jobbers, Dealers and Agents

REFLEXOPHONE, Inc., 114 Fifth Ave. NEW YORK



Plays All Disc Records

The Pathé Instruments are equipped to play all Disc Records perfectly—no matter what make.



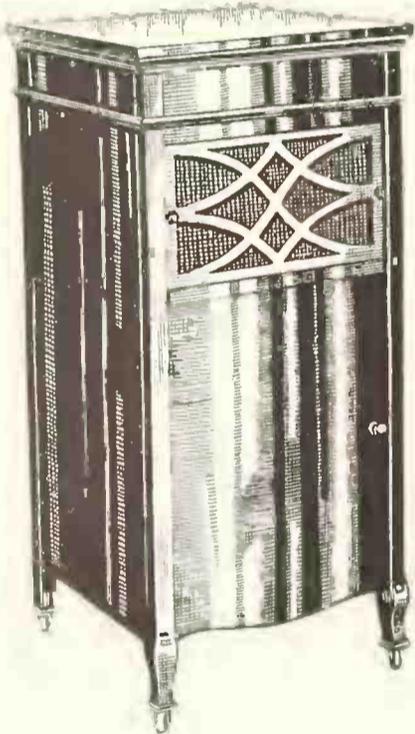
Pathé All-Wood Sound Chamber

Built on the principle of a violin—not a piece of metal in its entire construction. Pure, resonant tone quality results.

Pathé
—genuine
over the
an up-and-
the sound
direct con

THE PATHÉ PATHEPHONE

*is the greatest musical instrument in existence
—the crowning achievement of the Pathé
Frères, famous moving picture pioneers.*



**1916 is Destined to Be
a Big Pathé Year**

From all over the country dealers
are reporting a steady in-
crease in sales

Your
Territory may still be open.
Better hear opportunity's call
and communicate with us at once.

Exclusive Features Pos

It is an unquestionable fact th
clusive features requires less effort

The exclusive features of the P
effort, for it is not necessary to per
discussions and involved arguments

PATHÉ FEATURES

The buying public will readily s
In other words, Pathé Instrume

The Practicability of the Pathé Sapphire Ball

has been conclusively proven.

The old-fashioned steel needles are extremely inconvenient be-
cause of the necessity of constant changing.

*Many attempts have been made to improve these evils, but all
have proven unsuccessful.*

The Pathé Sapphire Ball is the solution of this problem. But
it is not only an *improvement*, it is a new and better method of
reproducing sound.

Instead of the sharp-pointed needle, you have the Pathé
Genuine, Permanent, Highly-Polished Sapphire Ball.

Instead of "digging" into and ripping the Sound Grooves, the
Pathé Sapphire Ball travels over the Pathé sound grooves in an up-
and-down wave-like motion.

The Pathé Sapphire Ball is the ideal method of sound repro-
duction, because it eliminates the metallic-like tone quality and in
no way damages Pathé Discs.

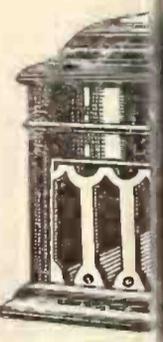
The Effective Pathé Tone Control

gives absolute command of the tone volume.

Some enjoy the soft, soothing tone quality,
others like the full, rich volume—the Pathé Tone
Control permits tone regulation to suit every indi-
vidual taste.

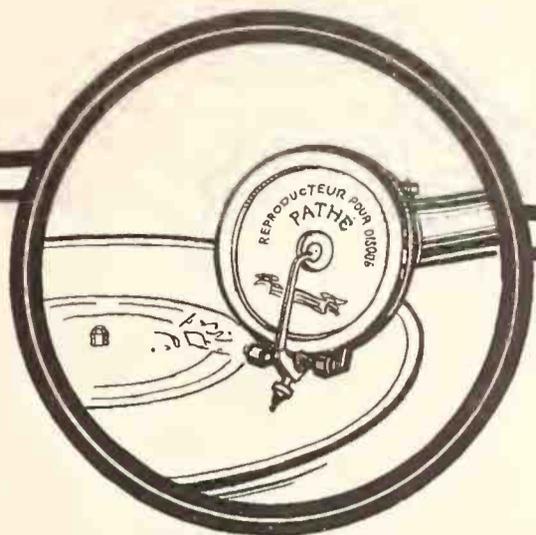
The person who desires to phrase a selection
to his own liking, may sit beside a Pathephone and
by manipulating the Tone Control device, get many
pleasing effects—from a soft pianissimo to a crash-
ing fortissimo.

The simplicity of the Pathé Tone Control in-
sures satisfactory performance.



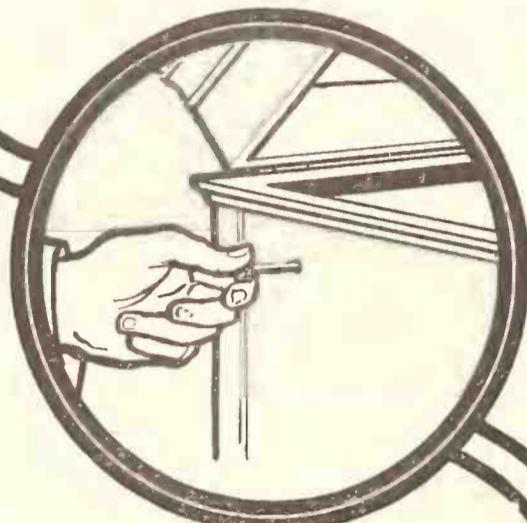
PATHÉ FRÈRES

28 WEST 38th STREET



"No Needles to Change"

—when playing Pathé Discs. The Pathé Permanent Sapphire Ball won't injure the Pathé Discs by digging or ripping the surface of the record.



Pathé Tone Control

—a simple device permitting the accurate adjustment of tone volume to suit the player's mood. Eliminates the annoyance of having to use "Loud, Medium and Soft" metal points for tone variations.

THE PATHE DISC REPERTORY

is superior to all others—its selections have been recorded in every musical center in the world and afford Americans the first opportunity of hearing Europe's great artists.



Decrease Selling Effort

article embodying distinctive and ex-

phone positively decrease the selling prospective purchaser with lengthy competition.

FOR THEMSELVES

ly understand their value.

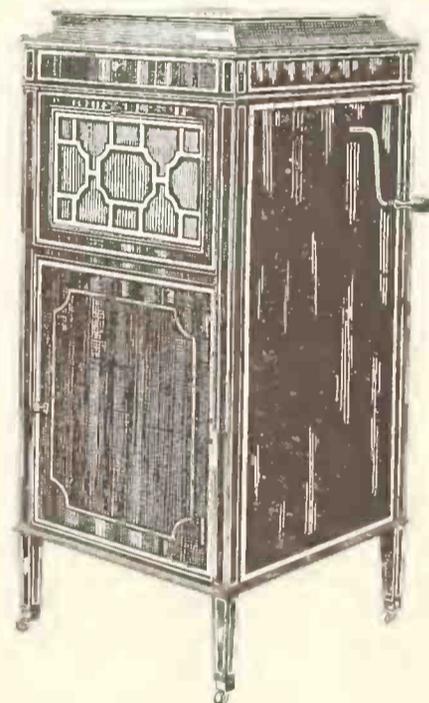
mselves!

Pathé Pathephones

(8 models) retail at \$15, \$35, \$50, \$100, \$150, \$200, \$225, \$300

Pathé Disc Records

All Double Faced
Retail from 65c. to \$2.50



The Pathé Disc Repertory Is Unique

Unique, because it offers Americans for the first time the opportunity of hearing and enjoying Europe's great artists, recorded exclusively on the Pathé Discs.

Pathé Frères' recording laboratories are located in practically every musical centre in the world—right at the pulse of all musical activities of both the Eastern and Western Hemispheres.

The Pathé Disc Repertory is superior to all others because of its wide variety of selections, and it is constantly being enlarged so as to be of greater service and value to the music loving public.

All Pathé Discs are double faced and do not deteriorate with constant use. Pathé Discs are impervious to the action of the Pathé Sapphire Ball.

"A Pathé Agency Is a Valuable Franchise"

Dealers are rapidly taking advantage of our agency proposition because they realize the constant growing popularity of the Pathé goods.

Our 1916 National Advertising is going to increase the already great demand, putting dollars and cents into the dealers' pockets.

Write us for complete detailed information—possibly your territory is one in which we are not represented.

But do it immediately—not a day passes that we do not grant a Pathé Agency in some section of the country.

PHONOGRAPH CO.

NEW YORK CITY, U. S. A.



The Columbia reproducer is a sound box that is also a "tone box"—sound *plus* tone—the most perfect reproducer.



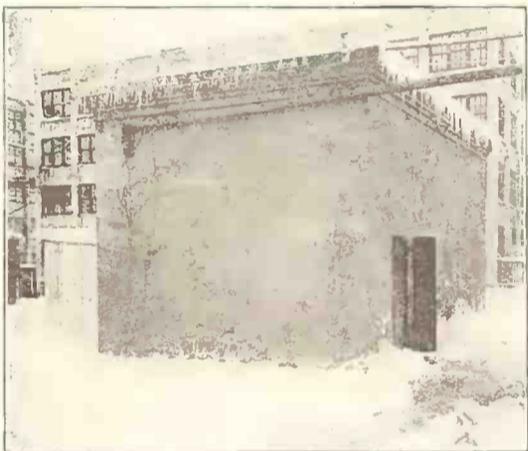
(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW FIREPROOF VAULTS

Recently Erected at the Edison Factory for the Purpose of Housing Disc and Amberol Master Record Molds—Up-to-Date in Every Detail.

As a result of the lessons learned at the time of the great fire of 1914, two unique-looking structures have been erected at the works of Thomas A. Edison, Inc., Orange, N. J., to house disc and Amberol master record molds. While no original records were lost in the fire, it was found prudent to have all master records separately housed.



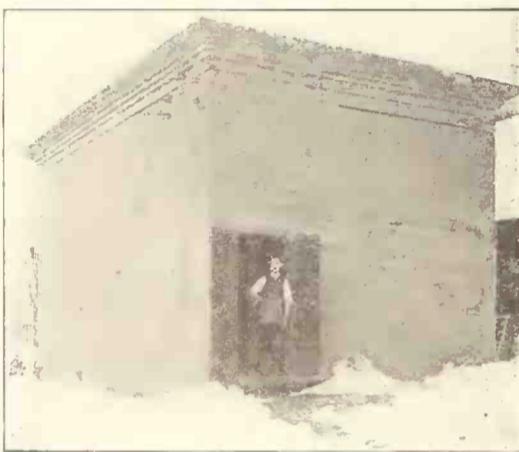
The Edison Diamond Disc Vault.

The odd-looking buildings shown in the illustrations have no windows; they have no chimneys; they have no flag poles; they have no ornamentation. Like two solid huge rocks, they are silent, dark and cold. And yet within they are two of the brightest-lighted, cleanest, best ventilated, evenly warmed buildings in the whole Edison group.

In each building there is just one man—the custodian. His work is to see that the interior is kept as nearly as possible, summer and winter, at a temperature of sixty degrees; that not a particle of dust is allowed to collect; that the ventilation is attended to by means of an electric fan exhaust; but above all, he is to handle most carefully the master records and to see that they are stored away systematically; that a transcript is kept of their number, date of entry, and such other items as are desirable.

To this custodian is entrusted the careful keeping of the original master molds and to him are returned the sub-master molds when the process of manufacture has released them. It takes a man of intelligence, system and reliability to care for

these precious molds. Evidently the two men chosen for this work are well fitted for their tasks. The storage capacity of the disc record vault is 40,000 master molds; the capacity of the Blue Amberol vault is 60,000 molds. Here are en-



The Edison Blue Amberol Vault.

shrined the immortal voices of Edison artists; here are kept the imperishable records of instrumental skill on violin, on harp, on piano—on all musical instruments.

HONORS FOR THE VICTOR CO.

The Victor Talking Machine Co. features in the January issue of its house organ, the "Voice of the Victor," a two-page spread presenting the awards which it received for its products at the Panama-Pacific Exposition. San Francisco, Cal. The arti-

cle accompanying the photograph states that the officials of the exposition awarded twenty-two grand prizes to the Victor—fourteen awards from the Liberal Arts division and eight awards from the Educational division.

The awards from the Liberal Arts division are given for original invention and research, Victor records, school records, Victor talking machines, exclusive world renowned talent for record making, school appliances, design and manufacture of cabinets, tone quality, Victor needles, Victrolas, system of changeable needles, tapering tone arm and "goose neck" sound box tube for conducting sound, musical publications and modifying doors for regulating the volume of sound. The awards from the Educational division were given for American music history, correlation, music and English literature, musical research, musical history, modern languages, dramatics and tone.

The Reynolds Music Co., of Pensacola, Fla., is creating great interest in the Victrola by holding a Story Hour every Wednesday afternoon, at which the children are entertained by the rendition of especially selected records.

Charles Burney and Guy Hedrick, of the Lines Music Co., Springfield, Mo., have been demonstrating the Victrola in Aurora, Mo., with splendid success.

Claude Wheeler, of Columbia, Mo., has sold his jewelry business and is devoting his time to the sales end of the Vitanola Co.'s product.

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

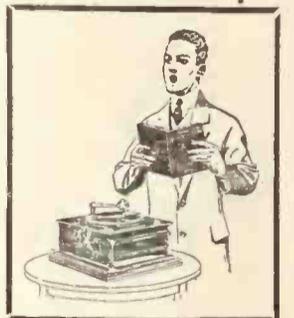
The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

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. It is not a correspondence course but a complete method in itself.

This method increases appreciation of music and means more sales of high-class records and machines. Something more than a side line.

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!!!



SUCCESS

See Page 68

THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York



TONE ARMS, SOUND BOXES, ELBOWS, TONE ARM AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
 Bush Terminal Building 5, 35th Street and 3rd Avenue
 Brooklyn, N. Y.

KANSAS CITY A LIVE TALKING MACHINE TRADE CENTER.

All Dealers Report Splendid Business Outlook—Always "On the Job" in Promotion and Sales-Making Work that is Bringing Results—Many Advertising Novelties Introduced—Wunderlich's Effective Window Display—The News of the Month in Detail.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., February 8.—January, as was to be expected, was not so chock full of talking machine business as the holiday season had been, and the dealers were able to get stock up again in preparation for the resumption of the steady large current of trade. The stocks had indeed been seriously depleted, and a breathing spell was absolutely necessary. It didn't last long, however, for although January was marked by the most severe winter weather of several years, nearly all the dealers report good business for the season.

E. S. Hall, proprietor of the Hall Music Co., 817 Walnut street, is again preparing to consider pianos in trade for Victrolas, having refused such trades during December and January. He had no machines to sell or trade until late in the month. One of his problems is the question of taking players in exchange for talking machines, several prospects for such deals being available. Mr. Hall has recently added a piano department to his establishment, so that he, through modest exploiting of pianos, will be in better shape to move the pianos and players he will receive in exchange for Victrolas. But he is firm in his policy of getting full value for talkers in trade, including some cash.

The talking machine department of the George B. Peck Dry Goods Co. has adopted a striking emblem for use on Victor records. It consists of an arrow-head shaped sticker about three-quarters of an inch long, slightly gilt, on which is embossed the words "Peck's, Kansas City, Mo." It is good publicity.

The branch at Kansas City of the Starr Piano Co., W. E. Rupe, manager, has been made the distributing branch for Middle Western territory for Starr phonographs and records. In preparation for taking on these large additional duties, Mr. Rupe is remodeling the establishment at Elizabeth street and Grand avenue, and has taken practically the entire second floor of the building, doubling the capacity.

Milton G. Dayton has been appointed traveler for the Middle West district, working from the

Kansas City office, for the Starr phonograph. Another addition to Mr. Rupe's force in Kansas City is Miss Edith Guyer, who will have duties in the office.

The Edison Shop at Kansas City has been doing since the first of the year an amount of advertising and promotion work rather unusual for the dull month of January—and it is profitable. There were, of course, many people who became interested in talking machines during the holidays who did not buy, and the shop is leaving no stone unturned to find them and get them to buy Edisons. Concerts are given almost daily.

M. M. Blackman, manager of the Edison house at Kansas City, is taking a trip over the territory to get personally acquainted with the dealers, especially the many new ones who have been appointed during the past year. In January fifteen new agencies were established.

Crosby Bros., Topeka, Kan., one of the finest department stores in Kansas, has taken on the Edison phonograph. The department is placed on the mezzanine floor, near the postal department, and opposite and a few feet from the rest room. This popular rest room will therefore be practically an adjunct of the recital room, the visitors

getting the benefit of the music. Manager Micksell, of the new department, has been with Crosby's for several years. He took a special course in Edisonology at Kansas City with Mr. Blackman before taking charge. The department was established January 15, though the formal opening has not yet been held.

Wunderlich's, at Kansas City, has been using recently one of the most effective window displays observed for some time. The central feature is an arch supported by pillars; across the arch are the words, "Wunderlich's, the House of Records;" suspended from the center is a disc in which are the words, "The Music Center." On one pillar is a circle containing, "Always a complete line of Victor records;" on the other, "Records sent on approval—ask about the plan." Beneath the arch is one of the original Victor machines, with the dog. Victrolas and records, with a few placards mentioning timely selections, and a Grafonola complete the window.

"I thought the scramble for machines would let up after the holidays," said a Victrola dealer in Kansas City. "But it is just as much of a battle as ever to get them. I ought to have received fifty machines, but got only twelve in January, and am again having to put people off who ask for certain models."

A. A. Trostler, manager of the Victrola department at the Schmelzer Arms Co., secretary of the National Association of Talking Machine Jobbers, leaves Kansas City soon for the meeting of the

(Continued on page 56.)

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

"MAGNET" DECALCOMANIE NAMEPLATES

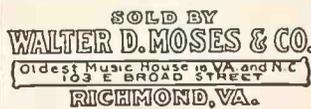


FOR TALKING MACHINE CABINETS ETC.

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



We do NOT retail

See Page 68

TRADE NEWS FROM KANSAS CITY.

(Continued from page 55.)

executive committee of the association, which will be held in New York City February 15 and 16. Mr. Trostler will also be in Atlantic City, where he is going to complete arrangements for the entertainment of the jobbers at their convention to be held soon. Mr. Trostler is chairman of the entertainment committee, and will probably be a busy man about convention time.

W. C. Fuhri, district manager of the Columbia people, was a visitor at the Kansas City office this week. From here he went to Dallas, Tex.

E. A. McMurty, manager of the Columbia Graphophone Co., leaves the middle of the month for a visit to New York City and the factory of the Columbia Co.

Warren H. Haile is the new manager of the retail trade of the Schmelzer Arms Co.'s Victrola department. He was formerly with George H. Wheelock & Co., South Bend, Ind.

M. L. Bardwell, manager of the Household Fair machine department, is very much pleased with the business his firm has done since the opening last September.

Miss Jean Kendrick, in charge of the Grafonola department for the Henley-Waite Music Co., is ill and has been unable to be at her regular place of business for the past three weeks.

Harry B. Bibb, manager of the talking machine department for the Jones Store Co., reports that business there is so good that before much more work is done more space will have to be given to his department. Mr. Bibb has introduced an advertising novelty in the mailing system of the catalog of new records each month. Instead of placing his catalog of new records in an envelope and mailing them out, he has a piece of heavy paper cut so that when folded it gives the appearance of a circular. On one of these sides is the advertisement of special records the Jones store wishes to advertise; on the other side, the name and address of the person to whom the catalog is going is written. This paper is folded around the catalog and mailed out, the address showing on the outer side. This piece of paper is fastened with a clip at the top and is as secure as an envelope. Mr. Bibb's idea is to increase the effectiveness of the advertising as well as to save the price of envelopes. The various record advertisements are changed each month, as is the catalog.

The Victrola department of the G. W. B. Peck Dry Goods Co. entertained recently forty-six boys and girls, pupils in music of Miss Martin, of the seventh grade of the Jefferson school. Miss Martin has been conducting a chorus class in the school, made up of pupils from various classes; the school has the best orchestra in Kansas City of its kind, it is said, and many of the children show marked musical talent. Miss Martin has been giving the chorus class "The Bohemian Girl" and "Il Trovatore," and has gone into more detail with the operas in her seventh grade. The concert with Victrola records was arranged with the co-operation of Manager John F. Ditzell.

The Pathé Meets All Competition

The completeness of the Pathé line enables the dealer to successfully meet the sales arguments of all competing lines.



There is a Pathephone and Pathé disc to suit every patron in your territory. The Pathé disc library is remarkable for its enormous repertoire and excellent quality.

Prosperity is knocking at your door. The Pathé line will give you your share of the promised 1916 profits. We are at your service for further details.

Pathephone Co. of Detroit, Detroit, Mich.
Pathé Distributors

REPORT OF VICTOR ASSOCIATION.

Co-operative Beneficial Association of Victor Employees Proves a Big Success, Due Largely to the Generosity of the Company.

The high degree to which a benevolent association may be developed is indicated in the recent report of the Victor Co-operative Beneficial Association, made up of employes of the Victor Talking Machine Co., Camden, N. J., for the year 1915.

The report indicates that during the year the membership in the association had increased from 5,556 to 6,900 and that the receipts from entrance fees and dues were \$18,807.25, in view of which fact, as per agreement, the Victor Co. contributed a like amount to the fund. The disbursements in sick benefits were \$23,061.86, in death benefits to twenty-three members \$3,450, and in refunds to members \$2,046.99, leaving the substantial balance at the end of the year of \$26,320.32. The administration expenses, amounting to \$3,943.14, were met entirely by the Victor Co., thus leaving the funds of the association intact for benefits. Beginning on January 1, 1916, the death benefits will be increased from \$150 to \$250.

The officers of the association for the new year are: President, E. F. Haines; vice-president, W. H. Nafey; treasurer, G. W. Jagers; secretary, E. K. MacEwan, and visiting secretary, F. A. Sparks.

The excellent record of the association is due largely to the generosity of the Victor Co. in not

only contributing one dollar to the funds for every dollar contributed by a member, but also in meeting all the administration expenses, a substantial item, which during 1915 exceeded by nearly \$500 the total amount paid out in death benefits. The feeling that he will be taken care of when ill and that his family will receive a sum that will at least meet funeral expenses when he dies goes far to make a workman contented, and therefore energetic, which makes the contribution to the fund by the Victor Co. money well invested.

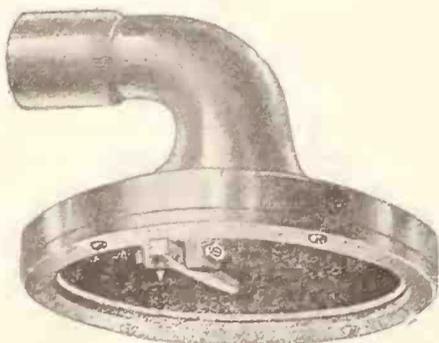
AN INTERESTING LIST OF RECORDS

For the Month of February Issued by Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, has issued its February list of new records in supplement form, and the neat and attractive appearance of the supplement has won the commendation of the Pathé dealers. These supplements will be issued monthly to accompany the new record lists, and they will be printed in very large quantities to meet the needs of the Pathé representatives. The name, number and price of each record is accompanied by an adequate description, which adds materially to the supplement's value.

D. Tauber, who recently became associated with the Triton Phonograph Co., leaves in a few days for Chicago, where he will exhibit the three new models of Triton phonographs.

THE VICSONIA REPRODUCES EDISON DISC RECORDS PERFECTLY



The VICSONIA fits the Victrola, Grafonola, Crescent and Sonora phonographs, with special type for the Aeolian Vocalion.

The VICSONIA with its diamond point and wonderful diaphragm will reproduce every note, sound wave and minute variation as recorded on the marvelous Edison Disc records with all fullness, sweetness and accuracy of tone. Does not wear the records.

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

Instantly and easily attached. A child can do it. No alterations necessary.

Dealers will find the VICSONIA a business builder. General agents wanted.

The VICSONIA retails in the United States for \$7.50 nickel-plated, \$8.50 gold-plated, and in Canada for \$10 nickel, \$12 gold. Liberal discount to dealers.

One VICSONIA, nickel, will be forwarded to any dealer's address in the United States for \$4, or in Canada \$5, cash with order. Every VICSONIA guaranteed perfect or money refunded.

WALTER M. SEYMOUR, SOLE AGENT U. S. and Canada 133 West 129th Street, New York City



EMERSON PHONOGRAPH

RETAIL **\$3.00** PRICE

SOUND REASONS WHY THIS IS THE GREATEST PROPOSITION IN THE PHONOGRAPH WORLD

It is the biggest \$3.00 worth ever offered to the public.

It is NOT a toy but a real practical phonograph with sound reproduction equal to many higher priced machines.

It will play any make disc record without an attachment.

It is a wonderful article for canvassers.

It makes a fine gift for boy or girl.

It meets the demand of millions in moderate circumstances.

It plays a 12-inch disc with one winding.

It will furnish the nucleus for building up a large phonograph business.

It requires no effort to sell. A demonstration and the price do the trick.

It is guaranteed.

FINISH—plain oak—Size 9½"x9½"x12".
Weight—Packed, 8½ lbs., unpacked, 6½ lbs. Can be carried in suit case or special case, \$1.25, wholesale.

Write for prices to trade and jobbers on Emerson Phonographs, Emerson Dime and Quarter (double) Disc Records—Phonograph Needles—Record Albums—Record Repeaters—Sapphire Needles—Carrying Case for Emerson Phonograph and Attachments for playing vertical cut records on other machines.

JOS. W. STERN & CO. SALES CORPORATION

DISTRIBUTORS OF EMERSON PRODUCTS

107 West 38th St., New York City

REASONS FOR SONORA PROGRESS

Set Forth Illuminatingly by President George E. Brightson—Advance Based Distinctly on Values—Quality, Not Cheapness, the Motto.

There has been so much discussion regarding the wonderful strides made by the Sonora Phonograph Corporation, 57 Reade street, New York, of which Geo. E. Brightson is president, that a little "inside" information might be of value to the trade. But, as President Brightson says: "There is no secret of Sonora success. We didn't see how cheap we could create a phonograph for obvious reasons. We worked on the plan of getting the best in every kind of material. Where we could spend some money for an improvement on any one of our styles we spent it. Anyone can take value away from a product, but it requires judgment to increase your manufacturing costs in order that the particular style or styles should come up to what, in our opinion, is the proper standard.

"For example, the designs of Sonora cabinets are distinctive. We have neither imitated, copied nor made the slightest attempt to trade on the property of others. Sonora cabinet designs are original. Their cost of manufacture, including every detail, such as the selection of the woods, workmanship and excellent finish, is perhaps excessive. The feat of Sonora motors playing fifteen records is unique, and every feature and part of Sonora construction is thoroughly built and tested at every step. Such devices as automatic stops that really work, motor meters, spring controls, tone modifiers, etc., have been added without increasing the cost to the purchaser.

"Even in the selection of our representatives we have 'selected' rather than taken the many we could have secured. A quality product cannot be handled well except by a quality organization, and the fact that a house handles the Sonora is considered evidence of its prestige and responsibility. I might go on indefinitely enumerating special features of Sonora manufacturing and distributing, but it is hardly necessary. I will say, however, that the Sonora represents my ideal of a phonograph."

Mr. Brightson did not say, however, that it was through his hard work that most of the Sonora achievements were accomplished, nor did he say that his many years of experience as right hand man to John Claffin, the dry goods king, earned for Mr. Brightson the reputation of being one of the few expert merchandising men of the country.

RECORDS FOR ST. PATRICK'S DAY.

Special Supplement of Records Suitable for Ireland's National Holiday Prepared by the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, sent out this week the following letter of importance to Pathé jobbers and dealers:

"Owing to the problem of changing our record product from records playing from the inside out to our present type of record playing from the outside in, the number and the quantity of back orders that we have on hand, we have decided not to get out a regular March supplement.

"It is our intention to concentrate our facilities on pressing the records that are needed in our regular catalog, and in this way allow us to advance our issue of April records to an earlier date.

"We are, however, getting out a special supplement of the following selections which are suitable for St. Patrick's Day:

- 30073 A—The Distant Shore. Baritone Solo. Alan Turner
- B—The Irish Emigrant. Baritone Solo. Alan Turner
- 30094 A—St. Patrick's March. Imperial Infantry Band
- B—O Canada March. Imperial Infantry Band
- 30106 A—Selection 1. "Irish Melodies." H. M. Scots Guards
- B—Selection 2. "Irish Melodies." H. M. Scots Guards
- 30296 A—The Wearing of the Green. John Meyers
- B—The Bowery Grenadiers. John Meyers
- 20000 A—The Dear Little Shamrock. Tenor Solo. J. C. Doyle
- B—The Green Isle of Erin. Contralto Solo. Carrie Herwin
- 10063 A—Eileen Allannah. Tenor Solo. John Bardsley
- B—I'm Coming Back to Erin and To You. Arthur George

"We will have a special supplement in keeping with these popular Irish melodies."



There are MORE profits in GOOD cabinets than in machines or records. Udell cabinets not only give profits but are a credit to the other furniture in your customers' homes.

Don't waste time on cheap cabinets any more than you would trifle with cheap machines.

Get the Udell proposition right away; remember we've been making GOOD cabinets from the time that cylinder records were a novelty. We know the field and we KNOW that UDELL cabinets are the BEST for you to sell.

Post a postal to-day.

The Udell Works

1205 West 28th Street
Indianapolis, Ind.



No. 403 (Vertical Interior)
For New Victrola IX, only.

Height 34½ in. Width 19¼ in. Depth 22¾ in. Holds 224 Victor records.

Mahogany.
Quartered Oak.
Average weight crated, 85 pounds.
(If horizontal shelving is desired, order No. 1403.)
(When felt interior is desired, ask for No. 403F.)

IMPORTANT NOTICE

Cabinet 403 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX in. It works very easily and makes a splendid outfit. Nothing to get out of order, and you can put the machine in almost as quick as you could set it on a cabinet without rim.



HEARS HER OWN RECORDS.

Marguerite Farrell Visits the Warerooms of A. C. Wilson in Youngstown, O., and Enjoys Hearing the Columbia Records of Her Voice.

(Special to The Talking Machine World.)

YOUNGSTOWN, O., February 8.—When Marguerite Farrell, who is a headliner in vaudeville circles, visited this city recently she spent quite some time in the warerooms of A. C. Wilson, who han-



Miss Farrell Listening to Her Own Voice.

dles the complete line of graphophones and records manufactured by the Columbia Graphophone Co., New York.

Miss Farrell was particularly interested in Columbia product at the time of her visit, as she only recently recorded several selections for the Columbia library, which have proven very successful. Miss Farrell is well known to theatregoers throughout the country, and her voice has been found particularly adaptable for recording purposes.

Mr. Wilson, upon the occasion of Miss Farrell's visit to Youngstown, took advantage of the op-

portunity to call attention to her records, and interested a number of his patrons in the various popular songs she has recorded.

MEET WITH SERIOUS INJURIES.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, was advised this week that the members of the De Koven Opera Company, which recently recorded a large number of records for the Pathé library, had met with serious injuries in a train wreck

near Cherokee, Ala. The train in which the company was riding was derailed, more than thirty being injured, including H. L. Waterous, Sol Solomon and Luigi De Francisco. The latter was the musical director at the recordings in the Pathé laboratory.

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

SOSS
INVISIBLE
HINGES

Preserve the beauty of well designed and finely finished

TALKING MACHINES
MUSIC CABINETS
PIANOS
PLAYER PIANOS AND
BENCHES.

They are made in numerous sizes for these particular purposes.

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

Write to-day for catalogue T.

Write For Further Information

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N.Y.

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 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For 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.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Action of British Government Against "Luxury Imports" Now a Strong Probability—Embargo Would Affect Music Trade—Serious Shortage of Talking Machine Supplies—A Story from Gallipoli—New Record Lists Full of Interest—Death of H. E. Standish—More Rigid Control of Foreign Firms in Sight—The Rollophone Announced—Invicta Co. Announces New "Citizen Record"—Pathophones for Belgian Soldiers—Increase in "His Master's Voice Prices"—General News

(Special to The Talking Machine World.)

LONDON, E. C., February 3.—In recent reports I have more than once hinted at the possibility of an official move in the direction of legislation to curtail if not entirely prohibit the import of articles which do not directly help the nation in its present gigantic struggle. While we are buying abroad so much in the shape of necessities, it is felt that the gold payments thus involved should not be increased by the cost of imported luxury goods. It tends to deplete our reserve of gold and also raise the rate of exchange against us. That is one important aspect of the matter. But perhaps the most important lies in the fact that these imports utilize transport space which can be more profitably requisitioned for the carriage of food-stuff and other articles directly useful in the prosecution of the war. The question has latterly become very serious owing to the growing shortage of ships. England possesses a larger mercantile fleet than any three or four nations together, but with hundreds of thousands of troops to transport, with all the equipment necessary for their maintenance in the field, in addition to admiralty requirements, it can readily be understood that the

loss on the mercantile side demands very close attention. Large as are resources in ships, they must be husbanded and utilized to the best possible advantage in the national interests. Until this is directed by some carefully organized plan, the enormous increase in freight rates will not tend to diminish. Recognizing the importance of this matter, the British Government has under consideration ways and means to best achieve the exclusion of luxury imports, thus releasing many ships and much valuable space for the transport of necessary products. A decision will be arrived at within the near future, and I am inclined to think it will not be altogether favorable to America, Switzerland, Spain and similarly placed neutral countries.

Embargo Would Affect Music Trade.

When the governmental plan for the restriction of luxury imports is in force it might be found to reflect unfavorably upon the talking machine and music industry generally. Gramophone parts—motors, tone arms, sound boxes, etc.—are largely imported from Switzerland. A considerably smaller portion comes from America, which, however, sends us pretty large consignments of piano actions and keys, metal parts, organs and small musical goods. The recently imposed tariff has militated against increased exports from your side, but there is evidence that we are still spending substantial money in America for articles that, in effect, retard rather than assist in the prosecution of the war.

For the time of year, talking machine trade here is fairly good. As to the future one does not care to hazard a guess, for the labor and material shortage is not improving. There is plenty of work, and more, for all the labor obtainable, the output of records, for instance, being only cur-

tailed by the lack of sufficient men to operate the presses.

Shortage of Machine Parts.

On the machine side matters are even worse. Insufficient supplies of parts from abroad, which the few home manufacturers cannot make good, is responsible for much heartburning among traders who have many orders on their books which they are not in a position to execute. The trade is doing its best under very difficult circumstances, and dealers abroad should not get impatient if some little delay occurs in the execution of their orders.

Great Regret Over Colonel Bill's Death.

The British trade has learned, with great regret, of the sudden death of my old chief, Col. Edward Lyman Bill, who counted many friends on this side. We were quite unprepared for such tragic news, and it may be said that it came as a shock to all who knew him. The spoken words of sympathy, earnest and sincere, emphasize the affectionate regard in which Col. Bill was held. Not a few members of the trade recall their all too infrequent meetings with him, speak of his ever-courteous bearing and consideration in all matters, and lay tribute to his valuable work in talking machine trade journalism. Col. Bill's clean yet forceful writings and published works appealed considerably to British gramophone men, who ever expressed their pleasure in the provision and policy of the deceased gentleman's publications. The kindly personality of Col. Bill won the hearts of us all, and we shall keep in warm remembrance and high regard an unselfish life of devotion to the common weal. *Requiescat in pace.*

A Farewell for the Turks.

The story of the evacuation of the Gallipoli (Continued on page 60.)



"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-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cie. 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 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Baloghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.
HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 85, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 32a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.
EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



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 59).

Peninsula throws at least one ray of sunshine upon the dark background which envelops other spheres of action. The Turk, it is pleasing to learn, is a clean fighter. The Australians, who for many months wrestled and fought with him under varying circumstances, testify that the Turk is a good fellow and a straight antagonist. They even went so far as to leave in the abandoned trenches written messages of the kindest farewell. But the crowning testimony of good feeling, says a newspaper correspondent, is the gramophone, which was put in a conspicuous place in the trench on Walker's Ridge, with its disc on and the needle all ready to play "The Turkish Patrol"!

More Rigid Control for Foreign Firms.

Under the cloak of registration, a substantial number of companies whose capital is mainly or wholly of enemy origin have been allowed to continue trading operations in England and her colonies. A goodly number are subject to the direction of Government inspectors, but there is a growing demand that such firms should be more rigidly controlled or altogether suppressed. With this object in view a bill is now before the British Parliament. That it will pass is a foregone conclusion. It will affect the talking machine trade; but more anon.

"His Master's Voice" Panto Program.

Although the art brochure entitled "Supremacy: The Story of 'His Master's Voice,'" which I recently reviewed in these columns, concisely covered the whole field in relation to the superlative merits of the "H. M. V." gramophones and records, the point is again emphasized this month by the supremacy of the company's new record issues covering every phase of music. Titles and artists are in full measure quite exclusive, so that the purchaser of "H. M. V." records naturally feels a just pride in being in a position to entertain friends with an exclusively select program. The present pantomime season offers exceptional scope to rec-

ord manufacturers, and in the issue of a topical list of successes the Gramophone Co. is well to the fore. George Graves, described as the greatest of all gaggers, in company with Miss Billie Carleton, lays under contribution some of the "Watch Your Step" hits; Murray Johnson, "When the Moon Shines Bright on Charlie Chaplin," "Private Michael Cassidy," "Blue Eyes," and several equally good numbers. With the latter song is coupled that especially popular number, "A Little Bit of Heaven," sung by Walter Jeffries. The best from all the pantomimes are on "His Master's Voice" records, and the company's dealers are naturally busy.

Owing to certain rumors in the trade, the Sterno Manufacturing Co., maker of the famous "Compactophone" instrument, desires to state that it is in no way connected with W. H. Reynolds (1915), Ltd., or the late Utility Trading Co.

Pathephones for Belgian Soldiers.

A paragraph in the December Belgian Review says: "Our sovereign (the Queen of Belgium) never forgets our soldiers; their least wishes are the object of her consideration. That is the reason why sixty Pathephones were distributed in the trenches, each instrument being accompanied with fifty records. This should dispel any peevish humor and tend to liven the long, waiting hours." Many letters of thanks have reached Pathé Frères, through whose generosity the instruments and records were available.

Death of H. E. Standish.

At the comparatively early age of fifty-three the death of H. E. Standish, managing director of the firm of Joseph Wallis & Son, Ltd., has caused general regret in music trade circles, where the deceased gentleman was well known for his conspicuous business ability and good fellowship. He had been connected with the firm for some thirty years, and his loss will be keenly felt.

George Wallis, I learn, has now been appointed as managing director of the company.

New Zonophone Co. Records.

Another bumper list of live selling numbers is announced this month by the British Zonophone Co., Ltd. The front cover of the supplement is adorned with a pictorial representation of that well-known composer-vocalist, Nat D. Ayer, whose records have earned great praise from all sections of the public. This month he contributes two records bearing "Watch Your Step" hits—four of the best. "I Like to Dance with the Girls" and "The Harem Song" on No. 1,566, and "That Charlie Chaplin Walk" and "Oh, Man You'd Hang Around" on No. 1,567. Selection Parts I and II of the new revue, "Shell Out" is brilliantly contributed by the Black Diamond Band, while the Peerless Orchestra is represented by "The Only Girl" overture. With the latter No. 1,557 is coupled "When You're Away." "The Only Girl," sung by Harold Wilde, with orchestra. Ernest Pike, Foster Richardson, Florrie Ford, Sidney Coltham and others of like popularity are all represented in this list. An exceptionally pleasing record is No. 1,569, "Auld Robin Gray," and on the reverse "Robin Adair and Mary of Argyle," played by the Misses Elsie and Dorothy Southgate, whose violin and Mustel organ combination seems really to have caught the public fancy mightily. Altogether a splendid list.

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

**Talking Machine
Main Springs**

*Best Prices—Best Quality
Inquiries Solicited*

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 60).

Invicta Co. Issues New Record.

For the introduction of a new record the present does not seem at first sight the most propitious, and it must, therefore, be due to special circumstances that the Invicta Record Co., Ltd., deems it advisable to embark upon a fresh field of commercial endeavor. At present the company confines its activity to "The Guardsman" record, which retails here for fifteen pence. This is certainly excellent value for the money; but, having experienced a strong call for a specially selected list of records, the Invicta people have determined to issue a somewhat superior program on a ten-inch, double-disc at eighteen pence. "The Citizen," as it is christened, will make an early appearance, bearing carefully chosen titles by artists of repute. I am informed that, from the viewpoint of recording, "The Citizen" will represent a standard that may be compared more than favorably with similar-priced discs.

Meanwhile new lists of "The Guardsman" record make an appearance monthly and will so continue. The February supplement contains ten records (twenty titles), comprising some good, up-to-date stuff, mainly vocal. The duets by Messrs. Fanning and Fortune, and by Barrett and Sullivan, call for special commendation. These discs are in good demand, appealing as they do to a very wide public. Dealers on the lookout for a good selling line should ask the Invicta Record Co. for particulars.

Some Winner Advertising.

A smart new advertising idea for the new year is planned by the Winner Record Co., Ltd. It is in the form of sets of playing cards which are to be sold through its dealers at a merely nominal price. The cards are of excellent quality and bear on the back an illustration in colors of the famous Winner trade-mark, similar in design to the label affixed on the center of the records. No better advertisement could surely be devised.

Much on the same lines the Winner people also issue postcards, supplies of which dealers may obtain by applying to the company direct.

New Winner Co. Recordings.

Notwithstanding the heavy demands upon their factory resources, the Winner Record Co. continues to maintain a very high standard of new recordings each month. The January program is a typical example. It contains quite a number of pantomime favorites, as well as a goodly sprinkling of standard music by reputable artists. A glance thereat will reveal to the reader that this company offers a wide choice of good stuff based on known selling costs. Publicity matter, lists, trading terms, etc., may be obtained from the Winner Record Co., Ltd., Willowbrook Grove, Camberwell, London, S.E.

A Strong Advertising Campaign.

The Gramophone Co.'s advertising program embraces a large expenditure covering representation in the chief London and provincial press organs. A good start for 1916 was made, to mention only one instance, by the acquisition early in January of the full front page of London's largest circulated newspaper, the Daily Mail. It was mainly devoted to a selection of the best records by such talent as Tetrassini, Caruso, Melba, Paderewski, Marie Hall, Landon Ronald (New Symphony Orchestra), Cold-

stream Guards, Lauder, Robey and others of like eminence. The point—that of "His Master's Voice" absolute supremacy—in association with such a list was too obvious for argument. This evidence of the company's determination to make a stronger effort than ever for the development of trade must be very welcome to its dealers. Notwithstanding that present sales conditions are very pleasing, progress and more progress is the keynote of the "H. M. V." policy.

Later in the month another Daily Mail front page was taken by the company to advertise Mine. Kirkby Lunn's repertoire of "H. M. V." records in connection with the inauguration of a special Kirkby Lunn week. This sales scheme was further extensively advertised and dealers were supported, as usual, with some splendid publicity matter—window bills, etc. The published list of records embraced some special new recordings of this celebrated operatic contralto, whose name in association with "His Master's Voice" records is sufficient guarantee for the unqualified success of the sales week in question.

New "His Master's Voice" Prices.

As previously announced in these columns, "His Master's Voice" instruments have been increased in price as from January 1, and a new instrument catalog, illustrating the different cabinets, hornless, and exterior horn models, with the new prices, was issued to the trade early in last month.

Rollophone, a New Machine.

Bearing the above typically descriptive name, a new hornless model will shortly make its appearance from the house of W. H. Reynolds (1915), Ltd. In design and general utility the machine embodies some interesting new features. An ingenious automatic arrangement enables the machine to open or close under one action. At the base there is a drawer with holding capacity for about twenty disc records and a separate compartment for needles. Upon opening this drawer the top or lid of the instrument composed of a roll shutter automatically slides back, disclosing the turn-table and arm ready for use. There is a sliding panel at the mouth of the sound chamber, which allows one, in part, to regulate the volume. With its domed top and general good finish, the Rollophone presents a very artistic and substantial appearance. It is put up in oak and will retail at about seventy shillings. Messrs. Reynolds have given us both a unique and powerful instrument in a very compact form, and I have little doubt the reward of their enterprise will be early reaped by a sheaf of good orders. An illustration of the Rollophone is given in the company's advertisement elsewhere in this issue.

Robey Records for Columbia.

The Columbia Co. plays a strong comedy card this month in its announcement of exclusive records by the Prime Minister of Mirth, George Robey. The Columbia presents George Robey this month in a twelve-inch, double-sided record of his current hits—"Where's the Butler" and "What Was There Was Good"—a feast of song and patter in the comedian's richest vein.

A man needs his imagination to help him along.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

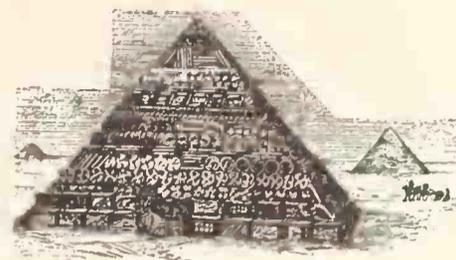
**THE FAMOUS BRITISH-MADE
COLISEUM RECORDS**

(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 artistes 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

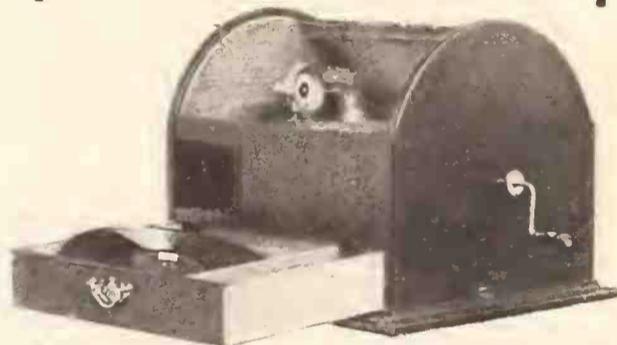
ROLLOPHONE

(Patent Applied For)



Closed.

The Latest and the Most Unique
Hornless Machine on the Market



Opened.

Open or Shut, This Instrument Will
Play Any Make of Needle-
Disc Record

Order Sample Goods To-day

and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of

**Talking Machines, Records,
Accessories and Motors**

45 City Road, London, E.C., ENGLAND



The Columbia recordings of song hits are real hits—hits as songs and hits as sales.



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

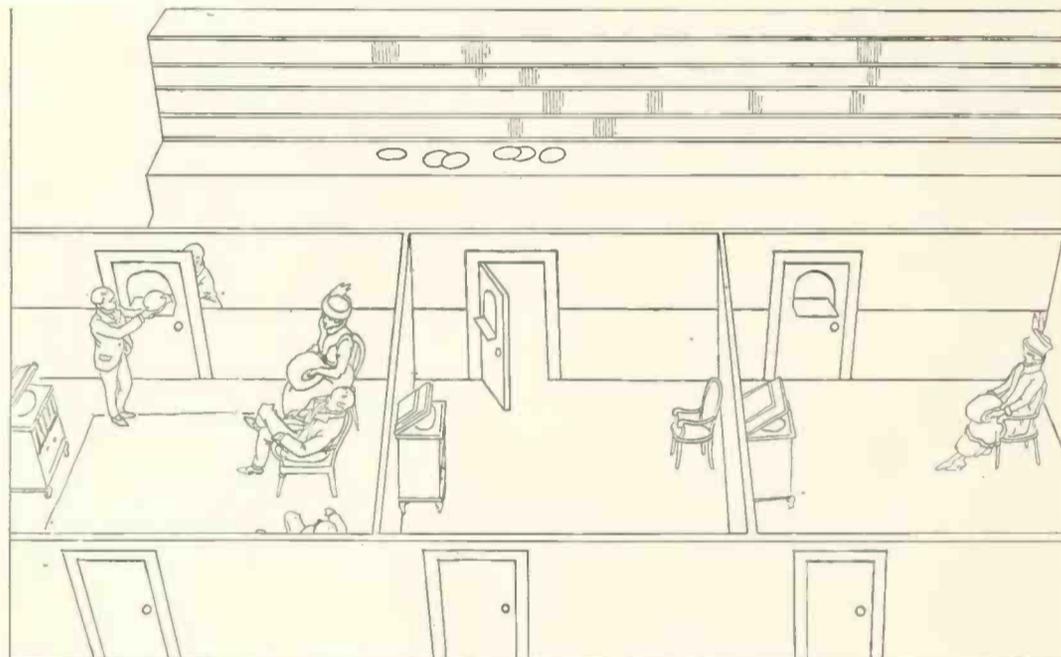
**Columbia Graphophone Company
Woolworth Building, New York**

STOCK-AND-BOOTH FLOOR PLAN

Evolved by the Pennsylvania Talking Machine Co. Has Been Highly Praised.

The Pennsylvania Talking Machine Co., distributors for the Columbia Graphophone Co., Phil-

Record, is as follows: "Stock shelves along wall. Demonstrating booths parallel to shelves. Narrow aisle between. One stock clerk in aisle. Doors connecting booths with stock clerk, soundproof with sliding glass panel. Customer asks through panel for records. Clerk passes in records and closes panels. One clerk can do the job. More



Clever Stock-and-Booth Floor Plan.

adelphia, Pa., recently evolved a very clever stock-and-booth floor plan, which is shown in the accompanying illustration.

The plan in brief, as described in the Columbia

served with better service. Salesmen free for sales work. Space saved. Convenience infinitely increased. Neat, attractive, convenient and inexpensive."

IT PAYS TO ADVERTISE.

A golf enthusiast while traveling in England some time ago had a craving one fine Sunday to play, and hunting up a golf club made arrangements with the caddy master for the use of a set of clubs and the privilege to the links.

The caddy master, after carefully reading the signed card with player's name and address, re-

marked in an inquiring manner: "And where is this place, Philadelphia?" The player answered facetiously: "Philadelphia? That's a little town across the river from Camden, N. J."

The caddy master's face lighted up as though a 500-candlepower light had suddenly been turned on him, and said: "Just across the river from where the Victor talking machines are made. Aye, aye, sir!" Moral—it pays to advertise.

RATES ON PIANOS AND TALKERS.

A proposal has been filed with the Western Classification Committee by E. A. Leveille, freight traffic manager of the National Piano Manufacturers' Association, as follows:

"Pianos and talking machines, mixed carloads, minimum weight 12,000 pounds, second class.

"At present the pianos are charged for at actual weight, subject to a minimum of 10,000 pounds, and the talking machines are charged actual weight at their first class L. C. L. rate.

"Under the proposed item, the rate on the talking machines would be reduced to second class, when shipped with pianos, and their weight included in the minimum of 12,000 pounds, eliminating the minimum on pianos.

"This mixture is not at present permitted in any of the classifications."

PUPILS GIVE VICTROLA TO SCHOOL.

Talking Machine Donated to Public School in Indianapolis by Three Brothers.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 10.—The three oldest sons of George C. Vonnegut presented Public School No. 27, of which they are graduates, with an expensive Victrola, their father presenting a supply of records and needles. This is a precedent which doubtless will be widely copied, as the talking machine is being used more extensively all the time in the institutions of learning here. Several high schools are using talking machines in their foreign language courses.

Competition in its place is all right, and the proper weapon with which to build up business; but retailers should be mindful of the fact that competition means more than the mere cutting of prices. The sort of competition which pays in the long run is of that nature which brings better service, better goods, better value, better management, and earns the good will and continued patronage of the customer without losing profits.

**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

FOLLOW-UP MAILING CARDS

Issued by Pathé Frères Phonograph Co. Are Not Only Artistic but Cleverly Conceived and Should be Prolific in Business Results.

The Pathé Frères Phonograph Co., New York, has just advised its dealers of the completion of a series of follow-up cut-out mailing cards which embody numerous distinctive features, and which constitute an admirable follow-up system for Pathé representatives. H. N. McMenimen, managing director of the Pathé Co., personally spent considerable time in the preparation of this series, and the cards represent the successful consummation of his ideas.

The series consist of six cards, each one of which is separate and distinct from the other. They are entitled "Changing the needle," "Your favorite concert singer," "The Pathé to the heart," "The charm of music," "For perfect dancing" and "The life of the home." The outside of the card presents the famous Pathé trade-mark, the rooster on a disc, with the words "The Pathephone is not an ordinary talking machine. It's a musical instrument." This wording is on the front of all the cards.

When a customer or prospect receives the card it is held in place by two clips, and all that is visible is an artistic colored cut-out picture pertinent to the thought expressed—the dancing card shows a couple dancing, the charm of music presents the "Pied Piper," with children in his wake, etc.

The beauty and distinctiveness of the series lies in the fact that the outside colored illustration gives no clue to the actual contents of the inside. When the clips are removed there is presented an entirely different meaning than the outside of the card would lead one to believe. Instead of the children following the "Pied Piper," the inside of the cut-out portrays the children dancing to the music of a Pathephone. The "Pathé to the heart," instead of being a pretty love scene, as depicted on the outside of the cut-out, reveals itself as a young man in evening clothes listening to a Pathephone. The remainder of the series are equally as ingenious in their conception, and the center pages give an effective discussion of the sales talk presented by the pictures. The series constitutes one of the finest dealer aids which has made its appearance in the trade for quite some time.

Ray Gavin, an employe of the American Graphophone Co., of Bridgeport, admired the various parts used in the construction of the graphophone so much that he took several of the parts home and used them as ornaments. He is now being tried for theft.



Two-thirds of Actual Size of Motor.

WRITE FOR INFORMATION TO OUR NEAREST OFFICE

SHELTON ELECTRIC CO. NEW YORK 30 East 42nd St. CHICAGO 30 East Randolph Street BOSTON 101 Tremont St. SAN FRANCISCO 62 Post St.

FINEST QUALITY

MICA DIAPHRAGMS

Immediate delivery in any quantity

Absolutely Guaranteed

JAMES FRAZEE, 38 Cortlandt Street, NEW YORK

OFF FOR THE PACIFIC COAST.

James P. Bradt, Manager of the Columbia Co., and Geo. P. Metzger, Advertising Counsel, Perfect Plans—Also Visit Canadian Points.

James P. Bradt, sales manager of the Columbia Graphophone Co., New York, is now making a long journey through the West and western Canada, en route to the trade on the Pacific Coast. He will be accompanied most of the way by George P. Metzger, advertising counsel.

The cartoon herewith has many subtle mean-



Messrs. Bradt and Metzger on the Way.

ings, but to those members of the trade who have had occasion to visit the Columbia executive offices the picture of Mr. Bradt handing out enticing cigars brings up memories of similar pleasant occasions.

The Kaiser Drug Co., of Ottawa, Kan., is building a new addition to its present headquarters to accommodate the line of Victrolas for which it has lately taken the agency.

R. A. HAWARD GOES TO TOLEDO.

Manager of Talking Machine Department of C. A. House Music Co. Takes Similar Position with Whitney-Currier Co.

(Special to The Talking Machine World.)

WHEELING, W. VA., February 7.—R. A. Haward, for the past fifteen months the efficient manager of the Victrola department of the C. A. House Music Co., of this city, has resigned. On February 1 he assumed the management of the retail Victor department of the Whitney-Currier Co., of Toledo, O.

Before coming to Wheeling Mr. Haward was with the Musical Instrument Sales Co., in Minneapolis, Minn. During his short stay here he has made a host of friends, who are congratulating him upon his advancement and are wishing him continued success.

HERACO EXCHANGE INCORPORATES.

The Heraco Exchange of West Hoboken, N. J., filed papers of incorporation last week. The concern deals in talking machines, and the incorporated firm will take over the business of an unincorporated company which has been operating under the same name at 615 Spring street, West Hoboken. The new concern has also taken over the business formerly conducted by S. M. Tilton at 610 Bergenline avenue, West New York, and will run it as a branch office. The capitalization is \$10,000, the directors of the corporation being Herman R. Raven, C. Leo Henrichs and Frank H. Gaillard.

DEATH OF LOUIS W. A. WESTEE.

Louis William Alphonse Westee, formerly auditor, secretary and treasurer for Thomas A. Edison, Inc., who lived at 11 Gaston street, West Orange, N. J., died on Thursday night of last week at West Caldwell, N. J. Mr. Westee was born in Brooklyn, June 1, 1865, and at one time served as City Auditor of Orange, N. J.

9682 Sold in January

Sales Will Reach the 20,000 Mark in February—ORDER NOW

SHELTON ELECTRIC MOTOR

Electrifies the leading types of phonographs without even turning a screw. It is simply placed against the turntable.

PRICE \$17.50—Usual Trade Discounts

SHELTON ELECTRIC MOTOR

- 1.—IS ABSOLUTELY NOISELESS.
- 2.—Does not disturb the spring motor; either one may be used as desired.
- 3.—Simply operates the turntable and has no connection whatsoever with the spring motor.
- 4.—Made for any lighting circuit.
- 5.—Is guaranteed in every detail and manufactured by the world's largest electrical manufacturers.

DEALERS WANTED

IN EVERY CITY, TOWN OR VILLAGE TO SELL OUR

HIGH CLASS

“PASSOW”



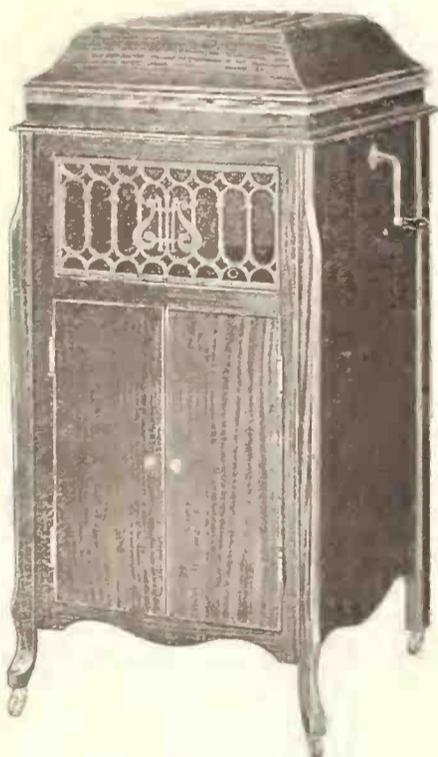
The Phonograph That Plays
All Makes of Records Perfectly

Has no rival for Quality of Tone, Durability of Motors, Practicability of Construction and Beauty of Design and Finish.

The Tone Regulator will play Loud or Soft Tones without closing any doors or shutters.

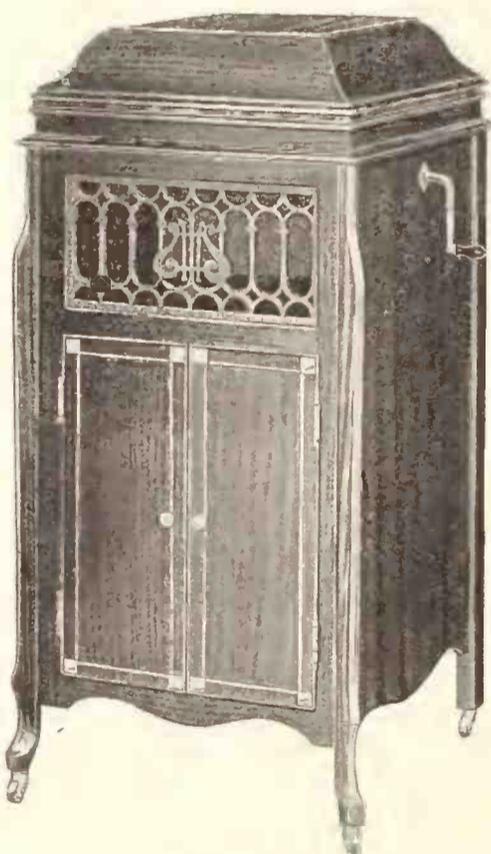
**BIG PROFITS AND DISCOUNTS
TO DEALERS**

No. 110
FOR TONE QUALITY
IT HAS NO RIVAL



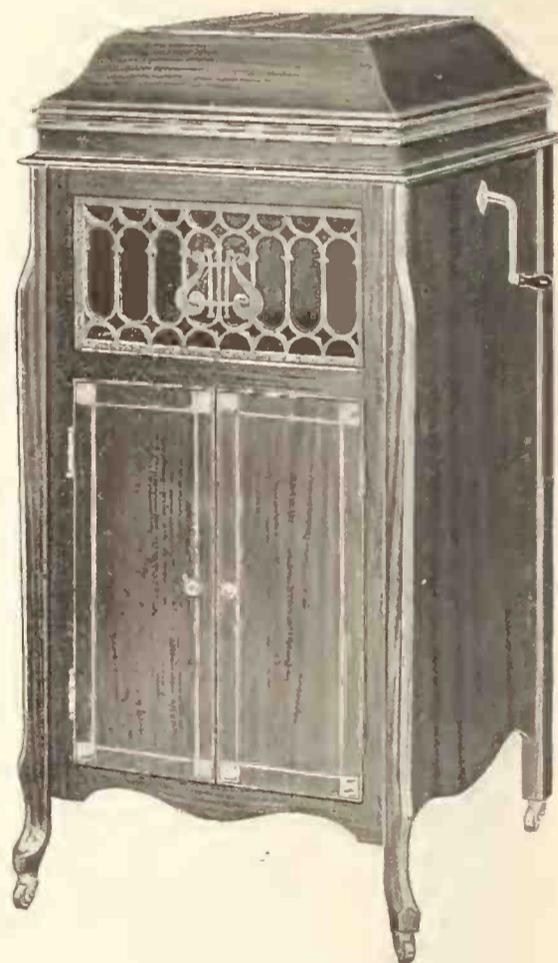
No. 110
List Price, \$75.00

SIZES { 42 in. high
23 in. wide
19 in. deep
12 in. Turntable



No. 111
List Price, \$100.00

SIZES { 44 in. high
24 in. wide
21 in. deep
12 in. Turntable



No. 114
List Price, \$150.00

SIZES { 48 in. high
25 in. wide
23 in. deep
12 in. Turntable

MADE IN GENUINE SELECTED MAHOGANY or QUARTER-SAWED OAK

PASSOW & SONS 832 to 842 Madison St.
CHICAGO

Established 1871

EDUCATIONAL INFLUENCE OF THE TALKING MACHINE

Demonstrated Afresh by the Splendid Work Being Done by the Aeolian Co. in the Development of Its Aeolian-Vocalion Campaign—Some Notable Recitals with Prominent Artists.

In searching for a reason to account for the tremendous advances made by the talking machine in recent years authorities of the industry have almost unanimously ascribed this phenomenal growth to the firm hold which the talking machine has taken in educational and musical circles. The high plane upon which the modern phonograph has been placed is the result of years of consistent



Aeolian-Vocalion, Style K.

effort to place it before the public as a musical instrument of distinction.

A similar condition exists in the player-piano field, and the success of this instrument must be attributed to the splendid development work which was and is still being carried on by a handful of pioneer player manufacturers. One of these companies, the Aeolian Co., is generally credited by the piano industry as doing more for the uplift of the player-piano than any other concern in the field. As the manufacturer of the Pianola, it is conducting advertising campaigns in the magazines and newspapers which have been remarkable for their dignity, refinement and educational character, and at a great expense it has given concerts and recitals free of charge for the benefit of the public.

A firm believer in constructive and progressive methods, it was in line with Aeolian policies and plans that the Aeolian-Vocalion, the company's new phonograph, should be introduced to the trade and the public in a manner similar in its general scope to the introduction of the Pianola. The advertising campaigns in behalf of the Aeolian-Vocalion have been referred to in previous issues of *The World*, but full credit should be given to the excellent work which the Aeolian Co. is doing with this instrument in concert and recital fields.

For several years past the Aeolian Co. has maintained as a regular department of its business a recital division which is under the direction of Gerard Chatfield, a musician of considerable ability. This department has been giving concerts and recitals in Aeolian Hall and before some of the most exclusive clubs and organizations in local territory. Every detail of these concerts is carried out with care and precision, and the character of the music, together with the prominence of the artists appearing, has served to impress thousands of music lovers with the prestige and quality which

stand behind the products of the Aeolian Co.

During the past year the Aeolian-Vocalion has been presented at many of these recitals, and has invariably achieved signal success. In almost every instance members of the audience have been so impressed with its musical qualities that they have requested private demonstrations, commenting upon the fact that the concert had placed the instrument before them in a light which they had not heretofore associated with "mechanical" instruments.

During the course of the various recitals the Aeolian-Vocalion is frequently used as a solo instrument, rendering selections by famous artists, and at other times it is presented as a solo instrument with the Pianola playing the accompaniments to the records. This arrangement has attracted considerable attention from many prominent musicians.

The Aeolian-Vocalion has also been remarkably successful when furnishing the music for the classic dances which are given out-of-doors during the summer season. The instrument is also used for the modern dances presented in the Green Room at Aeolian Hall and to illustrate opera talks by prominent lecturers and readers. Two of the instruments used most frequently at the various recitals are shown herewith.

A fair idea of the character of the Aeolian Co.'s



Aeolian-Vocalion, Art Style R.

of National Jewelers' Association, Aeolian Hall; Country Playhouse, Hastings-on-Hudson, N. Y.; Gedney Farms Hotel, White Plains, N. Y.; Douglaston Country Club, Douglaston, L. I., N. Y.; Asbury Methodist Episcopal Church, Mt. Vernon, N. Y.; Chevalier Eduardo Marzo's lecture, Jersey City, N. J.; Christ Reformed Church, Newark, N. J.; Woodlawn Heights Presbyterian Church, New York; Trinity Methodist Episcopal Church, City Island, N. Y.; Fewsmith Presbyterian Church, Newark, N. J.

BUILT UP A GOOD TRADE.

The Victor Jobbing Business of the Whitney-Currier Co., of Toledo, Doing Well Under Management of C. H. Womeldorff.

(Special to The Talking Machine World.)

TOLEDO, O., February 8.—One of the most attractively arranged and successfully managed Victor jobbing departments in this section is that of the Whitney-Currier Co., which is conducted by Charles H. Womeldorff. Since taking charge last May he has practically built up a rapidly growing clientele and has made a splendid showing in a business way. Mr. Womeldorff is an old Victor man, having traveled Iowa, Missouri, western Pennsylvania, Oklahoma and Arkansas for the

Victor Co. He knows the business from all viewpoints and the needs of the dealers. Much of his success may be attributed to this fact.

INCORPORATED.

The Nolen Accessories Co., which will engage in the manufacture of talking machines, magnetic reproducers and electric contrivances, was incorporated with a capitalization of \$5,000 by L. Rommel, F. Spencer Vickery and J. G. Nolen, of 452 Fort Washington avenue, New York.

The Grandola Phonograph Co., Inc., New York, has been incorporated with capital stock of \$20,000 for the purpose of manufacturing and dealing in talking machines and musical instruments.



for every machine (delivery or ware room)

A complete line of phonograph covers is offered under the B & B trademark, each one being made of the highest quality throughout. Moving covers are made of Khaki and Canvas with heavy felt or cotton padding. Ware-room covers in Rubber, Linen, Canton Flannel and Mackintosh Fabrics.

Protect your cabinets with B & B covers; don't let them get scratched or dust laden. Fresh goods showing the sparkling varnish finish sell FIRST and give you the bigger profits.

We also have a fine line of CABINETS, PIANO BENCHES and other supplies for both talking machine and piano stores. Send for prices.

Bristol & Barber
115 East 14th St. - NEW YORK

B & B COVERS

HONOR THOS. A. EDISON'S BIRTHDAY.

Special Advertising Feature for Dealers—
Special Button Worn—Some Factory News.

To fittingly honor the sixty-ninth birthday of Thomas A. Edison, a set of newspaper and display advertising features were issued to Edison Diamond Disc dealers to be used during the week in which February 11, Mr. Edison's natal day, occurred. These consisted of an attractive combination of hanger and bulletin showing Mr. Edison listening to one of his favorite records on the official laboratory model of the Diamond Disc, with a list of several of the records from which he derives the most pleasure; a hanger on one side of which was an announcement that Mr. Edison's birthday would be honored by a special program, and on the other side an announcement for the birthday itself, extending a general invitation for the public to step in and enjoy the honorary concerts; two advertisements of similar character to this double bulletin and an interview with Mr. Edison for use in newspapers.

An interesting and unique feature of Mr. Edison's birthday was the wearing by every employe of the big Orange plant of a button inscribed "EDISON 69." Mr. Edison himself celebrated the day in his usual manner—delving into the mysteries of some baffling problem in his private laboratory.

That the personal welfare of the several thousand employes of Thomas A. Edison, Inc., Orange, N. J., manufacturers of the Edison Diamond Disc phonograph and Diamond Disc records, is a consideration of the organization is evidenced by the lunch room service for the benefit of employes living at a considerable distance from their work.

On the top floor of the big concrete and steel office building tables have been set up where those who bring their lunch may order a la carte in addition to what they bring, while others have the regular table d'hote served from 12 to 1 o'clock.

An interesting feature of lunch time in the Edison dining room is the Diamond Disc concerts given on Mr. Edison's official laboratory model. In addition, there is a grand piano which employes have the privilege of playing and of which they frequently take advantage.

TIFFANY MOTOR CO.

MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES

75 FULTON ST.

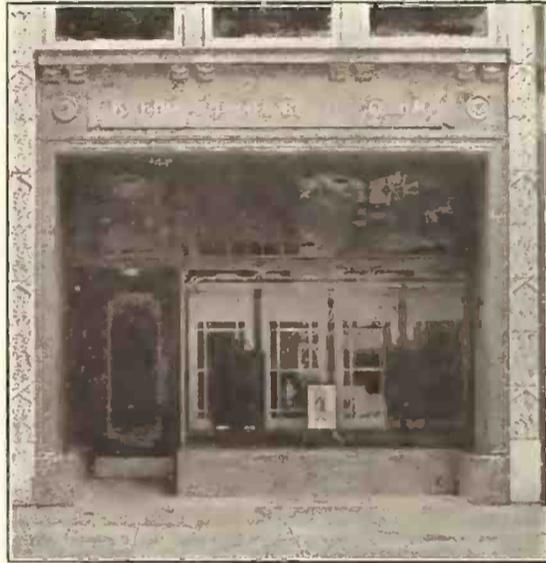
NEW YORK CITY

TRADE NEWS FROM PITTSBURGH.

Opening of the New Quarters of the Buehn Phonograph Co., Inc.—Handsomely Fitted Up—The Windsor Co. Rearranges Store.

(Special to The Talking Machine World.)

PITTSBURGH, PA., February 9.—One of the finest talking machine stores in the city has just been completed and occupied by the Buehn Phonograph Co., Inc., at 513 Wood street. It embodies all the latest improvements in construction and equipment



New Home of the Buehn Phonograph Co.

and contains a number of unique features that make it a very handsome addition to Pittsburgh's large list of attractive shops.

The Buehn Phonograph Co., Inc., was formerly located at 713 Penn avenue, and is the local jobbing house for the Edison line of talking machines. The new location is in the busiest center of the downtown district, offering much better advantages than that of the old quarters. The entire build-

ing of seven large floors was leased for a long term of years and remodeled throughout along lines that make it most adaptable to the purposes of the company. A marble front with spacious display window was installed, and the exterior of the store is both striking and artistic. The main floor is given over to demonstration parlors and is richly and comfortably furnished. The booths are of the Unico sectional type and are five in number. The second floor is being fitted out as a concert room. It will be finished in the near future, and complimentary recitals will be given regularly. The upper floors are used for offices and the display and storage of instruments. A formal opening of the store will be held soon.

The Windsor Music Co., 300 East Sixth avenue, Tarentum, Pa., is installing one of the finest talking machine departments in that section of western Pennsylvania. Five sound-proof demonstration and display booths are now in the course of construction and will be completed within the next few weeks. They are to be furnished throughout in a very handsome manner. T. B. Windsor, head of the company, states that a greater demand upon this Victor department has made it necessary to install adequate facilities for handling the trade.

The Buehn Phonograph Co., Inc., local jobber of the Edison talking machine, gave a very successful tone recital at Carnegie Hall, Pittsburgh, on Friday evening, February 4. A large number of the Edison dealers from throughout the western Pennsylvania territory attended. The artists were Thomas Chalmers, of the Boston Opera Company,



Interior View of Buehn Co.'s New Store.

and Mr. Walsh, who played a violin accompaniment. The recital was under the direction of V. E. B. Fuller, of the Edison laboratory. It was brought out effectively that the Edison phonograph reproduces accurately the human voice as well as the musical instrument. The official laboratory model, Edison C 250, was used. Following the recital a dinner was tendered to the Edison dealers at the Fort Pitt Hotel as guests of the Buehn Phonograph Co.

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
TALKING MACHINES and CABINETS

CHICAGO, ILL. WILLIAMSPORT, PA. GOSHEN, IND.

Williamsport, Pa.

Built Like a Skyscraper
The New Hercules Talking Machine
Retail Price \$10.00

Colonial Mahogany Finish Cabinet with Horizontal Grill. Size: 5 1/2 inches high, 14 inches wide and 14 inches deep, 10 inch Turn Table. Hercules Sound Box, Tone Arm and Hercules Motor. Will play any 12 inch Record with one winding. Guaranteed for 1 year.

Wholesale Price \$4.50
Net Cash F. O. B. N. Y.
Price for sample.....\$5.50
Cash with order.

We now have in stock Double Spring Worm Gear Motors. Also Single Spring Motors. Send for samples.

The Hercules Talking Machine Supply Co., 32 Union Square
New York, N. Y.

PHONE ARMS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph
H O R N S

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

SOSS
INVISIBLE HINGES

BRANCH OFFICES:

- Chicago 160 No. Fifth Ave.
- San Francisco 164 Hansford Bldg.
- Los Angeles 224 Central Bldg.
- Minneapolis 3416 Second Ave., So.
- Detroit David Whitney Bldg.

"Out of sight, ever in mind"

When you fail to see an unsightly hinge protruding you know "Soss" is the answer. Soss Hinges emphasize beautiful wood finishes as there is no projecting metal on either side of the door. Made in numerous sizes.

Illustrated Catalog S mailed on request.

Write For Further Information

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N.Y.

TRADE NEWS OF THE NORTHWEST.

New Grafonola Department of the Emporium at St. Paul a Gem—Handles Columbia Line—Minnesota Phonograph Co.'s Big Edison Business—Foster & Waldo Enlarge Victrola Department—News of the Month.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., February 7.—One of the neatest and one of the largest talking machine marts in the Northwest is the new Grafonola department of the Emporium, the famous St. Paul department store, which was opened December 15. The opening was unheralded by the usual publicity campaign, but proved an instant success. S. A. McLeod, son of one of the Emporium moguls, is the head of the department and has taken over en masse the sales force of the Columbia store in St. Paul, namely, James Mead, Miss Adelaide Moon, William Simpson, late of Toronto, and Clarence Steinbrenner.

In the balcony annex the Emporium has set apart 6,000 square feet for the talking machine department, the space being devoted to a general display room, a small concert hall and four large demonstration rooms. All the furnishings are in mahogany and the general effect is most attractive. At present Manager McLeod handles only the Columbia line, but expects to have a Victor agency by next fall at the latest.

Manager Young, of the St. Paul store, is at the old stand on Sixth street, and is cleaning up the old accounts and pushing the Dictaphone, with which he is having much success.

January's business for the Minnesota Phonograph Co., dealing exclusively in the Edison line, was nearly three times that of the preceding January, says President Laurence Lucker. The country trade is ever widening and the company entertained a large number of country dealers during the big Minneapolis automobile show, one of the big annual shows of the country. F. A. Schleuder opens these days a fine exclusive phonograph shop in the fine little city of Austin, Minn. He will specialize in Edisons.

Foster & Waldo have remodeled one of their floors into a Victrola department. This will give them a main reception room ninety feet in length and fifteen demonstration booths, all the latter having outside frontage. It is about as handily arranged Victrola concern as may be found. Foster & Waldo are pushing the Victrola strongly.

The presence of John McCormack in the Twin Cities at concerts and his active participation in carnival doings greatly stimulated the demand for McCormack records until the dealers are in despair to fill the call from all quarters. Kreisler is due in a week and will give concerts both in Minneapolis and St. Paul.

The Beckwith-O'Neill Co., jobber of the Victor line, has not been able to accumulate a stock and is shipping out goods as fast as they arrive.

The Talking Machine Co., Archie Matheis, general manager, has resumed its attractive series of recitals with the usual success.

Charles A. Gesell, the general Northwestern man for the Victor house, has been in the Twin Cities about ten days looking after the interests of the company.

EDISON DEALER SELLING HELPS.

Thomas A. Edison, Inc., has just issued a new series of dealer selling helps, including a large display hanger of Jacques Urlus, greatest of living Wagnerian tenors, singing with the re-creation of his voice on the Diamond Disc phonograph, one large display hanger showing Mr. Edison listening to his favorite records and giving a list of the records, and two smaller hangers, all artistic examples reflecting the high quality of the Edison product. These were accompanied by the bulletin of records issued in January and intended for use in attractive mahogany frames already supplied dealers, and the latest disc record supplement, which, in addition to the newest records, lists every record issued since the latest record catalog of November, 1915. There was also an exceptionally interesting and valuable issue of the monthly supplement to the retail salesman's sales manual.

COMPLETES FIRST YEAR AS JOBBER.

The G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., has just completed its first year as a Victor distributor, and G. T. Williams, president of the company, is well pleased with the results achieved by the company. In a chat with The World Mr. Williams said:

"We closed a very satisfactory year and are gratified with the situation from all standpoints. We are deeply appreciative of the loyalty that our dealers have shown and the assistance that they have given us which has made these results possible. We are making plans for the new year which will enable us to give our dealers more efficient service than in the past."

The A. B. C. Talking Machine Corp., graphophones and musical instruments, has been incorporated in New York with capital stock of \$10,000 by D. G. Donovan, D. V. Voigt and T. E. Murray, Jr.

FRANK WILSON, OF UTICA, DEAD.

Frank Wilson, confidential secretary and manager of the wholesale and retail departments of the Arthur Ferris Talking Machine Store, in Utica, N. Y., passed away recently after a brief illness. He had been engaged in the talking machine business since his graduation from high school, and had a most promising future. His passing is greatly regretted.

TO MAKE NEW SOUND BOX.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., February 5.—A \$100,000 company has been incorporated in Milwaukee by A. J. Hoffman, J. D. Thomsen and H. E. Ransom to exploit the sale of a new sound box for talking machines, which is intended to soften the tone. The new box is the invention of J. H. Ellis, who perfected a new type of diaphragm some time ago. Mr. Ellis has made many inventions in the telephonic and phonographic field.



No. 58
VICTROLA RECORD CABINET



No. 61
COLUMBIA RECORD CABINET

Herzog

Over 360 employees have a hand in making Herzog Art Furniture. This is a big organization; our plant is extensive in area and modern in equipment. Every corner in manufacturing is clipped; every quality is added, with the resultant combination of Herzog quality that is known from coast to coast.

It is impossible to show the individuality of Herzog cabinets in this advertisement. Won't you help your cabinet profits by letting us send you one of these models?

We have found that some merchants, hearing of the high quality of Herzog cabinets, believed that the prices were high. Prices are popular, giving you a rational profit. And we help you sell cabinets by furnishing gratis high-power selling literature. Herzog cabinets are for every machine.

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.

Ask for Copy Catalog "H"

Herzog Art Furniture Co.
Saginaw, Mich.

THE TRADE IN NEW YORK CITY AND VICINITY

The first month of the new year opened up very well indeed for the local talking machine trade, and all factors of the industry are convinced that 1916 will be the best year in the history of the talking machine trade. Only one provision is made, however, and that is that the factories ship enough goods to enable the dealers to properly develop the business which they have been working on during the past year.

There is at the present time an acute shortage of goods of all types and descriptions. This applies particularly to machines, the record situation having improved materially in the past sixty days. The scarcity of machines comprises even the very low priced models which heretofore have not been included in the general shortage of product. It is almost as difficult to secure a \$50 machine to-day as a \$100 one, and judging from the demands being made upon the dealers the factories will be ob-

liged to materially increase their output in 1916 to cope with the situation.

Factories Shipping More Than Ever.

With all this complaint of scarcity of product, however, there is one phase which must not be overlooked, and that is the fact that the jobbers and the individual dealers are receiving far more machines and records at the present time than they have during any previous period. As one factory representative remarked the other day to a complaining distributor: "You are receiving 50 per cent. more machines right now than you did last year." "That is true," replied the jobber, "but we have orders totaling an increase of 100 per cent. more than last year, so you can realize how small our additional shipments really appear."

Returns from Interesting Trip.

V. W. Moody, sales manager of the New York Talking Machine Co., New York, Victor dis-

tributer, returned the first of the month from a fortnight's trip through Pennsylvania and sections of New York State. Commenting upon general conditions Mr. Moody said: "I failed to find a single Victor dealer on the entire trip who had not closed a larger business in January than in January, 1915, and whose business for 1915 had not been greater than that for any preceding year. I found very gratifying results of the proven theories which we have been expounding and working on. Our basic contention is that invariably the dealer who does the largest record business in a town also does the largest total business of any dealer there, proving that it is impossible to do a really large record business without the machine business following. On the other hand, we have frequently found that the dealer who sold more machines than any of his contemporaries was very often not the largest account of the town, proving thereby that record business does not always follow machine business. The new series of display advertising matter which we have been putting out this season is being generally used and greatly appreciated by Victor dealers, who are well pleased with the original ideas this material embodies." As an example of the work done by Mr. Moody on this trip it is interesting to learn that he went over and arranged the record stocks of several Victor dealers, and in one particular establishment received the cordial thanks of the proprietor for placing the stock in such a condition that even "he" could locate a record without inconvenience. Heretofore one stock clerk was the only man who held the key to this stock layout, and if he was absent for any length of time the other clerks were sadly handicapped. Mr. Moody arranged the stock so that maximum efficiency is now available from every standpoint, and the possibility of overstocking or understocking is practically eliminated.

Closed Record January Business.

"January closed so big that there is no question about the prosperous outlook for the new year," said R. F. Bolton, district manager of the Columbia Graphophone Co., New York, in a chat with *The World*. "As a matter of fact, our sales totals for the month compared very favorably with last December, which is a very unusual comparison to make. There has been a very substantial increase in record business the past few months, and in machines the higher priced models continue to be in greater demand. The electric models are going big, and show the influence of the advertising campaign which we are using in the newspapers. There is an active demand for good, standard concert records, and the dance and popular selections are selling as consistently as ever. Judging from the number of advance orders already received for July and August deliveries in anticipation of fall requirements, it looks as though the dealers are making plans ahead to safeguard their stocks for the fall season. A number of dealers have placed such orders in the last few weeks and practically all of our dealers indicate their intentions of placing orders for their fall needs in the near future. Our company is making plans to take care of this demand by increasing its output during the early part of this year in anticipation of this class of orders."

Inaugurate Artist Recitals.

The Phonograph Corporation of Manhattan, Edison Diamond Disc distributor, which conducts the Edison Shop, 473 Fifth avenue, inaugurated last month the first of its 1916 series of concerts, at which various artists recording for the Edison Diamond Disc library are featured in conjunction with their records. Miss Helen Clarke, a popular contralto, appeared as the soloist at last month's recital, singing in unison with her Diamond Disc records. The recital was a pleasing success and was attended by an enthusiastic assemblage of music lovers. Miss Elizabeth Spencer, who is one of the most popular artists in the Edison Diamond

(Continued on page 70.)

Success

You are successful, of course.
Every Victor Dealer is successful.

But, the measure of your success
depends upon your preparedness to
supply the needs of your patrons and
to instantly gratify their desires.

That means a study of your
record stock and increasing it where
necessary.

Do you know the weak points?

We have served the dealer for
over 82 years and will be glad to
help you if we may.

Write us to day.



C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Distributors to the
Dealer Only

351-353 FOURTH AVE., NEW YORK

WE DO NOT RETAIL

THREE NEW SONGS
OF MERIT



DON'T BITE
THE HAND THAT'S
FEEDING YOU

COME BACK HOME
TO OLD KENTUCKY

SHADOWLAND



"Songs of Praise"

Record No. 35519

New Records for Lovers of Good Music

"Humoresque" (Dvorak) Vocal Trio
(Go to Sleep, My Dusky Robe) Kline-Raker-Dunlap.

Toreador Song from Carmen
Werrenath with Chorus.

The Slumber Boat Christine Miller

"Stop, Look and Listen" Selections

Hear this
Wonderful
Ballad

**WHAT A
WONDERFUL
MOTHER YOU'D BE**



VICTOR
RECORD
No. 17953

EM



TWO RECORDS
THAT SHOULD BE
IN EVERY HOME

THE WALTZ
WE LOVE

MAVOURNEEN
ROAMIN'

We'll play it



UNDERNEATH
THE STARS

Two Good Popular Records

**AN OLD FASHIONED
GARDEN IN
VIRGINIA**

**LOADING UP THE
MANDY LEE**

You're Invited to hear them.

Order From Us—and Get More Than Merchandise

THESE illustrations are typical of our monthly service on new records—one of many things done to improve the business of our dealers. Five display cards 14x22 inches.

Dealers anywhere in the United States are welcome to the service. Write for it.

Something done—is that difference between a good Dealer or Distributor and a bad one.

Efficiency—in a Dealer or a Distributor—is measured finally by the degree of their success.

*Dealers' Patronage is Handed Back to Them
by Us on the Silver Platter of Efficiency Service*

**New York Talking
Machine Company**
119 West 40th Street
NEW YORK, N. Y.

TRADE IN NEW YORK AND VICINITY.

(Continued from page 68.)

Disc catalog, will appear at the Edison Shop very shortly to sing in conjunction with her records. January sales at the Edison Shop showed a substantial increase over last year, the new \$250 Chippendale model being a prime favorite.

Pleased with Victor-Macy Decision.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, referring to general conditions said: "The demand for Victor products the past month was very satisfactory, but we were unable to show in actual sales the totals we had expected to, owing to our inability to get satisfactory shipments. We may make up a good deal of this in February, and certainly are in a position to close a banner business if we can get enough goods. The decision in favor of the Victor Co. against R. H. Macy & Co. has had a wonderfully stimulating effect upon the Victor dealers, and inspired in them a general confidence that they will be able to receive the protection which they are entitled to as against unfair competition. The situation also appears to me as one that will not be subject to any material change, at least for some time, if at all. I am firmly convinced that the Victor Co. will be able to sustain its position to the extent of continuing its business on the basis of uniform prices. If general business conditions throughout the country keep up as they are, and we do not get involved in the world conflict, the business the Victor trade will do this year will, by comparison, make it appear as though they had not been doing business in the past."

Planning to Open New Store.

Columbia dealers the past month have been very active in other ways besides closing a phenomenal January business. Several of these dealers have arranged to open new stores, as the success which they achieved in 1915 was so gratifying and impressive that they became fully convinced that a second store would be equally as profitable. One of these concerns is Boehm Bros., which conducts

a very successful Columbia store on Pitkin avenue, Brooklyn, N. Y., where it handles the Columbia line in an aggressive, wide-awake manner. This house is now arranging to open a very attractive store at 235 Utica avenue, Brooklyn, N. Y. This store will be opened about the first of next month, and the Columbia line will be handled exclusively.

High-Priced Machines Popular.

"January proved a very satisfactory month and our sales were ahead of expectations," said G. F. Baldelli, of the Pathé Shop, 187 Fifth avenue, which handles the products of the Pathé Frères Phonograph Co. exclusively. "The \$200 Pathephone is still our best seller, and we have found it somewhat difficult to secure a sufficiently adequate stock of this model. We have just received a few \$100 Pathephones in a mission finish, which is meeting with a ready sale. Pathé disc business has been unusually good, and the records which we are now receiving from the factory are meeting with hearty praise from critical music lovers." The Pathé Shop recently displayed a very attractive show window featuring the Pathé records made by Mme. Marthe Chenal, who is internationally prominent in musical circles. Mme. Chenal has made several Pathé records which are achieving wide success.

Monthly Sales Dinners.

Max Landay, of Landay Bros., Victor distributors, in a chat with The World, stated that January was one of the best months in the history of this very successful institution. Landay Bros. recently introduced a plan whereby all the members of the sales staff gather together monthly at an informal dinner where they discuss plans and policies for the future. This modern idea is serving to greatly increase the efficiency of every individual member of the Landay staff and makes the force as a whole representative of the highest ideals in Victor retail merchandising.

Location Aids Trade.

The Sonora Phonograph Corp.'s very artistic warerooms at 665 Fifth avenue, New York, are proving a Mecca for the many people who are

becoming interested in the Sonora product. This store is closing an excellent business, and its location in the heart of the uptown shopping district is proving a material factor in the success which it is achieving.

VISITING THE PACIFIC COAST.

J. E. Kelley, Sales Manager of the Shelton Electric Co., Calling on the Trade in the Southwest and Pacific Coast Points.

J. E. Kelley, sales manager of the Shelton Electric Co., New York, manufacturer of the Shelton



J. E. Kelley.

electric phonograph motor, is now en route to the Coast. Mr. Kelley will visit the talking machine trade in all sections of the South and West, and will spend quite some time in the Far West. In all probability he will be away about four months, during which time he will concentrate on extending co-operation and service to the talking machine dealers in developing their Shelton electric motor business.

Mr. Kelley has been associated with the Shelton Electric Co. for the past ten years and is thoroughly versed in all phases of modern salesmanship. Since the introduction of the Shelton electric motor a few months ago he has made a careful study of its mechanical and sales possibilities, and his thorough knowledge of the motor has been an important factor in the success he has achieved in local territory. For the past few months Mr. Kelley has been calling on the trade in the East, and has received large orders for the Shelton electric motor. Incidentally he won first prize in a contest held by the company last month for the largest single order for Shelton electric motors, Mr. Kelley's order for 1,200 motors from one dealer being sufficient to win him the coveted honor.

Before leaving for the Coast Mr. Kelley in an interview with The Talking Machine World said: "Wherever I have visited, the talking machine dealers are greatly impressed with the many distinctive features of the Shelton motor. They are well pleased with the fact that it does not disturb the spring motor in any way, and also that it does not require even the turning of a screw to be placed in operation, being simply placed against the turntable. A number of the dealers and repairmen have expressed doubt that a motor of such extreme simplicity could do all that is claimed for it, but a demonstration has changed them from doubters to enthusiasts."

INCREASES VICTOR DISPLAY ROOMS.

(Special to The Talking Machine World.)

WILKES-BARRE, PA., February 8.—Landau's Music & Jewelry Store, 70 South Main street, which handles Victor machines and records, has just constructed six new demonstrating rooms, making nine in all, in order to take care of its fast growing Victor trade. The concern has also put into service a very attractive motor truck which has the world-famous Victor trade-mark prominently displayed. This truck is attracting considerable attention because of its generally artistic design.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR
AND SALES CORPORATION

ANDREW H. DODIN, President

25 East 14th Street

New York

TELEPHONE, STUYVESANT 292

Did You Lose That Record Sale?

☞ Your customers frequently overlook the number of times you have filled their record orders complete; but remember with annoyance the instances when they were unable to secure one or more favorite records.

☞ It is to your profit and advantage to place your record orders with judgment and precision. Haphazard ordering means annoyance, loss of money and loss of patronage.

☞ Join forces with a Victor distributor who has made a study of the Victor record situation, and is prepared to assist you develop this important division of your business.

☞ Every member of this organization has qualified to serve as a Victor dealer; not merely a traveling representative. They are all willing to assist and co-operate with the Victor retail fraternity, and place their experience at your disposal.

May we not receive a trial order?

G. T. Williams Co., Victor Wholesale Exclusively 217 Duffield St., Brooklyn, N. Y.



The profit on Columbia Grafonolas and Columbia Double-Disc Records is music enough for any dealer.



(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

TALKING MACHINE MEN MEET.

At First Gathering of New Year Dealers Indorse the Stevens-Ayres Bill for Price Maintenance—New Committees Appointed—Praise Victor Policy of Helping the Dealer.

The Talking Machine Men, the organization of talking machine dealers of New York and vicinity, held their first meeting of the year in the assembly room of the Merchants' Association, in the Woolworth Building, on Wednesday evening, January 26, with an attendance of old and new members that was very gratifying. John E. Hunt, president of the association, presided, and outlined some interesting plans for the future.

During the course of the meeting there was a live discussion of the new Stevens-Ayres Bill for the maintenance of prices on trade-marked articles, and it was decided that each of the dealers send a personal letter to his Congressman in support of the measure, and that the Talking Machine Men, as an organization, express their sentiments in favor of the bill in a letter to E. C. Rauth, secretary of the National Association of Talking Machine Jobbers. The association adopted suitable resolutions in memory of Edward Lyman Bill, editor of The Music Trade Review and Talking Machine World, an honorary member of the Talking Machine Men, and J. H. Dodin, of the talking machine department of Gimbel Bros.

During the meeting a resolution was adopted strongly commending the stand of the Victor Co. for price maintenance and the extensive advertising campaigns and sales helps of that company for the benefit of the dealer.

The following members were appointed on the executive committee of the Talking Machine Men to lay plans for future meetings and look after the financial affairs of the organization: J. Y. Shepard, M. W. Gibbons, Meyer Goransky and Henry Mielke. Associate members of the executive committee: J. T. Coughlan, W. Isaacs, A. Galuchie, Otto Goldsmith, H. Jaffee and M. Streamer. An auditing committee was also appointed, consisting of J. T. Coughlan, M. W. Gibbons and Sol Lazarus.

The next meeting of the Talking Machine Men will be held in the rooms of the Merchants' Association on Wednesday afternoon, February 16.

TO HANDLE TALKING MACHINES.

(Special to The Talking Machine World.)

OLYMPIA, WASH., January 17.—The firm of E. E. Taylor & Co. has discontinued handling pianos and the large stock on hand was disposed of at a special sale held last week. The firm has been in the piano business for the past twenty-five years. The talking machine and small goods line carried by the house will be enlarged and the business will be continued in these instruments.

The Hercules Talking Machine Co., Inc., has been chartered under the laws of New York to enter into the manufacture of motor horns, talking machines, musical instruments, etc. The capital stock of the company is \$5,000 and the incorporators are: J. Grossbard, R. and L. M. Scheur.

JOHN McCORMACK AND C. G. CHILD PHOTOGRAPHED.

The accompanying illustration presents two men whose activities in connection with the production of Victor records have contributed materially to the wonderful success of the Victor record library.

John McCormack, the celebrated tenor, who is standing on the upper step, needs no introduction to either the trade or the general public, as his many Victor records have achieved popularity the world over, and have reached sales totals that are almost unbelievable to the average layman.

C. G. Child, manager of the Victor recording laboratories, who is accompanying Mr. McCormack, is not so well known to the general Victor trade, and the public has probably never heard of him. At the same time, however, he has been a very important factor in the remarkable growth of the Victor business and is recognized as one of the world's leading authorities on record manufacture and an expert judge of what is most suitable in music and how it will probably appeal to the public.

The photograph shown herewith was taken last month on the steps of the Victor Lunch Club, subsequent to one of Mr. McCormack's frequent



Messrs. McCormack and Child "Snapped" in Front of Victor Lunch Club.

visits to the Victor recording laboratory in connection with the making of several new Victor records.



Why The PATHÉ!

The Pathé proposition affords progressive dealers an opportunity to secure both machine and record trade.

The Pathé Line is Complete

There is a Pathephone and Pathé disc for every class of prospect.

The Pathé franchise is a valuable one, for it means real profits.

Be the first in your territory to cash in on this world famous trade-mark.

Write for Dealer Facts

The Southern Pathé Phonograph Co.

SOUTHERN DISTRIBUTORS

426 Elm Street - - Cincinnati, O.



REFERENDUM ON RESALE PRICES.

Members of Special Committee on Price Maintenance, Reporting to the U. S. Chamber of Commerce, Ask That Referendum Be Taken on the Question of Governmental Legislation Enabling Manufacturers to Fix Prices.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 7.—The board of directors of the Chamber of Commerce of the United States has voted that the report of a special committee of the National Chamber on the maintenance of resale prices shall be submitted to referendum. The committee had reported to the board that it was not able to present a unanimous report. Its chairman is Paul T. Cherington, a professor in the Harvard Graduate School of Business Administration.

A majority recommendation favoring legislation permitting price maintenance was signed by seven of the ten committeemen, two of them, however, modifying their assent by filing a supplementary report. With the majority report came the comment that a National Chamber committee had rendered a report last February favorable to the principles of price maintenance and the majority members saw no reason in any way to modify the conclusions arrived at and given to the chamber at that time, the committee reporting then that it was convinced that legislation permitting the maintenance of resale prices, under proper restrictions on identified merchandise, for voluntary purchase, made and sold under competitive conditions, would be to the best interest of the producer, the distributor and of the purchasing public, or consumer.

The supplementary report signed by two members, who also signed the majority report, recommended that injurious price cutting be included within the scope of the jurisdiction of the Federal Trade Commission over unfair methods of competition.

The supplementary report proposes to insert in Section 5 of the Federal Trade Commission Act in statutory language provisions which will have the following effect:

In regard to products that are identified in their sale to the public by name, brand, or trade-mark—and that are made and sold under competitive conditions: No merchant, firm, or corporation shall offer such articles for sale at a price other than that stipulated by the producer for the original sale of the articles at retail (provided the producer has given due notice of such price to the retailer by mark upon the article or otherwise); with the purpose or effect of (a) Making it unprofitable for other retailers to handle said articles. (b) Promoting the sale of a substitute or imitation. (c) Attracting trade away from competitors, where the result is to injure the reputation of said articles or the good-will of their producers or materially to impair the general distribution of said articles.

While the work of the committee has been confined in its instructions to identified merchandise, it

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.

believes that the principle involved in this recommendation is capable of extension to a much wider field and that the predatory cutting of prices on merchandise in general has been and is a favorite method of oppression on the part of unfair business to destroy small competitors and local producers and that legislation could very properly define such practices as an unfair method of competition.

HAS BUILT UP A STRONG BUSINESS.

The Achievements of the Southern Pathé Phonograph Co. of St. Louis Most Marked—
The Aggressiveness and Ability of President Harry C. Meek Well Demonstrated.

(Special to The Talking Machine World.)

CINCINNATI, O., February 8.—One of the younger members of the local talking machine fraternity which has achieved remarkable success in the comparatively short while it has been in business is the Southern Pathé Phonograph Co., 426 Elm street, which is the Southern distributor for the products of the Pathé Frères Phonograph Co., New York.

Although this concern only started its activities a little more than a year ago, it has already secured an extensive clientele and is constantly increasing it by the addition of some of the most successful and prominent houses in the local retail trade.

It is only fair to ascribe a considerable measure of the company's success to the aggressiveness,

energy and all-around ability of Harry C. Meek, president and general manager of the company. Mr. Meek is a "hustler" in every sense of the word, and is an enthusiastic admirer of the Pathé products.

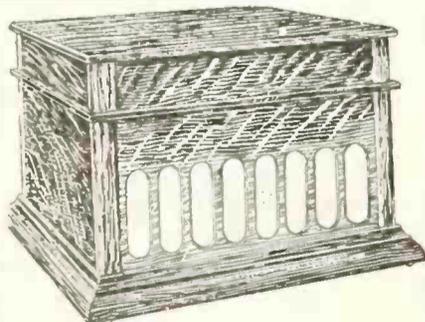
Mr. Meek's experience in the talking machine field dates back some eleven years, when he joined the forces of the Rudolph Wurlitzer Co., Cincinnati, O. Subsequent to that he traveled for a piano house, and was later appointed manager of the talking machine department of the P. A. Starck Piano Co., Chicago, Ill., leaving there to take charge of the George P. Bent Co.'s talking machine business.

When Marshall Field & Co. embarked in the talking machine field Mr. Meek was appointed sales manager, resigning from this connection to organize the Southern Pathé Phonograph Co., which was incorporated with \$50,000 capital stock.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!



H. C. Meek.



\$15.00

to

\$200.00

Rich Cabinet Work, Built
To Suit the Most
Fastidious

"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

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

STOCK SHORTAGE IN CINCINNATI.

Both Machine and Record Demand Exceeding Supply, Even After Holidays—John McCormack Concert a Huge Success—Knabe-Crystola Proving Popular—New Concerns Entering the Talking Machine Field.

(Special to The Talking Machine World.)

CINCINNATI, O., February 7.—One fact was uppermost in the minds of the talking machine merchants in the Cincinnati territory with the close of January, and that was the factories had not caught up with the demands of the market. There is a general shortage of machines of the more established type, which fact is most felt by the retailers.

Cincinnatians last month had an opportunity to hear John McCormack, a Victor favorite, and the audience at the music hall, for an entertainment of the kind, established a new record. The huge auditorium was filled and some 400 persons occupied the stage. This was, it is believed, the first instance in this part of the country of a demonstration of the kind, and talking machine people are of the opinion that it was solely due to McCormack's popularity, same being gained through his records. McCormack was really the talk of the town for days.

Mr. Byars, manager of the Vocalian department of the Aeolian Co., reports an exceptionally good month for January. The sale of the larger instruments was especially good. He also reports that several good wholesale deals were closed and in every instance the initial order called for the higher priced instruments and few low priced one. These facts are convincing, in his opinion, that there is a growing demand for the higher priced talking machines.

D. Heidenheimer has opened an office in the Perin Building for the distribution of phonographs. Manager Dittrich, of the Rudolph Wurlitzer Co., said this morning:

"The heavy holiday business undoubtedly had some effect on the record trade in January, but a great deal of the demand can be traced directly to the fact that McCormack and Mischa Elman visited us this month; also, the grand opera season through which we have just passed awakened the interest of thousands of Victrola owners in the Red Seal catalog.

"The greatest problem of the month was how to handle the tremendous crowd of record buyers, and also how to satisfy the many machine buyers when the shortage existed on practically all styles of Victrolas. We increased our help very materially, in fact, devoting two floors of the Wurlitzer Building to record selling, we were able to give the usual 'Wurlitzer service' even under these extraordinary conditions.

"Wholesale trade was extremely active. It is reasonable to expect that the demand for records is universal, and that dealers are quick to take advantage of conditions such as now exist. We are doubling our floor space devoted to wholesale record stock, and all orders are going forward promptly as quickly as they are received."

When asked the same old question, "How is business?" Manager Whelen, of the local store of the Columbia Graphophone Co., said: "Good, exceptionally good, but our totals would be much higher if we could supply the entire demand. However, the factory is rushing out orders now and we expect to be on our feet in a short time and be able to ship all orders on demand." He further stated: "Instead of there being a decrease in the demand

since the holidays, it seems to be getting greater, and all indications point to the greatest talking machine year the industry has ever known."

S. H. Nichols, district manager of the Columbia Graphophone Co., and James P. Bradt, general sales manager, visited the Cincinnati store during the latter part of the month on a general trip through the territory.

C. P. Herdman, assistant manager of the local Columbia store, stated that "inasmuch as there were quite a few Columbia artists among the grand opera stars who sang here the past month, there was quite an increase in Symphony record sales."

The Knabe Bros. Co.'s Knabe Crystola department is rushed these days supplying the demand for this new instrument, all of which comes from outside of Cincinnati. No effort has been made as yet to properly introduce the machine in the local territory, William Knabe yesterday stating that this market was right at home and could easily be reached at the proper time.

The Playola Talking Machine Co., of Cleveland, with a capitalization of \$25,000, was incorporated last week by H. O. Mierks, O. O. Vrooman, H. A. Beckett, George E. Bradbury and J. E. Splittdorf.

NEW CABINET STYLE READY.

Schloss Bros. Announce New Model to Fit New Victrola IX—Rise in Prices Announced to Become Effective on March 1.

Schloss Bros., the talking machine cabinet specialists, of 637 West Fifty-fifth street, New York, announce that a new style of cabinet designed to fit and match the latest model Victrola IX is now in preparation, and the first of them will be ready for delivery about February 15. The new style will be finished in the usual Schloss Bros. style, both in cabinet work and metal accessories.

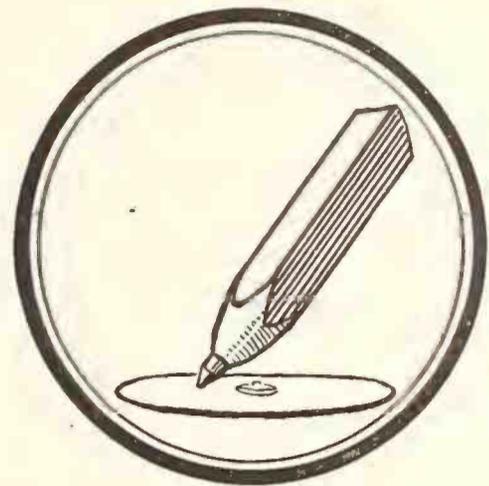
Schloss Bros. also announce an increase in prices for all styles of their cabinets, to become effective on March 1. The increase has been made necessary from the fact that there have been great advances in the cost of cabinet supplies, including the wood, metal parts, stains and other finishing materials. Edwin G. Schloss, in speaking of the price increase, stated: "There is nothing arbitrary in our action, but we have been forced to take it owing to the increased cost in the manufacture of our cabinets. We have been very successful in building up our business through offering quality and cabinets at a fair price. I feel that the trade would rather have that quality maintained at a slightly increased cost than to have the work shirked in order to maintain the old figures."

A VISITOR FROM CANADA.

A. Heller, president of the Canadian Talking Machine Co., Montreal, Canada, was a recent visitor to New York for the purpose of securing supplies and accessories to manufacture talking machines in Canada. The company plans to market a line of machines retailing at \$5 to \$20.

The firm of Daniel R. Weed & Son has leased a new store on Bank Square, Fishkill-on-the-Hudson, N. Y., and will carry a complete line of the smaller musical instruments, besides featuring the Victrola and Victor records.

H. Reifenberg & Sons, of Carlinville, Ill., recently added the Columbia line of talking machines.



**Retails
for \$1.00**

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

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

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

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

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

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

Sonora Phonograph Corporation

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

GEO. E. BRIGHTSON, President,

57 Reade Street - NEW YORK

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 only change in Columbia dealers' profits during the last month has been an improvement.



(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

INDIANAPOLIS TRADE SHOWS NO SIGNS OF DECREASE.

Columbia Monthly Business Increases 25 Per Cent.—Edison Tone Test at the Claypool—Pathé Agency Ready for Business March 1—Good Vocalion Advertising—Recent cent Floods Hindered Trade to an Extent—Story Told by a Stewart Traveler.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 2.—The talking machine men are keeping up the strenuous pace that started at the beginning of the holiday season. The records made in January were surprising to the dealers themselves, as they naturally expected business to slow down a great deal. All of the dealers have kept up their newspaper advertising, and this has aided in stirring up business.

It is in the sale of records that the dealers have "caught" a large number of customers. Women who buy records often are accompanied by friends who do not possess machines. A live salesman on the job can easily work up enthusiasm, and with the aid of the owner of a machine can convince the woman without one that now is the time to buy. And the women who received the machines as Christmas gifts are at this time of the year the most enthusiastic "pluggers" a salesman can find.

A. W. Roos, manager of the Columbia Graphophone Co.'s store, says that the January record has been surpassed in the last two years by only two months, and these were the Decembers. There was a large increase in all branches for this January as compared with January a year ago. Mr. Roos said this increase would average more than 25 per cent. The sale of records was exceedingly large.

Mr. Roos took a trip last week to St. Louis, Mo., on personal business. T. A. Lowrie, traveling auditor of the Columbia Co., was at the local branch last week.

Arch H. Olds, manager of the Edison Shop, reports that the recent tone test demonstration of the Edison machine by Elizabeth Spencer, soprano, at the Claypool Hotel, has proved a big success from a business standpoint. The 1,200 persons attending the concert were filled with praise for the Edison machine. When the lights were turned off the audience was led to believe that Elizabeth Spencer was singing, and was then startled by learning that the singer had left the stage in the darkness and that the machine was doing the singing; it caused a sensation.

Mr. Olds is now planning to arrange for a tone test demonstration with some of the local singers. He said the test at the Claypool was responsible in bringing a large number of Edison prospects to dealers throughout the State.

The daily concerts being given in the concert hall at the Edison Shop are growing in popularity. About 1,500 persons attended these concerts during the week. January sales were large.

Tobin Bros., who have the State agency for the distribution of the Pathé phonographs, have

been delayed in getting into their store, which they will soon open at 10 East Washington street. They expect to be ready by the first of March. The display room they have occupied at 7 North Meridian street has been filled with prospective customers. Other talking machine dealers in the city have called on Tobin Bros. to welcome them and to extend their best wishes. This is a fraternal spirit that speaks well for the trade of this city.

The Aeolian Co. is continuing its well planned advertising campaign in the newspapers on the Vocalion, and needless to say, the Vocalion is among the leaders in sales of talking machines here.

In the wholesale field Walter E. Kipp, proprietor of the Edison Shop and manager of the Kipp-Link Phonograph Co., distributor of the Edison machine, said that his company was flooded with orders, and the only complaint was the difficulty in getting orders from the factory.

Special arrangements are being made by the Stewart Talking Machine Co., distributor of the Victor line, for the reception of Reinald Werrenrath, baritone, who will be heard in concert here February 15. It will be the first appearance in Indianapolis of Mr. Werrenrath, and the Stewart Co. will not lose the opportunity of giving its dealers the full benefit of the Victor artist's reputation.

The recent flood conditions in Indiana have smashed the traveling schedules of the Stewart Co.'s salesmen, but "high waters" have failed to wash away any of their ingenuity, as indicated by the experience of one of them in southern Indiana.

At a "razorback" station a dozen travelers were kept cooped up for hours on account of a washout on the railroad. The nearest house was a mile and a half away and the nearest town was five miles away.

The travelers became fretful and hungry. Then the Stewart talking machine man got busy. Despite the downpour of rain, he went to the nearest house, where he discovered a Victor, and when he returned he carried a bundle of sandwiches and a Victor machine. Soon the dreary little station was the scene of a lively Victrola concert. Three hours later the washout was repaired, and the conductor of the train, returning to the station, found a merry group around the Victrola instead of a bunch of grouches.

"Well, I've noticed the advertising done by the Victor people, but this beats all," commented the conductor. "It sure is the most practical advertising scheme I've ever seen."

It paid, because the dealers in the neighborhood have been getting results ever since.

CARRYING GOOD STOCK OF MICA.

James Frazee, 38 Cortlandt street, New York, who has been connected with the talking machine field for the past two years, has succeeded in securing a large consignment of mica suitable for diaphragms of all shapes and sizes. Mr. Frazee has already received a number of very large orders from talking machine manufacturers, who have been somewhat handicapped in the past by a shortage of this important mineral.

Our Customers can tell you about Andrews Service

Below is portion of letter just received
from one who knows good service:

W. D. ANDREWS, Buffalo, N. Y.

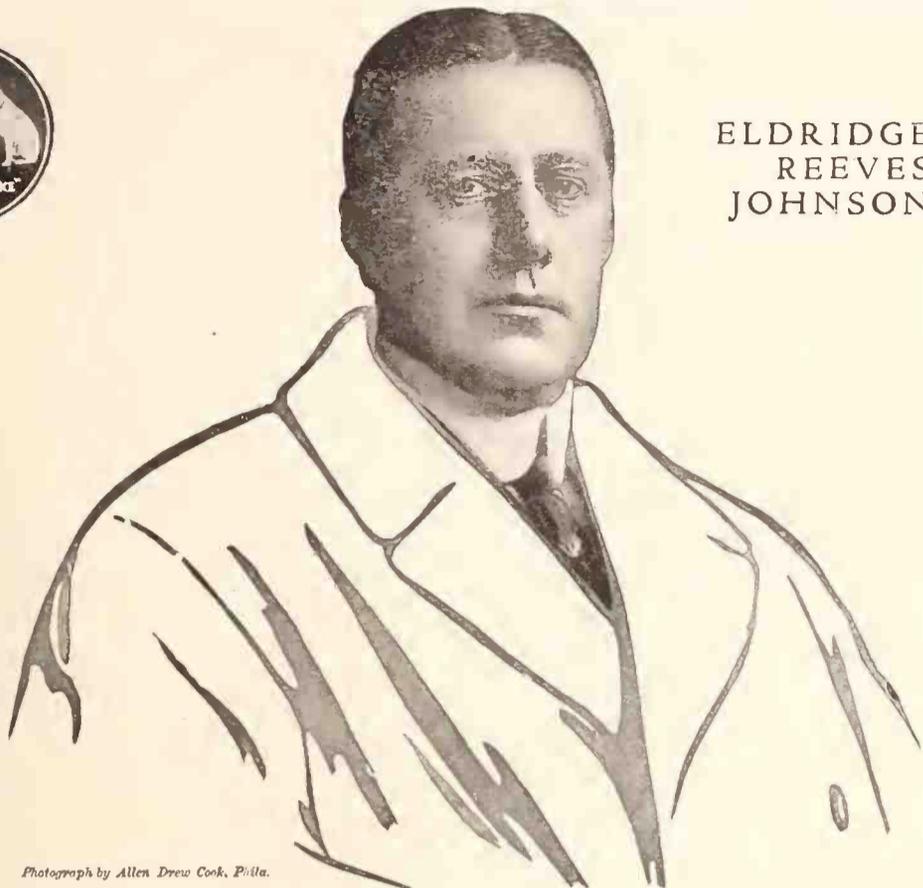
Dear Sir: I want to take this opportunity to thank you most heartily for the way in which you took care of us during the recent shortage. I want you to know we appreciate it and we are going to show you by our orders in the future.

Signed _____

W. D. ANDREWS

Buffalo, N. Y.

REVIEWS CAREER OF PRESIDENT ELDRIDGE R. JOHNSON.

ELDRIDGE
REEVES
JOHNSON

Photograph by Allen Drew Cook, Phila.

WHEN Mr. Johnson bought out his partner in a little machine-shop in Camden, in 1894, and hung out a shingle announcing that it was all his, he began the business that is now the Victor Talking Machine Company. He had been an expert machinist, earning \$2.50 a day, and he wanted to be his own boss. He came of Colonial stock, and had a passion for perfecting things. Still has it. Invented a book-binding machine that helped pay the shop losses. Part of his work was making experimental models for other inventors. One day an early type of talking-machine was brought to him for alterations. It interested him. This particular opportunity didn't have to bruise its knuckles knocking at Mr. Johnson's door. He saw at once that the machine was badly designed. He loved music. He imagined a talking-machine that would reproduce sounds accurately, and he got busy making it come true. Spent \$50,000 and nearly three years on this job. In 1898 he perfected a disk that sang—well, it happened to be "Telegraph My Baby"—like a human voice. Victory at last, and Victor became the name of the company organized in 1901 to manufacture it.

Mr. Johnson is not yet fifty, a quiet man of modest, convincing speech, and easy to look at. Perhaps, officially, the greatest impresario in the world. All the big artists come to Camden to sing or play for records. Executive duties have compelled him to give up laboratory research, but he probably could work out to-day, with his hands and his wits, every detail of the Victor business better than any one of the 7500 men in his Camden factory. It is his shop. Wrote a book on tarpon fishing, for his own amusement. Good book, too. Says there is nothing spectacular in his success. Just doggedly and everlastingly keeping at it.

In the December issue of that well known national monthly—Everybody's Magazine—there appeared in the section devoted to "Little-Known Faces Behind Well-Known Trade-Marks," a review of the life of Eldridge Reeves Johnson, founder and president of the Victor Talking Machine Co. Its contents are so interesting that it has been reproduced for the benefit of the readers of The Talking Machine World who may not have been fortunate enough to see it in the magazine. Incidentally the photograph of Mr. Johnson is a particularly good one.

STEVENS-AYRES BILL REINTRODUCED.

Fixed Price Measure Is Again Presented to Congress with Many Important Amendments Added—Special Provision Is Made for Transportation Costs and Quantity Buyers.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 7.—Under the title "To protect the public against dishonest advertising and false pretenses in merchandising," Representative Dan V. Stephens, of Nebraska, has reintroduced in the House of Representatives the original Stevens-Ayres bill with a number of important amendments designed to meet the views of many friends of the measure.

The new bill specifically permits discounts for cash and for quantity, and for allowances and rates covering costs of transportation.

A final, new paragraph exempts sales to libraries and other public institutions. There are also drastic provisions against the use of the privileges of the bill in connection with any monopolized product or one concerning which there is any combination between manufacturers.

The latest tally shows 209 members of the House in favor of this legislation. This is but nine less than a majority.

GRAPHOPHONE PATENTS VALID.

American Graphophone Co.'s Suit vs. Aeolian Co. Settled—Validity of Patents Recognized.

The suit instituted some time ago by the American Graphophone Co. vs. the Aeolian Co. in connection with a number of patents was settled out of court recently. The Aeolian Co. recognized the validity of the patents in question, and an agreement respecting their use was reached by the two companies. A decree to this effect was signed last week by Judge Mayer, of the United States District Court, and entered accordingly on the records.

SELECTED VICTROLA FOR SCHOOL.

(Special to The Talking Machine World.)

ROCKLAND, MASS., February 5.—After several days' trial of the Victor Victrola and several other machines, the teachers of the School Street Grammar School voted in favor of the former. The Victrola selected was a \$50 machine, and it will be used in the study of music and general educational work. An exact duplicate of the Victrola selected by the School street school has also been purchased by the Women's Auxiliary of the local Y. M. C. A., and will be presented to the local association for gymnasium and concert work. Both Victrolas were furnished by the local dealers, Neal & McCarthy.

BANQUET FOR EMPLOYEES.

The employes of the American Talking Machine Co., the Victor talking machine distributor of Brooklyn, N. Y., were entertained at a banquet and theatre party on Friday evening, January 28, by the company, of which R. H. Morris is the head.

Bernard A. Kahn, of New York City, has incorporated his talking machine business under his own name, with a capitalization of \$2,000.

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 Trio de Lutece, the famous ensemble of master soloists, have just made their first recordings—Columbia, of course!



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

Columbia Graphophone Company
Woolworth Building, New York

NEW COLUMBIA FACTORY TO BE READY ABOUT MARCH 1.

Structure Will Be Most Modern Both in Construction and Equipment—Emergency Hospital for Employees One of the Features—How Additional Space Will Be Utilized.

The Columbia Graphophone Co.'s new factory building, for which ground was broken last October, will be ready for occupancy about the first of next month. This building is one of the largest members of the Columbia Co.'s immense plant, and the following detailed account of its lay-out and equipment appeared in a recent issue of the Bridgeport Telegram:

"This structure, which is 324 feet by 60 feet on the ground and six stories in height, was started on October 4, 1915, and will be ready for occupancy on March 1. This is considered a remarkable record for rapid construction.

"The officers of the Columbia Graphophone Co. placed the safety and comfort of their employes before everything else in the plans of the new building, and it is one of the best lighted and ventilated structures in the country. The latest and best sanitary appliances and conveniences have been installed. The building is absolutely fire-proof. A large passenger elevator will do away with the necessity of climbing the stairs to the upper floors of the building.

"The company has installed an emergency hospital and will employ a competent surgeon and trained nurse. In addition to the hospital proper there will be an emergency and rest room on the office floor. The entire equipment and lay out of the building was decided upon only after the company had sent its engineer, R. H. Arnault, on a tour of inspection of the principal factories in the country. The best in each have been adopted in the local factory.

"All the products of the plant will be handled by the most up-to-date conveying system, and the work will be so systematized and laid out that no time will be lost. In addition to the passenger elevator there will be two large freight elevators. Another time saver will be a pneumatic tube system for sending small tools from the tool room to the various parts of the plants. Pneumatic tubes

will also be used to convey departmental and inter-departmental correspondence, orders, etc.

"The company has adopted a new plan in installing its polishing and buffing department on the upper floor of the building. This keeps the dust from this department away from the other departments, and the huge suction blowers for ventilation which change the air in this room once every two minutes will force the dust into the upper air instead of nearer the ground, where it might rise and be wafted into other rooms.

"On the first floor will be installed the metal pressing department; on the second the automatic screw machines and drilling department; on the third, hand-screw and milling machines; on the fourth, electric motors, electric graphophone assembling department, mechanical drafting rooms and laboratories. The executive offices will occupy the fifth floor and the polishing and buffing department the sixth. The construction of this new building will necessitate an entire new arrangement of all departments of the plant, and when this is completed it is expected that the output of the company in all divisions will be very greatly increased.

"The new factory contains approximately 120,000 square feet of available floor space. There are over 47,000 square feet of window glass in it. A new feature of the construction is scuttle holes on each floor, so that in case of fire there will be no danger of flooding any of the rooms below. An automatic sprinkler system has been installed, the electric lighting and power wires are all in conduits, and the office, drafting rooms and laboratory have the indirect lighting system."

The Parker Jewelry Co., of Rocky Mountain, N. C., recently took over the talking machine business of the Dawes Music Co, and is now carrying a complete line of Victor Victrolas and Edison Diamond Disc machines. J. M. Fox is manager.

C. E. GORE WITH PATHE FRERES CO.

Experienced Talking Machine Man Joins Sales Staff of Pathé Frères Phonograph Co.

Clarence E. Gore, connected with the E. F. Droop & Sons Co., Washington, D. C., for the past ten



C. E. Gore.

years, has joined the sales staff of the Pathé Frères Phonograph Co., New York. Mr. Gore will visit Pathé dealers throughout the country, and will leave for his first extended trip soon. Mr. Gore's past experience ideally equips him to co-operate with Pathé dealers along practical, result-producing lines, as he has been connected with all phases of the talking machine industry—manufacturing, wholesale and retail. For seven years he was connected with the factory of Thomas A. Edison, Inc., and during his ten years with the E. F. Droop & Sons Co. he was a member of both its wholesale and retail departments, seven years with the former and three years with the latter.

SUPERVISORS VISIT EDISON FACTORY.

Supervisors H. L. Marshall, C. S. Gardner, J. E. Curtis, H. R. Skelton and C. W. Burgess, of the Edison forces, who were recent visitors at the factory at Orange, N. J., brought in glowing reports from their respective fields, and started out in the new year to make new and greater records. It is worth noting that Supervisor Curtis, formerly covering the Chicago, Des Moines, Sioux City, Minneapolis and Milwaukee zones, has been transferred to the New York City, Philadelphia, Williamsport, Pa., and Richmond, Va., zones. The territories of the other supervisors are now as follows:

H. L. Marshall—San Francisco, Los Angeles, Spokane, Seattle and Portland zones.

C. W. Burgess—St. Louis, Kansas City, Omaha, Denver, Ogden and Helena zones.

A. P. Burns—New Orleans, Dallas and El Paso zones.

C. S. Gardner—Pittsburgh, Cleveland, Cincinnati, Indianapolis and Detroit zones.

H. R. Skelton—Bangor, Boston, New Haven, Albany and Syracuse zones.

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.

PLACES YOUR

2¢ NAME PLATE

ON A TALKING MACHINE

SOLD BY

Robelin Piano Co.

MORRISTOWN

A name plate like above illustration, applied on an instrument, will keep your name and business before the public continuously.

All progressive dealers use this method of publicity.

Delivered in the following styles:

Plain gold face letters	250.	500.	1,000.
Gold face letters with black outline	\$10	\$15	\$20
Solid gold background, black letters and border	20	25	30

Send copy for free sketch. State style and quantity wanted.



"Transfers for every business"

GLOBE DECALCOMANIE CO., JERSEY CITY, N.J.

H. C. BROWN TALKS ON ADVERTISING.

Advertising Manager of Victor Co. Condemns Free-Space Seekers—Believes in Use of Large Displays to Build Up Future Trade.

H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., was the host last week at a dinner given the advertising committee of the Camden Civic Week celebration at the Victor Lunch Club. Immediately after the dinner Mr. Brown gave an address of unusual force and interest, and after referring to Camden as the best city on earth for factories, Mr. Brown said in part:

"I believe in advertising. When a manufacturer or merchant wants a local demand he can get it only by advertising in the newspapers. I don't believe in one and two-inch display advertisements. I believe in going it to the limit. Instead of a small space, try a full-page advertisement, and you will note the remarkable results as compared with the smaller space. The manufacturer who sells to a nation, of course, must reach the people through both newspapers and magazines. The reason so many have failed in this direction is the fact that they use very little advertising in the magazines and then depend upon the newspaper to carry the so-called reading matter without payment.

"I have absolutely no regard for these free-space thieves. Within the past few weeks I have received approximately a dozen requests from theatrical producers offering for a certain price per week to advertise the Victor talking machines in



Have your name in bright, bold letters put on your Lansing Covers, so when the machines are being delivered, hundreds will read your name. This strong advertising costs nothing. In addition, Lansing Covers protect machines from dust, scratches, varnish checking and excessive charges for polishing, etc. Size above is the Lansing "Big Boy" with No. 3 strap, for delivering the large machines. Price, Grade B, \$6, complete with strap. Send for one today. Booklet listing all sizes and styles sent free.

E. H. Lansing, Mfr., 611 Washington St., Boston, Mass.



H. C. Brown.

their plays. Some have gone so far as to ask us to supply a machine without charge and then to pay so much per week for using it on the stage. Moving picture producers on numerous occasions have asked us for similar propositions. But to all of these we tell them frankly that we do not purchase advertising by that method. If they want a Victrola they can do the same as any other person—go to any Victor dealer and purchase a machine at its advertised price, just as you and I, and every other member of the firm, must do if we want a machine.

"On the other hand, if they feel disposed to mention the Victor the favor will be greatly appreciated, but we certainly will not pay a price for that service. The moment we pay for that type of advertising our legitimate advertising loses its value and the public would be justified in losing its faith in our product.

"The great fault with manufacturers and merchants is the fact that they are satisfied to plug

along at the same rate of speed without looking into the future. If that were the policy of the Victor Co., we would worry ourselves to our graves. You here to-day remember the great holiday advertising of the Victor Co. in the newspapers and magazines. But you don't know that we spent \$250,000 in Christmas advertising in newspapers alone for a product that was greatly over-sold long before our advertising began.

"I want to be frank, and will tell you that we would not be satisfied if we did not have orders on hand sufficient to run our plant for several years without taking another order. But we must keep this condition going, and we succeed only by the fact that we are continuing to advertise, and will continue to do so as long as newspapers and magazines are published."

DOUBLING CAPACITY OF PLANT.

The Artophone Co., of St. Louis, Has Opened a Large Number of Accounts the Past Month—Line Includes Five Models.

(Special to The Talking Machine World.)

St. Louis, Mo., February 7.—The Artophone Co., 454 North Boyle avenue, which placed on the market last month the Artophone talking machine, is meeting with very pleasing success in the merchandising of its product. In fact, the orders have been received in sufficiently large quantities to warrant doubling the factory capacity, and the company states that it is in a position to take care of all orders from its dealers.

The Artophone line now consists of five models, retailing at \$55, \$75, \$100, \$150 and \$200. They embody a number of distinctive features, and the artistic designs of their cabinets have won considerable praise from out-of-town visitors.

During the past few weeks the company has signed up more than eighty new accounts, and one well-known dealer placed an order for seventy-eight machines. The sales end is under the direction of J. P. Fitzgerald, sales manager, who is making every effort to extend maximum service and co-operation to Artophone dealers.

INCORPORATED.

The Edison Shop, Inc., of Lynn, Mass., has been chartered, with capital stock of \$30,000, for the purpose of manufacturing and dealing generally in phonographs, dictating machines, phonograph records, pianos, player-pianos, organs, organ playing machinery, music rolls, etc. The directors are William H. Ballard, Marguerite H. Ballard and Francis M. Cook.

Lansing Khaki Moving Covers

MOVING PICTURE SLIDES

Prepared by the Pathé Frères Phonograph Co. for Use of Dealers.

The Pathé Frères Phonograph Co., New York, has just prepared a very attractive series of moving picture slides for the use of its dealers, featur-



A Pathé Motion Picture Slide.

ing the various distinctive qualities of Pathephones and Pathé discs. One of these slides is shown herewith, and those Pathé dealers who have tried it out in their local theatres are very enthusiastic over the favorable interest it arouses on the part of the audiences.

W. H. KELLER & SON SOUVENIR.

William H. Keller & Son, of Easton, Pa., are issuing a handy little pocket memorandum book, bound in limp leather, embossed with their lyre and owl's head trade-mark, containing calendars for 1916 and 1917, and a goodly number of pages for the penciling of appointments, etc., and a reference or two to the quality of the Victrola, which they handle exclusively in addition to their line of Steinway, Kranich & Bach, Estey and Autopiano instruments.

The Melophone TALKING MACHINE COMPANY
40 COOPER SQUARE, NEW YORK

Manufacturers of the
Melophone and Liberty Phonographs
And of
Motors and Parts for the Trade

USE
"ARROW"
Motors
Tone-Arms
Sound Boxes
"They're Built Right"

ARROW MOTOR CO. 207 Market St.
NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

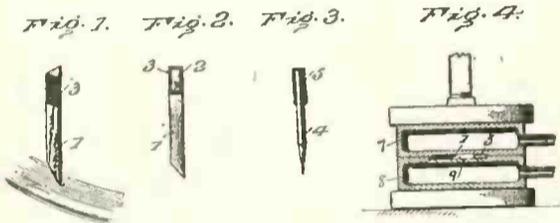
(Special to The Talking Machine World.)

WASHINGTON, D. C., February 8.—NEEDLE FOR TALKING MACHINES AND METHOD OF MAKING THE SAME.—Louis K. Scotford, Chicago, Ill. Patent No. 1,163,567.

This invention relates to improvements in needles for use in talking machines and method of making the same. The object of the invention is to produce a needle which will eliminate the scratching and hissing noise so common in records that have been used for some time.

The invention consists of a needle formed of any desirable substance, such as the ordinary steel or fibre needle, with its shank coated with a deadening substance such, for instance, as rubber, and in the preferred embodiment the needle proper is formed of fibre which is compressed under heat in the act of vulcanizing the rubber to the shank.

In the drawings accompanying and forming part hereof Figure 1 is a perspective view of a fibre needle made in accordance with the invention. Fig. 2 is a vertical section of the same. Fig. 3 is a view of a steel needle having its shank covered with



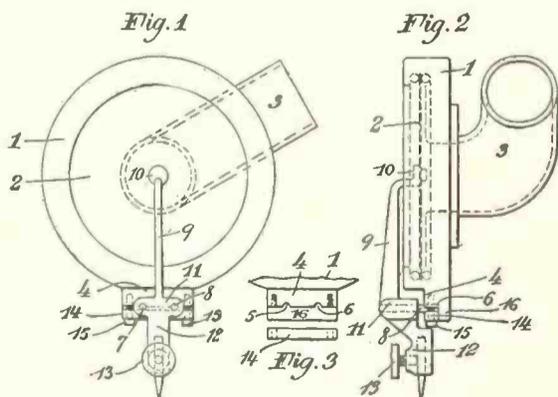
rubber, and Fig. 4 is a diagrammatic view illustrating a vulcanizing press in which the needle may be formed.

SOUND BOX.—William F. Grupe, Jersey City, N. J. Patent No. 1,162,351.

This invention relates to sound boxes for phonographs, graphophones and like devices, and more specifically is directed to the object of attaining a sound box and stylus lever construction for securing improved reproduction of the sounds impressed on the record and for making a record from original sounds.

Another object of the invention is to secure the desired rigidity and improved resiliency of the stylus lever and suspension means by novel means which can be constructed and assembled by workmen of limited ability and at a materially reduced cost.

Another object of this invention is to insure substantial uniformity in the performance of sound boxes, especially when manufactured in large quantities in accordance with this invention. This and other objects are attained by the provision of one or more recesses of predetermined depths within the casing of the sound box, flexible pins or other suitable members of certain lengths extending from the stylus lever into said recesses and a clamping plate for retaining such pins or other members within said recesses to the desired depth



thereof. Preferably, such recess or recesses are open along longitudinal sides thereof and a stop plate is provided to limit the extent of depth of such pin or pins, or other members, within said recesses and also to brace the clamping plate.

Figure 1 is a front side elevation of an embodiment of the invention; Fig. 2 is an end elevation

of Fig. 1, and Fig. 3 is a detail front elevation of the abutment portion of the sound box casing.

GRAPHOPHONES. Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,163,120.

The present invention is an improvement in graphophones, and the object of the invention is to provide a hornless machine of simple, compact and cheap construction, which will emit an increased volume of sound and deliver the sound waves uniformly in all directions.

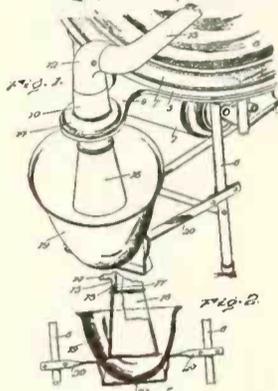
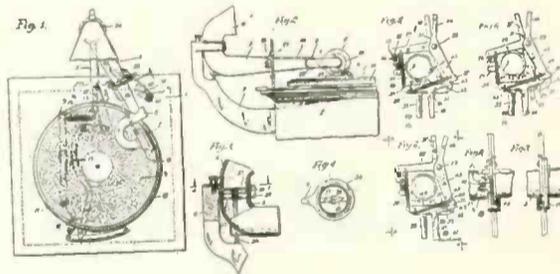


Fig. 2 is a detailed vertical section, partly in elevation, showing the deflector and the tube that conveys the sound waves thereto.

TALKING MACHINE WITH REPEAT ATTACHMENT.—Daniel M. Winans, Binghamton, N. Y. Patent No. 1,165,927.

This invention relates to talking machines having mechanism enabling the same to automatically repeat a record, when desired. That is, if the "repeat" mechanism or attachment is set, in this invention, the record being rotated and the reproducing stylus or needle positioned to reproduce the same, the selection will be played; at the termination of the selection the stylus will be lifted from contact with the record and returned immediately to its starting position, whereupon the stylus is again dropped into engagement with the record and the selection repeated. At the termination of the second rendition of the record the machine is automatically stopped. By this invention, these movements are effected by means of a number of levers carried by the tone arm. When the first rendition of the record is completed, in accordance with the preferred form of the invention, a lever carried with the tone arm contacts lightly with the usual latch of an automatic stop mechanism, this latch or trigger being adapted, when subsequently operated, to release the brake and permit



the same to be spring-operated to stop the machine in the well-known manner. In this device, however, the trigger referred to is not operated by the first contact therewith of the lever referred to. Instead, the first light contact of the lever with the trigger results in unlatching another lever and causing the reproducing stylus to be lifted from the record surface. The forward movement of the tone arm simultaneously stops, before the brake release trigger has been operated, and the tone arm is immediately returned, by suitable mechanism, to its starting point, the stylus being held out of contact with the record. A second lever carried by the tone arm now encounters an adjustable stop device, as a result of which other lever means are tripped, replacing the stylus in the record groove at the beginning of the record. The stylus now travels a second time over the record and at the end of this second rendition the first lever referred to again contacts the trigger of the automatic stop device, this time operating the same and stopping the machine.

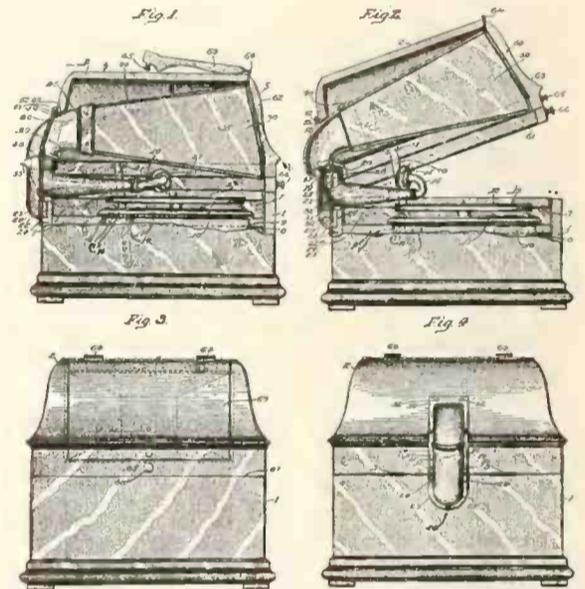
The object of the invention is to provide a simple

and effective mechanism for operating in the manner described, or for causing a record automatically to be repeated, by the coaction of devices movable with the reproducer, with suitable stop devices on the machine.

In the drawings Figure 1 represents a top plan view of a talking machine having preferred repeat attachment; Fig. 2 is a side elevation of the same; Fig. 3 is an enlarged vertical section through the upper end of the tone arm; Fig. 4 is a horizontal section on line 4-4 of Fig. 3; Fig. 5 is a section taken on line 5-5 of Fig. 1, the reproducer being about to complete its first rendition of the record. Figs. 6 and 7 are similar views showing the tripping of the levers at the end of the first rendition and at the beginning of the second rendition of the record respectively, and Figs. 8 and 9 are side elevations of the mechanism shown in Fig. 7 viewed in the direction of the arrows 8 and 9 respectively.

TALKING MACHINE.—Eldridge R. Johnson, Merion, Pa., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,165,414.

The main objects of this invention are to provide an improved compact talking machine, including a cabinet, and sound-reproducing means and sound-amplifying means inclosed thereby; to provide an improved talking machine having a cabinet, a record support and actuating mechanism in the cabinet, and an amplifier secured to the outside of the cabinet and projecting within the cabinet over



the record support; to provide a talking machine having a cabinet comprising a base and a cover therefor, a record support, actuating mechanism and sound-reproducing means carried by the base, and amplifying means carried by the cover; to provide a talking machine, including a cabinet having a movable cover and a door or movable closure carried by the cover.

In the accompanying drawings Figure 1 is a fragmentary side elevation, partly in vertical longitudinal section, of an inclosed talking machine constructed in accordance with this invention, showing the parts in operative position; Fig. 2 a similar fragmentary side elevation partly in longitudinal vertical section, but showing the parts in an inoperative position; Fig. 3 a front elevation of the same, showing the cabinet closed, and Fig. 4 a rear elevation of the same.

SOUND BOX FOR TALKING MACHINES.—Minard A. Possons, Cleveland, O., assignor of one-half to Samuel B. Williamson, same place. Patent No. 1,166,254.

One object of the present invention is to provide a needle-supporting means for the sound box which may either be supplemental to the sound box, or as an attachment thereto, whereby the scraping and metallic sound in the needle is very greatly, if not wholly, reduced, and whereby all of the sound waves of the record are more perfectly reproduced.

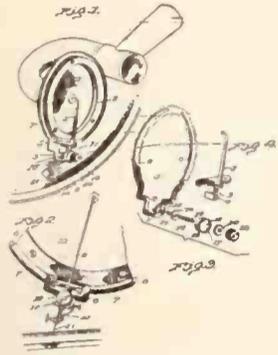
Another object is to so construct the supplemental sound box supporting means that it can be readily attached to the sound boxes now commonly used.

Another object is to provide means for making the reproduction loud or soft, or for modifying the reproduction to any degree between maximum loud and minimum soft, at the will of the operator.

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 78).

A further object is to accomplish the foregoing results by providing a yielding sound box support, which supports the box independently of the diaphragm, and the sound waves are therefore not conveyed to the diaphragm through the box support, as is the case where the weight of the box comes on the diaphragm.

A further object is to combine a particular form of needle with a yielding sound box support which supports the box independently of the diaphragm,



and the sound waves are therefore not conveyed to the diaphragm through the box support, as is the case where the weight of the box comes on the diaphragm.

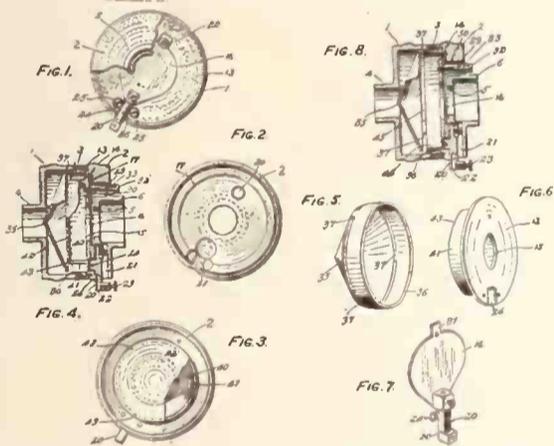
In the accompanying drawings Figure 1 is a perspective view of a sound box

with improvement therewith, the same being shown in connection with a section of the record. Fig. 2 is an enlarged edge view of the improvement showing a section of the sound box. Fig. 3 is a perspective view of the improvement showing the parts in their relative separated positions. Fig. 4 is a detached view of an ordinary stylus bar.

SOUND BOX.—Wilburn N. Dennison, Merchantville Borough, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,165,395.

The main objects of this invention are to provide an improved pneumatic sound box; to provide in a pneumatic sound box an improved valve and means for cushioning the same; to provide in a pneumatic sound box improved means for distributing the fluid current, and to provide other improvements as well.

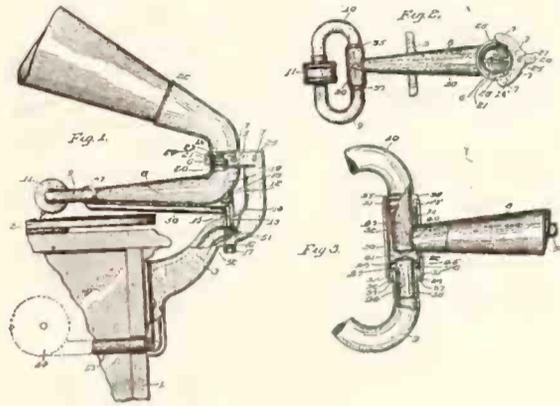
In the accompanying drawings Figure 1 is a fragmentary front elevation of a sound box con-



structed in accordance with this invention; Fig. 2 is an inside elevation of a portion of the same; Fig. 3 is a fragmentary interior elevation of a portion of the same; Fig. 4 is a fragmentary longitudinal central section of the sound box; Figs. 5, 6 and 7 are perspective views of details of the same, and Fig. 8 is a fragmentary longitudinal central section of a modified form of sound box constructed in accordance with this invention.

TALKING MACHINE.—Wilburn N. Dennison, Merchantville Borough, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,165,396.

The main objects of this invention are to provide in a pneumatic talking machine improved means for conveying compressed air to the sound box; to provide a pneumatic talking machine of



graceful appearance and of compact, strong and durable construction.

In the accompanying drawings Figure 1 is a fragmentary side elevation, partly in vertical section, of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of a portion of the same, and Fig. 3 an enlarged fragmentary top plan view partially in transverse central section of a portion of the same.

PHONOGRAPH SOUND BOX.—Charles W. Waller, Chicago, Ill. Patent No. 1,166,953.

This invention relates to sound-reproducing boxes for use in connection with sound-recording and reproducing machines, and it is to be understood that the invention is adapted for any purposes for which it is found applicable, and the object thereof is to provide a sound box for phonographs, graphophones or the like, whereby an improved character of sound is produced

and in which the vibrations of great frequency will be absorbed or eliminated to remove the objectionable squeaks and similar metallic or foreign sounds.

Another object of the invention is to provide a sound box which shall be simple in construction and inexpensive to manufacture, and in which the diaphragm and most of the stylus arm may be entirely inclosed.

A further object of the invention is to provide a sound box in which the body, stylus head, etc., may be constructed of sheet metal, and the diaphragm of cork, or the like, if desired.

A still further object is to provide a sound box which will prevent the sound waves from escaping into the air from the outside or inoperative side of the diaphragm.

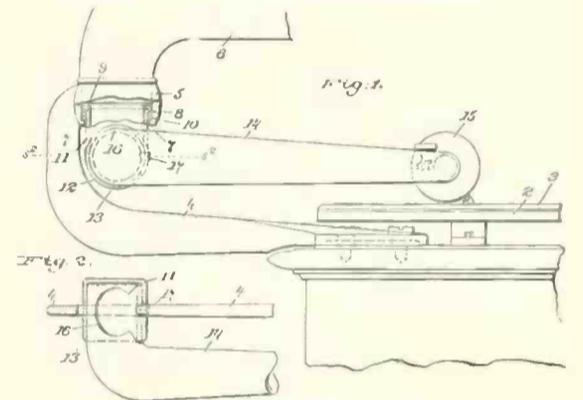
Referring to the drawings, wherein like reference numerals indicate similar parts in the several

views, Fig. 1 is a vertical sectional view of a sound box in accordance with this invention, taken on lines 2—2 and 3—3 of Figs. 2 and 3 respectively, looking in the direction of the arrows; Fig. 2 is a front view of Fig. 1; Fig. 3 is a rear view of the same, showing a portion cut away for the purpose of a clearer illustration of the parts, and looking in the direction of arrow A in Fig. 1; Fig. 4 is a top view, partly in section, of the stylus head and support therefor, taken on line 4—4 of Fig. 1 and looking in the direction of arrow B; and Fig. 5 is a vertical sectional view of a section of a modified form of diaphragm.

TALKING MACHINE.—Henry Blake Babson, Chicago, Ill., and Andrew Haug, Caldwell, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,168,239.

This invention relates to talking machines and has particular reference to the mounting of the sound-conveying tube connecting the reproducer and horn, this application being a division of application, Serial No. 248,872, filed March 7, 1905.

Ordinarily, the sound-conveying tube or taper arm, as it is generally known, is mounted in a



manner to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record, and in providing for such movements of the reproducer various constructions have heretofore been devised, which are objectionable owing to complication and resulting cost of manufacture, accuracy of adjustment required and liability of getting out of order, difficulty of assembling parts, etc.

The present invention is designed to overcome the objections above pointed out, by producing an extremely simple and effective form of mounting, employing a minimum number of parts of simple construction, the assembling or removal of which requires neither skill, experience nor special tools and may be readily accomplished by the average user of a machine of this class.

In the drawings Fig. 1 is a view in side elevation with parts in section, showing the invention applied to a well-known type of talking machine. Fig. 2 is a horizontal sectional view, taken on the line s², s², of Fig. 1.

INCORPORATED.

The Phonograph Co., Tulsa, Tex., was incorporated, with a capital of \$5,000, by J. W. Cunningham, Charles Boetfuhr and H. E. Thomas.

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RECORD BULLETINS FOR MARCH, 1916.

THE VICTOR TALKING MACHINE CO.

POPULAR SONG SUCCESSES FOR MARCH. No. Size. 17942 Are You from Dixie? (Cause I'm from Dixie Too) Jack Yellen-George L. Cobb. 10

with orch. accomp. Beatrice Harrison 12 Ave Maria (Schubert) (Op. 52, No. 4). 'Cello with string quartet and harp. Beatrice Harrison 12

2822 Cheery O! (Alexander R. Martin). Baritone Solo, orch. accomp. Frederick Wheeler and Male Chorus

COLUMBIA GRAPHOPHONE RECORDS.

DOUBLE DISC RECORDS. Popular Hits of the Month. No. Size. A1918 Schmaltz's German Band (Dave Reed). Orch. accomp. Peerless Quartet

LATEST EDISON AMBEROL RECORDS.

CONCERT LIST. 28225 I Am a Roamer Bold—Son and Stranger (Mendelssohn). Bass Solo, orch. accomp. Arthur Middleton

Typical Humor of Billy Williams.

A1910 Don't Go Out With Him To-Night (Williams and Godfrey). Comedian Sketch. Billy Williams

AN ESTABLISHED AND SUCCESSFUL TALKING MACHINE LOCATION FOR RENT in the FIFTH AVENUE BUILDING, which faces Madison Square, at the Junction of Fifth Avenue, Broadway and Twenty-third Street.

THE STORE at Number Nine West Twenty-third Street, with show windows on the Fifth Avenue Building Arcade as well as on the street, IS FOR RENT.

The Fifth Avenue Building is managed by its owners, with whom negotiations can be made direct at their office in the building.

The Fifth Avenue Building Company

- A1917 Irish Jigs. Connaught Men's Ramble. Accordeon Solo. John J. Kimmel 10
- Irish Reels. Mason's Apron and Cuckoo's Nest. Accordeon Solo. John J. Kimmel 10
- A1904 Meleana. In Hawaiian; ukulele accomp. David Kaili and Chorus 10
- Constancy. Ukulele Solo. Palie K. Lua 10
- A1906 Native of Vienna Waltz (Strauss). Royal Marimba Band 10
- Herrerin Two-step (Pineda). Royal Marimba Band 10
- A1905 Cuddles (Penn). Prince's Orchestra 10
- How Beautiful Art Thou (Bonincontro). Prince's Orchestra 10
- A5761 Tannhauser (Wagner). Processional March, "Hail! Bright Abode." Orch. accomp. Columbia Opera Chorus 12
- Lohengrin (Wagner). Bridal Chorus. Orch. accomp. Columbia Opera Chorus 12
- Old German Folk Songs by Karl Jörn.*
- A5735 Der Rattenfänger Von Hammeln (The Pied Piper of Hamelin) (Nuendorff). Tenor Solo, in German, orch. accomp. Karl Jörn 12
- Abschied (Old Netherlands Folk Song). Tenor Solo, in German, orch. accomp. Karl Jörn 12
- A1862 Anchen Von Tharau (Annie of Tharau). Tenor Solo, in German, orch. accomp. Karl Jörn 10
- Lorelei (Loreley). Tenor Solo, in German, orch. accomp. Karl Jörn 10
- SYMPHONY DOUBLE-DISC RECORD.**
- Oscar Seagle Renders Two Sacred Selections.*
- A5766 Lead Kindly Light (John Dykes). Baritone Solo, orch. accomp. Oscar Seagle 12
- Nearer, My God, to Thee (Lowell Mason). Baritone Solo, orch. accomp. Oscar Seagle and Columbia Stellar Quartet 12

NEW EDISON DIAMOND DISC RECORDS.

- 50308 That's the Song of Songs for Me (Osborne). Tenor Solo. Walter Van Brunt and Chorus 10
- We'll Have a Jubilee in My Old Kentucky Home (Donaldson). Tenor Solo. Billy Murray and Chorus 10
- 50315 Piney Ridge (Mohr). Tenor and Bass Duet. Harry Mayo and Harry Tally 10
- When Old Bill Bailey Plays the Ukulele (McCarroll and Vincent). Tenor Solo. Billy Murray and Chorus 10
- 50316 All Aboard for the County Fair—Rube Sketch. Harlan E. Knight and Company 10
- Daybreak at Calamity Farm—Barnyard Sketch. Gilbert Girard and Company 10
- 50317 I'd Rather be a Lamp-Post on Old Broadway—Hip, Hip, Hooray (Burt). Tenor Solo. Billy Murray 10
- My Fox Trot Wedding Day—Hip, Hip, Hooray (Burt). Tenor Solo. Irving Kaufman 10
- 50318 Sometimes the Dream Comes True—He Comes Up Smiling (Ward). Tenor Solo. Walter Van Brunt 10
- There's a Little Lane Without a Turning (On the Way to Home, Sweet Home) (Meyer). Tenor Solo. George Wilton Ballard and Chorus 10
- 50319 Blue-White March (Schmidt). New York Military Band 10
- Kaiser Friedrich March (Friedmann). New York Military Band 10
- 50320 Battle of the Nations—Descriptive (Paull). New York Military Band 10
- On, Wisconsin! March (Purdy). New York Military Band 10
- 50321 Cohen Owes Me Ninety-Seven Dollars (Berlin)—Comic Song. Maurice Burkhart 10
- Henry Gibson's Narrow Escape—Negro Sketch. Billy Golden and James Marlowe 10

- 50322 Young America (We're Strong for You) (McKenna). Tenor Solo. Irving Kaufman and Chorus 10
- Molly, Dear, It's You I'm After (Petler). Tenor Solo. Walter Van Brunt and Chorus 10
- 50323 Amina—Egyptian Serenade (Lincke). Sodero's Band 10
- Ciribiribin (Pestalozza). Sodero's Band 10
- 50324 Ballymooney and Biddy McGee (Lowry). Tenor Solo. Billy Murray and Chorus 10
- I'm Looking for Antone (Piantadosi). Rhoda Bernard 10
- 80255 When Irish Eyes are Smiling (Ball). Tenor Solo. Walter Van Brunt 10
- Where the River Shannon Flows (Russell). Tenor Solo. Walter Van Brunt and Chorus 10
- 80260 O patria mia (My Native Land)—Aida (Verdi). Soprano Solo in Italian. Marie Rappold 10
- Explanatory Talk for O patria mia.
- 80281 Chin-Chin—Hip, Hip, Hooray (Brown). Tenor and Soprano Duet. Burton Lenihan, Gladys Rice and Chorus 10
- In the Land of Lorraine—Two is Company (Briquet and Philipp). Baritone Solo. F. Wheeler 10
- 80282 Iolanthe Airs—No. 1 (Gilbert-Sullivan). New York Light Opera Co. 10
- Iolanthe Airs—No. 2 (Gilbert-Sullivan). New York Light Opera Co. 10
- 80283 My Bugler Boy (Darewski). Contralto Solo. Helen Clark 10
- 'Til the Boys Come Home (Novello). Baritone Solo. Frederick Wheeler and Male Chorus 10
- 80284 Selections from The Dollar Princess (Fall). American Symphony Orchestra 10
- Woodland Songsters—Waltz (Ziehrer). American Symphony Orchestra 10
- 80285 Love's Garden of Roses (Wood). Tenor Solo. Reed Miller 10
- Temptation Waltz, from "The Girl Who Smiles" (Briquet and Philipp). Soprano and Baritone Duet. Elizabeth Spencer, Jos. A. Phillips and Chorus 10
- 80286 Holy City (Adams). Tenor Solo. Hardy Williamson 10
- Rock of Ages (Hastings). Mixed Voices. Metropolitan Quartet 10
- 82098 Pleurez! pleurez, mes yeux! (Weep, Weep, Mine Eyes)—Le Cid (Massenet). Soprano Solo, in French. Julia Heinrich 10
- Explanatory talk for Pleurez! pleurez, mes yeux!
- 82099 Bonnie Sweet Lassie (Gilbert). Soprano Solo. Anna Case 10
- Explanatory talk for Bonnie Sweet Lassie.

NEW OPERAPHONE RECORDS.

- 1037 Oh, Promise Me, from "Robin Hood." Tenor Solo. Mr. Pinkney 10
- American Patrol. Operaphone Band 10
- 1038 If the World Should End To-Morrow, I'd Be To-Night With You. Bass Solo. Mr. Walker 10
- Down South (Negro Sketch). Operaphone Band 10
- 1039 Good-Bye (Postl). Tenor Solo. Mr. Pinkney 10
- Jolly Fellows (Descriptive) (Volstedt). Operaphone Band 10
- 1040 Peer Gynt—Suite Part 1. "Morning" (Grieg). Concert Band 10
- Peer Gynt—Suite Part 2, "The Death of Asa". Concert Band 10
- 1041 Keep the Home Fires Burning. Paritone Solo. Mr. Hall 10
- Mignon Overture. Concert Band 10
- 1042 Amarella—Waltz Song. Tenor Solo. Mr. Martin 10
- Kiss Me Again, from "Mlle. Modiste" (Herbert). Concert Orchestra 10
- 1043 Silver Threads Among the Gold. Tenor Solo. Mr. O'Connell 10
- Procession of Bacchus. Concert Orchestra 10

- 1044 Mother Machree. Tenor Solo. Charles W. Harrison 10
- Madrigale (Simmonette). String Orchestra 10
- 1045 America, I Love You. Tenor Solo. Mr. O'Connell 10
- 'A Frangesa—One-step. Concert Orchestra 10
- 1046 Celesta Aida. Tenor Solo. Mr. Gardner 10
- Last Slumber of the Virgin (Massenet). String Orchestra 10
- 1047 I'm Not Ashamed of You Molly. Tenor Solo. Mr. Dupree 10
- The Butterfly. Duet for Flute and Clarinet. Operaphone Band 10
- 1048 Fox Trot (Pryor). Operaphone Band 10
- Dreams of Childhood—Waltz (Waldteufel). Concert Orchestra 10
- 1049 M-O-T-H-E-R. Tenor Solo. Mr. O'Connell 10
- Sorella—One-step. Dance Orchestra 10
- 1050 The Bandolero. Baritone Solo. Alan Turner 10
- Thais—Meditation (Massenet). Violin, with strings and harp accomp. Landau 10
- 1051 Kilima Waltz. Hawaiian Guitar Duet. William J. Smith and Sam Kiano 10
- Aloha Oe—Medley Waltz. Hawaiian Guitar Duet. William J. Smith and Sam Kiano 10
- 1053 Parla Waltz (Arditi). Soprano Solo. String Quartet 10
- Love's Dream After the Ball (Czibulka). String Quartet 10
- 1054 Summer Evening—Waltz. Dance Orchestra 10
- Chinese Blues—Fox Trot. Dance Orchestra 10
- 1055 Heart Bowed Down. Baritone Solo. Alan Turner 10
- Melody in F (Rubinstein). Cello Solo. Alschuler 10
- 1056 Let Me Love Thee (Arditi) Baritone Solo. Mr. Gilbert 10
- Serenade (Pierne). String Quartet 10
- 1057 One Wonderful Night (You Told Me You Loved Me). Duet. O'Connell and Bliss 10
- Maple Leaf Forever. Baritone Solo. Alan Turner 10
- 1058 Voice of Spring (Strauss). Soprano Solo. String Orchestra 10
- Canzonetta Godard. String Orchestra 10
- 1059 Last Rose of Summer. Soprano Solo. Simple Aveu (Simple Confession) (Thome). Orchestra 10
- 1060 Hula Hula—Fox Trot, from "Stop, Look and Listen". Dance Orchestra 10
- Tesoro Mio—Waltz. Dance Orchestra 10

SOME ORDER.

J. D. Flowers, a wealthy lumberman of Dothan, Ala., ordered eight Victrolas within a period of thirty days from the Dahlberg Talking Machine Co., of Montgomery, Ala. Each order called for \$50 worth of records. There were two Victrola XVI's and six Victrola XIV's in the order, all of them to be used as Christmas presents to his children. Inlaid in gold or in silver on the top of each were the words, "Christmas, 1915. From Father and Mother."

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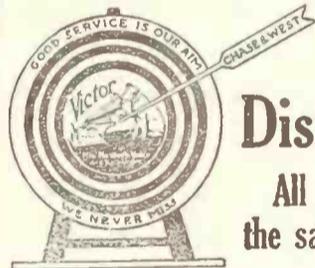
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SCHOOL CONTEST IN FALL RIVER.

Diamond Disc Machine, Worth \$250, Given to
Winner in Voting Contest—W. D. Wilmot
Gives Unexpected Second and Third Prizes.

(Special to The Talking Machine World.)

FALL RIVER, MASS., February 7.—The Sacred Heart School here won a first prize of a Diamond Disc phonograph, valued at \$250, in a voting contest originated by the Evening Herald. The winners rolled up a total of nearly 55,000 votes, which were clipped from the daily issues of the paper. The votes were turned in to W. D. Wilmot, who has the Edison agency here, and after the prize winner was announced Mr. Wilmot made a present of a \$100 Diamond Disc phonograph to the Susan H. Wixon School, which finished second, and \$50 worth of records to the Samuel Watson School, which finished third, and which already has a phonograph. Mr. Wilmot stated that the second and third prizes, which were entirely unexpected by their recipients, were in the nature of a New Year's

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present from him to the schools, in recognition of the hard efforts that they had put forth during the contest.

OHIOANS PRAISE EDISON.

Thomas Alva Edison, guest of honor at the annual dinner of the Ohio Society held recently at the Waldorf-Astoria, where Buckeyes discussed preparedness, was lauded for his achievements by all the speakers, including Josephus Daniels, Secretary of the Navy. Charles P. Bruch, president of the society, when a toast was drunk to "the Wizard of Menlo Park," referred to him as the most famous man in the world, a sentiment which was warmly applauded by all present.

CREDIT RATINGS IN AUSTRALIA.

Answering an inquiry as to whether or not there were credit agencies in Australia publishing books containing commercial ratings, the commercial attache of the Department of Commerce at Melbourne reports to the Merchants' Association that

1856 WURLITZER 1916

VICTOR

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

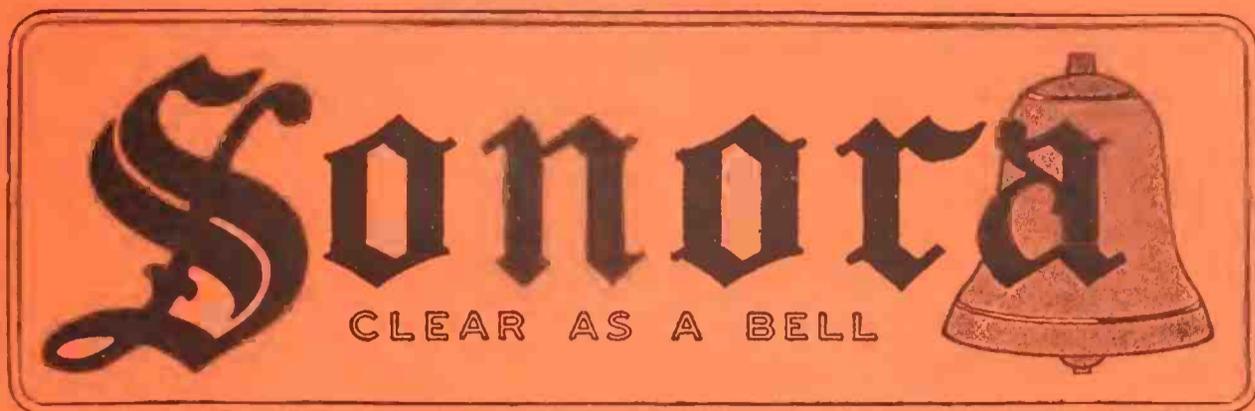
ALBANY, N. Y.

no such books exist. The laws of that country are somewhat adverse to such publications and the mercantile agencies do not care to run the risk of possible suits for libel. There are agencies, however, in each leading city which supply individual reports upon firms. The names of some of these agencies and the rates at which they will issue complete reports on the standing of different houses are on file in the office of the association.

The Columbia Phonograph Co. has secured a permit for alterations to its store front at 25 Church street, New Haven, Conn. The changes will cost \$200 and will be done by the M. J. Gibbud Co. Work on the alterations will be started immediately.

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 LATEST in the World"



Do you wish the "last" word in talking machines?

IN the "Sonora is built everything that is **NEW** and practical for securing the best in music, making the **SONORA** the **LAST WORD** in talking machine construction anywhere in the world.

Particular attention has been given to the **DESIGN** of Sonora cabinets, as well as the finishing and general construction. Each cabinet is finished like a high-grade piano, with a brilliancy of appearance that stands out in striking superiority to the average run of phonograph cabinets.

Cabinets are all equipped with the Sonora Tone Modifier, enabling control of tone to fit the size of the room.

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GEO. E. BRIGHTSON, President

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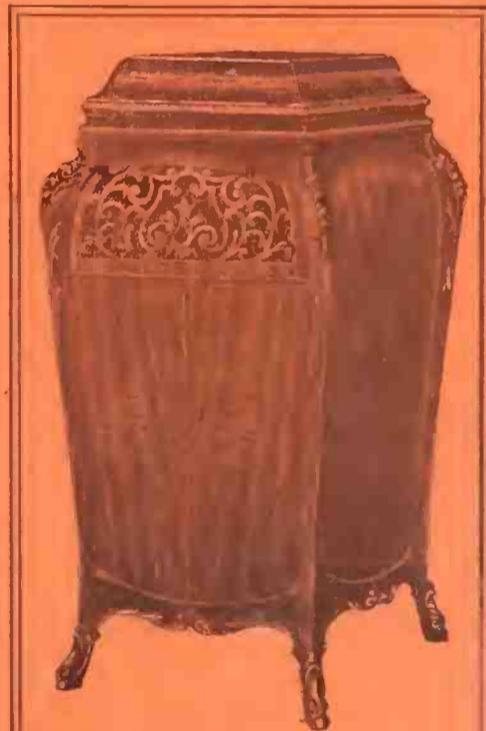
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"INVINCIBLE," \$300.00

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Circassian Walnut, \$50.00 extra.

Golden, Fumed or Early English Oak,
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12-in. turntable. Extra heavy triple-spring Motor, gold-plated, playing three-quarters of an hour, or fifteen 10-inch records in one winding. Motor meter. Spring control. Tone Modifier. Multi-playing needle. Sapphire needle. Diamond needle. Automatic starter and stopper. Equipment for playing all makes of disc records in the world. Trimmings gold-plated. Envelope filing system with capacity for 110 Records.

Dimensions: Width, 21¼ in. Height, 42½ in. Depth, 21¼ in.

"A Musical Instrument, Not a Mechanical Apparatus."—*Germania Herald*, Milwaukee.

Why the distinction?

Because Thomas A. Edison is the only man who knows the secrets of the Re-Creation of musical sound and these he built into the

New Edison Diamond Disc Phonograph

—a "musical instrument" in the highest sense of the term. An instrument that matches the human voice tone for tone—that compares its *Re-Creation* side by side with the *creation* of the voice itself.

Edison Tone Test Recitals are proving to the music lover that the human voice on the Edison *is* human and instrumental tones are Re-Created with equal faithfulness. This means for the Edison dealer an ever increasing demand, led by those who will have nothing short of perfection.

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INDIANA
Indianapolis—Kipp-Link Phonograph Co.

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Detroit—Phonograph Co. of Detroit.



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Official Laboratory Model

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Richmond—C. B. Haynes & Co.

WASHINGTON
Seattle—Pacific Phonograph Co., N. W.

Spokane—Pacific Phonograph Co.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.