

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, October 15, 1914



**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*.



INSTALLATION FOR THE AEOLIAN CO.



INSTALLATION FOR NEAL, CLARK & NEAL CO.

# Unico Demonstrating Booths

## Will Sell MORE Player-Pianos

These booths are built on the Unit system; can be taken down and put up again in a few hours; made in multiples of three feet, so you can enlarge or reduce your booths as desired, and without labor charges. Every Unit is interchangeable.

Made in eight regular designs, and are both SOUNDPROOF and DUSTPROOF.

Woods furnished: Oak, Birch, Quartered Oak and Mahogany. Special finishes on order.

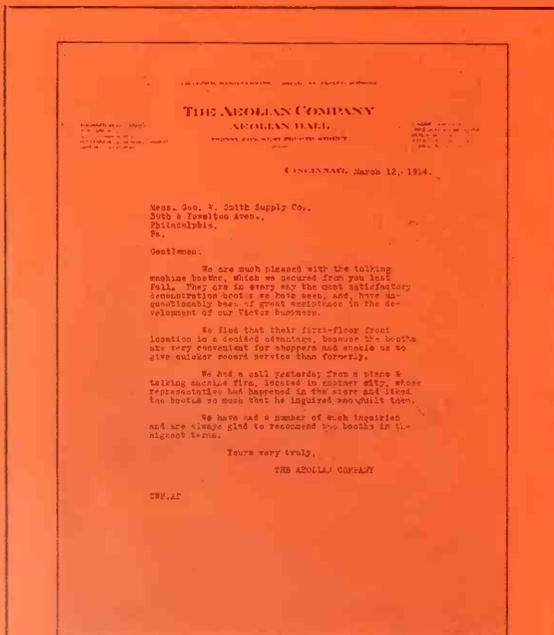
Unico Booths increase the sales of Talking Machines, Player-Pianos, Music Rolls and records, for customers always buy better goods—and more goods—with artistic surroundings.

The cost of Unico Booths is less than you would pay in your own City, irrespective of our Patent Construction and Superior Quality.

Just look at this partial list of high-grade houses where Unico Demonstrating Booths are selling more Player-Pianos.

Lyon & Healy  
 Rudolph Wurlitzer Co.  
 Frederick Piano Co.  
 Pease Piano Co.  
 Gimbel Brothers  
 John Wanamaker  
 Krell Piano Company  
 E. F. Droop & Sons Co.  
 Aeolian Company  
 Lyric Piano Company  
 Fulton Music Company  
 Humes Music Company  
 Clayton Piano Co.  
 Cunningham Piano Co.  
 R. H. Macy & Company  
 B. S. Porter & Son  
 Neal, Clark & Neal  
 The Aeolian Company  
 The Aeolian Company  
 Koerber-Brenner Co.  
 The Allen-Johnson Co.  
 Blackman Talking Machine Co.  
 D. S. Andrus  
 Stewart Bros.  
 Bloomingdale Bros.  
 Block & Kuhl Co.  
 Paul, Gale Greenwood Co.  
 Jas. McCreery & Co.  
 Linn & Scruggs Dry Goods Co.  
 Steger & Sons Piano Co.  
 Story & Clark Piano Co.

Chicago, Ill.  
 Cincinnati, O.  
 Pittsburgh, Pa.  
 Brooklyn, N. Y.  
 New York City.  
 Philadelphia, Pa.  
 Cincinnati, O.  
 Baltimore, Md.  
 New York City.  
 Cincinnati, O.  
 Waterbury, Conn.  
 Columbus, Ga.  
 Salt Lake City.  
 Philadelphia, Pa.  
 New York City.  
 Lima, Ohio.  
 Buffalo, N. Y.  
 New York City.  
 Cincinnati, O.  
 St. Louis, Mo.  
 Eau Claire, Wis.  
 New York City.  
 Elmira, N. Y.  
 Columbus, Ohio.  
 New York City.  
 Peoria, Ill.  
 Norfolk, Va.  
 New York City.  
 Decatur, Ill.  
 Newark, N. J.  
 Chicago, Ill.



What the Aeolian Co. says about Unico Booths.

*Illustrated Catalog and Prices  
 Mailed Upon Request*

**Geo. W. Smith & Co.**

Sloane Street and  
 Powelton Avenue

**PHILADELPHIA**



# The Talking Machine World

Vol. 10. No. 10.

New York, October 15, 1914.

Price Ten Cents

## METROPOLITAN PHONO CO. FORMED.

New Concern Takes Over the Retail Business of Benj. Switky—Headed by Wm. S. Finberg, President, and David Kahn, Secretary and Treasurer—Business to Be Developed.

The Metropolitan Phono Co., Inc. recently organized and incorporated under the laws of New York, formally took over the retail business of Benjamin Switky, the Victor distributor at 9 West Twenty-third street, New York, on October 5, following Mr. Switky's announced intention of confining himself to the wholesale business exclusively in the future.

The officers of the new company are William S. Finberg, president, and David Kahn, secretary and treasurer. Mr. Kahn is already well known to the trade, having joined the retail staff of Mr. Switky about ten years ago as errand boy and working up steadily to a position that represented what was practically the management of the retail business. His knowledge of the talking machine business in general and the retail end in particular should ensure his success in the new venture. Mr. Finberg is a prominent real estate man and is amply supplied with capital.

Mr. Kahn, who will look after the actual management of the business, will retain the present staff of the store and also make several additions necessary to the development of the business.

## THE OPERA IN THE HOME.

In Lieu of Its Presentation in the Opera House Emphasized by the New York Talking Machine Co.—Clever Window Display, Based on Cartoon, Attracts Wide Notice.

The New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, intro-



Grand Opera Window of New York Talking Machine Co.

duced recently a special window display which is attracting the attention of all passers-by on Chambers street. This display, which was conceived by J. T. Owens, of the company's staff, embodies a number of timely attributes which give it unusual distinctiveness.

The display is based on a cartoon which appeared in a local newspaper entitled, "If the opera stars can't come back in time—why not this at the Metropolitan?" and showing the wooden figures of Caruso, Scotti and Farrar standing in front of talking machines with notes issuing from their mouths, which in this drawing are the big ends of the phonograph horns.

Mr. Owens decided that the opera "Mme. Butterfly" would well carry out the idea of the cartoon, and a cut-out display of an opera house was designed with the evening's performance scheduled as "Mmc. Butterfly" and the appearing artists as Caruso, Scotti, Farrar and Homer. To carry out the plan bulletin boards listing all the Victor records from this popular opera were placed on either side of the opera house and actual scenes from the opera clipped from the Victor Book of Operas

were also displayed in bulletin form. The completed display was perfect in every detail and well deserving of the praise it received.

## POMMER BUSINESS TRANSFERRED.

Ellas Marx Co. Takes Over Talking Machine Business of A. J. Pommer Co., Sacramento.

(Special to The Talking Machine World.)

SACRAMENTO, CAL., October 9.—The A. J. Pommer Co., one of the largest talking machine houses in the interior of California, has just closed a deal whereby its business is transferred to the Ellas Marx Co., a leading piano house of this city. The name of A. J. Pommer has for many years been prominently identified with the piano and talking machine business of California, the piano department having been discontinued a few years ago; while the Ellas Marx Co., whose standing is materially increased by this deal, is known as one of the pioneers of the trade of central California.

## FORESEES END OF DEPRESSION.

Optimism, John Wanamaker Says, Is Great Need in the United States Now.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 8.—John Wanamaker expressed his firm belief that the present business depression is only temporary in an address at a luncheon at the St. James recently, attended by members of the Walnut Street Business Association, Rotary Club and Merchants and Manufacturers' Association.

"Business is in a condition of unpleasantness, unhealthfulness and fear," he said. "Our present need is to discover the best way to get business on to the double track of safety, out of the darkness into light, to find a way for courageous feet and to see a vision of returning good times.

"My great hope, indeed I may say my firm belief to-day, is that this condition is only temporary. We can shorten it, and it is our duty not to talk down but to talk up. We must first get ourselves in an optimistic frame of mind, for the man who is discouraged can discourage the man who is next to him. If a man has health and strength he has no right going about with a long face, as he only makes things harder for himself and for those about him.

"We have gone through a hard time, but conditions that exist are here, and are not simply the result of politics or of war in Europe. The tariff has had a great deal to do with the unrest, the mills closing because capital cannot be had as usual.

"As for the income tax, it is good, sound sense to make the rich men bring out their money, but it touches all such as ourselves, for there is just that much money less in circulation. I have no fault to find. We elected splendid people who notified us in advance what they would do. We are talking now not of cause, but of effect.

"In all cities business men have been affected by the present condition of banking capital. The Federal reserve act will work out great good. Money, however, is like merchandise—the highest bidder gets it."

The West Music House, one of the oldest music houses in Joliet, Ill., has recently remodeled its quarters to make room for new demonstrating booths in the Victor talking machine department. This branch of the business is steadily expanding.

## MOVED TO NEW QUARTERS.

Humes Music Company of Columbus, Ga., Now Has One of the Finest Talking Machine Departments in South—Install Unico Booths.

(Special to The Talking Machine World.)

COLUMBUS, GA., October 6.—In moving from their old location to their new store at 1032 Broad street, the Victor talking machine department of Humes Music Co. has undergone quite a change. In place of the improvised display room in the back of the store it is now in the front of the store and is equipped with two sound-proof demonstration rooms of Unico construction. C. C. Gibson formerly of Phillips & Crew Co., Atlanta, is in charge of this department and is anticipating quite a large increase in business this season.

## COLUMBIA MANAGERIAL CHANGES.

Recent Changes and Transfers of Managers in the Various Branches of the Columbia Co. Throughout the Country.

The Columbia Graphophone Co. announced last week a number of important changes concerning the personnel of the managers of its various branches throughout the country. It is interesting to note in this connection that the company in making the changes and transfers has followed its successful policy of promoting the men who have been in its employ for any length of time in preference to securing the services of outsiders.

Frederick Dennison, manager of the Baltimore headquarters of the Columbia Co. for several years, has been placed in charge of the Detroit branch, where he will be given a broader field for development and expansion.

George A. Baker, assistant manager of the Columbia Co.'s wholesale establishment at 89 Chambers street, New York, has been promoted to the management of the Baltimore store, an advance that he well deserves.

Kenneth Johns, formerly manager of the Detroit store, will join the Columbia Co.'s offices in New York, occupying an important post.

J. D. Westervelt, formerly agency supervisor of the Dictaphone division of the Columbia Co., has assumed charge of the Dictaphone business of the Pennsylvania Talking Machine Co., Philadelphia, Pa.

T. L. McManus, a special salesman from the executive offices of the Dictaphone department, has been placed in charge of the Springfield, Mass., branch of the Columbia Co.

## VICTOR CO. TO BUY 2,000 BALES.

Orders Bale of Cotton Through Every Victor Dealer in Cotton Belt—A Big Total.

(Special to The Talking Machine World.)

ATLANTA, GA., October 9.—The "Buy-a-Bale-of Cotton" movement Monday morning is given another big boost by a purchase of 2,000 or more bales at 10 cents a pound by the Victor Talking Machine Co., of Camden.

The company will buy one bale through each of its dealers in the cotton belt, and it has at least 2,000 dealers and probably more in this section. The cotton is to be bought by the dealers direct from farmers and is to be shipped to the company's warehouse in Philadelphia.

The Elyea-Austell Co., of this city, which is a Victor distributor here, and the wholesale representative, made the announcement of the company's big purchase, which amounts to \$100,000 or more. The purchase, in fact, is the direct result of solicitation on the part of the Elyea-Austell Co. It took the "Buy-a-Bale" matter up with the Victor Co. when the movement started several weeks ago. It suggested that the Victor Co. buy 250 bales, and the company responded by buying 2,000 bales.

## PACIFIC COAST DEALERS PLACING LIBERAL ORDERS.

Jump in Wholesale Business Indicates Faith in Coming Holiday Season—Elaborate Columbia Exhibit for Panama-Pacific Exposition—New Edison Shop Opens in San Francisco—Encouraging News from the Interior—New Stores Recently Opened—News of Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 3.—There has been a notable wholesale movement of talking machines during the last few weeks. Dealers throughout the country have been in the market for both talking machines and records; and the general expectation seems to be for a good lively fall and winter trade. The orders have not as a rule been particularly large; but they have been numerous and have been restricted to no particular section of the Coast territory. With the close of the harvest season and the advent of money received from the sale of these, country retail business has also begun to pick up, though the heavy selling in the country will not come till a little later. City retail trade is also showing signs of the regular fall activity, and the general talk around the talking machine departments is of the optimistic sort. The fact that in practically all cases where there is any remodeling being done at the music houses there is also an enlargement of the space allotted to talking machines shows what the dealers are expecting of the fall and holidays.

### Planning for Elaborate Columbia Exhibit.

W. S. Gray, manager of the Pacific Coast territory for the Columbia Graphophone Co., reports a good start made on the fall trade, the volume of the business done to this date being somewhat larger than for the same date last year. The opening of new talking machine departments by music dealers and others in the smaller cities and towns of the Coast being more noticeable than usual. Mr. Gray is now beginning to give some little thought to the exhibit which the Columbia people will put in at the Panama-Pacific Exposition. The exposition buildings and grounds are now all complete and ready for the installation of exhibits, and exhibitors are beginning to work out their plans in detail. A fine showing of Columbia machines and records was made by the Wasserman-Gattmann Co., of Sacramento, Cal., at the California State Fair in that city last week.

### Formal Opening of New Edison Shop.

The new Edison shop on Geary street has been the big thing in the San Francisco talking machine trade for the past two weeks. This store held its formal opening on September 24, and on that day and on each succeeding day has been offering special concerts for the entertainment of visitors. The new store and the daily concerts have been given a liberal advertising, running from half to whole pages in the daily papers, and Manager

James S. Baley reports that results have been of the most cheerful sort. On the opening day concerts succeeded each other almost without intermission from 8.30 in the morning until 5 at night. A total of more than ninety numbers were given.

### Take Advantage of Los Angeles Fashion Show.

The Fall Fashion Show at Los Angeles during the week of September 21-26 was utilized by the Los Angeles music houses as a sort of fall opening for the retail talking machine departments. Special window displays were made by nearly all the larger stores. A number of the stores, including the Geo. J. Birke Co., the Wiley B. Allen Co., and the Southern California Music Co., were given special mention by the press in the write-ups of the Fashion Show.

### Remodeling Store in Santa Barbara.

The talking machine store of Ralph M. Paulin, at Santa Barbara, Cal., is now in the midst of a general remodeling and refitting. An artistic entrance has been put in connecting Mr. Paulin's store with the piano store of the Brown Music Co. New demonstration rooms have been added, and the reception room has been refitted.

### More Space for Eilers Department.

Manager Rothermel, of the talking machine department at the Eilers Music Co., San Francisco store, has prevailed on the company to grant him some valuable additional ground floor space in the big Market street store. The growth of business in his department and the prospects for a very busy fall left the department a little short of demonstration rooms. A special demonstration room for Edison disc machines has now been completed.

### Adds Talker Department in Modesto, Cal.

H. Hinz, a well-known music man of Modesto, Cal., who has been in business in that county for many years, has now added a talking machine department to his store. In this, he has associated himself with J. J. Morgan, of San Francisco, who was formerly manager of the talking machine department of the Emporium department store.

### Preparing for Big Season in San Diego.

The San Diego store of the Southern California Music Co., is preparing for a big season in the talking machine department, partly as a result of the near-by opening of the Panama-California Exposition in that city, and partly as a result of natural growth. Arrangements are being made to handle additional business. The management of the San Diego store has now been placed in charge of Leonard Newton, for several years manager of

the talking machine end of the Los Angeles store. Mr. Newton took up his new work about the middle of September.

### New Department in Visalia, Cal.

A complete talking machine department will be installed in the new music store of the Wiley B. Allen Co., at Visalia, Cal. A good location has been secured on North Court street. T. F. Sibbey, of Visalia, will be in charge of the store, the special talking machine man having not yet been selected.

### Clark Wise & Co. Expand.

Clark Wise, of Clark Wise & Co., Geary street dealers, say that they have again found it necessary to take additional space for their talking machine department. Some additional demonstration rooms have been added in preparation for the normal fall increase in business.

### Increases Stock of Edison Products.

The Curtis & Henkle Drug Co., of San Jose, Cal., has expanded its talking machine department and is now carrying a larger stock of Edison machines and records than ever before. Arrangements have been made to get in shipments of new Edison records each week.

### New Stores and Changes.

L. C. Ackley, of San Fernando, Cal., has secured a new location, which is now being put in shape. He expects to get moved within a couple of weeks.

W. D. Evans, of Antioch, Cal., will shortly organize the Contra Costa Music Co., to take over his business with the idea of doing a little expanding.

R. Hosmer has opened at Berkeley, Cal., with a line of talking machines and other musical goods.

The Burditt Piano Co., which opened a music store at Pomona, Cal., a few weeks ago, has put in a complete line of Columbia machines, and is preparing to give this line a good representation during the fall and winter.

A. L. Gardner, of Bakersfield, Cal., was a trade visitor in San Francisco a couple of weeks ago.

## DEALERS' ASSOCIATION TO MEET.

J. G. Bremner, president of the Eastern Talking Machine Dealers' Association, states that, with the opening of fall, the regular meetings of that body will be resumed for the discussion of various trade questions. The date of the first fall meeting has not yet been announced, but will be decided upon soon.

An American Consul in England reports a company in his locality desirous of securing names of American manufacturers of talking machine motors and fittings. Manufacturers wishing to communicate with this company should address the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C., referring to Foreign Trade Opportunity No. 13739.

# The Success of Your Talking Machine Department

Is to a *large* extent dependent upon the service your distributor gives you.

This admitted makes it important that you secure the best service obtainable.

## AND THAT IS EASTERN SERVICE

To use it is to swear *By* it not *At* it.

May we not have the opportunity to convince you that our service is exceptional?

# EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



**Victrola XI, \$100**  
Mahogany or oak



**Victrola VI, \$25**  
Oak



**Victrola IX, \$50**  
Mahogany or oak



**Victrola XVI, \$200**  
Mahogany or oak

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

This important question will confront the people of the whole country right on until Christmas.

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

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



#### Victor Distributors

Albany, N. Y. .... Finch & Hahn.  
 Altoona, Pa. .... W. F. Frederick Piano Co.  
 Atlanta, Ga. .... Elyea-Austell Co.  
 Phillips & Crew Co.  
 Austin, Tex. .... The Talking Machine Co., of Texas.  
 Baltimore, Md. .... Cohen & Hughes, Inc.  
 E. F. Droop & Sons Co.  
 H. R. Eisenbrandt Sons.  
 Bangor, Me. .... Andrews Music House Co.  
 Birmingham, Ala. .... Talking Machine Co.  
 Boston, Mass. .... Oliver Ditson Co.  
 The Eastern Talking Machine Co.  
 M. Steinert & Sons Co.  
 Brooklyn, N. Y. .... American Talking Machine Co.  
 Buffalo, N. Y. .... W. D. Andrews.  
 Neal, Clark & Neal Co.  
 Burlington, Vt. .... American Phonograph Co.  
 Butte, Mont. .... Orton Brothers.  
 Chicago, Ill. .... Lyon & Healy.  
 The Talking Machine Co.  
 The Rudolph Wurlitzer Co.  
 Cincinnati, O. .... The Rudolph Wurlitzer Co.  
 Cleveland, O. .... The W. H. Buescher & Sons Co.  
 The Collier & Sayle Co.  
 The Eclipse Musical Co.  
 Columbus, O. .... Perry B. Whitsit Co.  
 Dallas, Tex. .... Sanger Bros.  
 Denver, Colo. .... The Hext Music Co.  
 The Knight-Campbell Music Co.  
 Des Moines, Ia. .... Chase & West Talking Mach. Co.  
 Mickel Bros Co.

Detroit, Mich. .... Grinnell Bros.  
 Elmira, N. Y. .... Elmira Arms Co.  
 El Paso, Tex. .... W. G. Walz Co.  
 Galveston, Tex. .... Thos. Goggan & Bros.  
 Honolulu, T. H. .... Bergstrom Music Co., Ltd.  
 Indianapolis, Ind. .... Stewart Talking Machine Co.  
 Jacksonville, Fla. .... Florida Talking Machine Co.  
 Kansas City, Mo. .... J. W. Jenkins Sons Music Co.  
 Schmelzer Arms Co.  
 Lincoln, Neb. .... Ross P. Curtice Co.  
 Little Rock, Ark. .... O. K. Houck Piano Co.  
 Los Angeles, Cal. .... Sherman, Clay & Co.  
 Louisville, Ky. .... Montenegro-Riehm Music Co.  
 Memphis, Tenn. .... O. K. Houck Piano Co.  
 Milwaukee, Wis. .... Badger Talking Machine Co.  
 Mobile, Ala. .... Wm. H. Reynolds.  
 Montreal, Can. .... Berliner Gramophone Co., Ltd.  
 Nashville, Tenn. .... O. K. Houck Piano Co.  
 Newark, N. J. .... Price Talking Machine Co.  
 New Haven, Conn. .... Henry Horton.  
 New Orleans, La. .... Philip Werlein, Ltd.  
 New York, N. Y. .... Blackman Talking Machine Co.  
 Emanuel Blout.  
 C. Bruno & Son, Inc.  
 I. Davega, Jr., Inc.  
 S. B. Davega Co.  
 Chas. H. Ditson & Co.  
 Landay Brothers, Inc.  
 New York Talking Machine Co.  
 Ormes Inc.  
 Silas E. Pearsall Co.  
 Benj. Switky.

Omaha, Neb. .... Nebraska Cycle Co.  
 A. Hospe Company.  
 Peoria, Ill. .... Putnam-Page Co., Inc.  
 Philadelphia, Pa. .... Louis Buehn.  
 C. J. Heppie & Son.  
 Penn. Phonograph Co., Inc.  
 The Talking Machine Co.  
 H. A. Weymann & Son, Inc.  
 Pittsburgh, Pa. .... C. C. Mellor Co., Ltd.  
 Standard Talking Machine Co.  
 Portland, Me. .... Cressey & Allen, Inc.  
 Portland, Ore. .... Sherman, Clay & Co.  
 Richmond, Va. .... The Corley Co., Inc.  
 W. D. Moses & Co.  
 Rochester, N. Y. .... E. J. Chapman.  
 The Talking Machine Co.  
 Salt Lake City, Utah Consolidated Music Co.  
 San Antonio, Tex. .... Thos. Goggan & Bros.  
 San Francisco, Cal. .... Sherman, Clay & Co.  
 Savannah, Ga. .... Phillips & Crew Co.  
 Seattle, Wash. .... Sherman, Clay & Co.  
 Sioux Falls, S. D. .... Talking Machine Exchange.  
 Spokane, Wash. .... Sherman, Clay & Co.  
 St. Louis, Mo. .... Koerber-Brenner Music Co.  
 St. Paul, Minn. .... W. J. Dyer & Bro.  
 Syracuse, N. Y. .... W. D. Andrews Co.  
 Toledo, O. .... The Whitney & Currier Co.  
 Washington, D. C. .... Robert C. Rogers Co.  
 E. F. Droop & Sons.

# FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

These Record 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.

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman. We sell our Superb Albums at big discounts to meet competition. Shall we send samples and quote our very low prices?



DISC RECORD ALBUMS  
ARE WHAT EVERY  
Talking Machine Owner  
MUST NOW HAVE

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

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

Write for samples of our Albums, which are superior to all others

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

## ACTIVITY IN TWIN CITY TRADE.

Minnesota Phonograph Co. Opens Store in St. Paul—Jobbers Report Heavy Demand for Machines and Records—Talking Machine Co. Giving Recitals—General News.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., October 5.—A new store opened last week in St. Paul under the name of the Minnesota Phonograph Co. in the triangle building at Sixth and St. Peter streets. With fronts on three streets and in the heart of a section that many students believe will be the coming shopping district of St. Paul, the store is well located for good business. William Lucker, the manager, states that more than \$5,000 has been expended in the demonstration booths and other phonograph equipment, and the appearance fully bears out the statement. While the store already is occupied, it is not wholly completed and the formal opening has been deferred. Edison phonographs and Victor talking machines will be handled on a large scale in this new place.

Victrola business is booming not only in Minneapolis and St. Paul, but throughout the entire country, for which the Twin Cities are the jobbing center. These houses know nothing about war except that it brings them additional demand for patriotic music records. There are ten Victor stores in the two cities and all without exception report their September business as the best ever.

The Talking Machine Co., Archie Matheis, manager, inaugurated Thursday night a series of weekly recitals. The plan which was tried last season proved so attractive that it was resumed again for the present season. The store was filled to its utmost and the recitals will now be a regular event until next summer. Mr. Matheis has published a prospectus of his line which is an attractive little volume in every way. There was good business since September opened, and things look inviting for a good fall trade. A new crosstown

car line on Eleventh street is likely to bring a great deal of additional trade to upper Nicollet avenue, and the Talking Machine Shop will be in line for its share.

Work is being rushed on the new Minneapolis store of the Minnesota Phonograph Co. at 612 Nicollet avenue. The opening is set for October 20. Manager Laurence H. Lucker is now in the East, meaning Orange, N. J., to get additional stock for the new shop. The old store at 515 Marquette avenue will be retained for general office and storage purposes, but it is proposed to make the new place the chief retail store, although it virtually will be a branch of the business. In casting up its records the other day it was found that thirty-two pianos and three players had been taken in exchange for Edison phonographs during the present year. The cylinder machines still sell readily, but the people means want the disc.

George W. Lyle, general manager of the Columbia Graphophone Co., visited the Minneapolis and St. Paul stores Saturday, October 3, and is believed to have found business moving briskly.

## DANCING EXHIBITION ATTRACTS

In Los Angeles, Where the Southern California Music Co. Has Been Utilizing the Victrola to Furnish Music for Two Prominent Artists.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 5.—The Southern California Music Co., of this city, live-wire Victor dealer, has been utilizing the Victrola to furnish music for two prominent dancers who have been giving exhibitions in its store. These dancers, Miss Norma Gould, assisted by Erwin Volze, have been rendering interpretations of the latest dances to the music of a Victrola with signal success. The exhibitions have attracted crowds to the company's store, and the large attendance was so gratifying that the company has decided to give instructions and demonstrations twice a week to which the public are invited to participate.

## CONDITIONS IN THE SOUTH

Are Not as Favorable in a Business Way as They Ought to Be Owing to the Farmers Being Unable to Realize on Their Cotton, Says E. N. Upshaw of the Elyea-Austell Co. —Approves of World Editorial.

E. N. Upshaw, of the Victor department of the Elyea-Austell Co., of Atlanta, Ga., writes the editor of The Talking Machine World under date of September 20 as follows:

"Dear Sir:—We wish to express our approval of your editorial in the current issue of The World regarding the fallacy of the idea of armed peace. It strikes the writer as quite a coincidence that only last Sunday he heard one of the leading ministers of the city in his sermon use almost identically the same words in regard to this proposition as your editorial uses.

"We consider that the demands of business men and commerce in general will do more to promote world peace than any other one thing. Even now there is talk of the bankers and moneyed men of Germany bringing pressure to bear upon the Emperor to force him into discussing terms of peace with the other nations.

"General conditions throughout the South are pretty much at a standstill owing to the fact that so far we have been unable to market our cotton. The 'buy-a-bale-of-cotton' movement proposition has done much to restore confidence, and very likely by the time you go to press again the South will be running along at least under normal conditions. Business is holding up to just about what it was last September, and if the South can only realize on its cotton we will finish the fall with a very decided increase over last fall. The South is hit harder on account of the war than any other section, owing to the closing down of the numerous cotton mills in Europe, the Stock Exchange and the tightening up of money which prevents the disposing of its cotton at any price whatever."



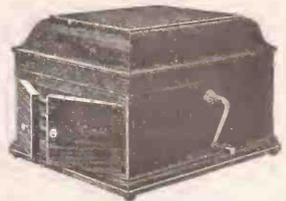
**Victrola IV, \$15**  
Oak



**Victrola VI, \$25**  
Oak



**Victrola VIII, \$40**  
Oak



**Victrola IX, \$50**  
Mahogany or oak

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

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

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

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

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

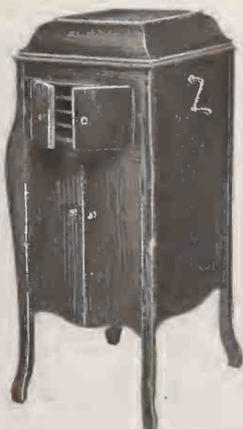


## Victor Talking Machine Co.

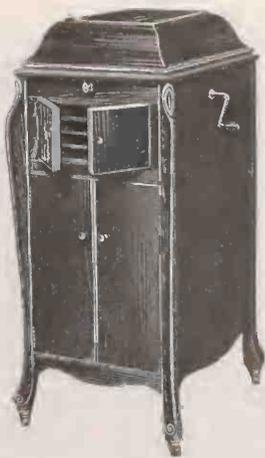
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



**Victrola X, \$75**  
Mahogany or oak



**Victrola XI, \$100**  
Mahogany or oak



**Victrola XIV, \$150**  
Mahogany or oak



**Victrola XVI, \$200**  
Mahogany or oak

**WINDOW TRIMMING FOR TALKING MACHINE DEALERS.**

Ellis Hansen, the Well-Known Expert and Display Manager of the Wurlitzer Co., Chicago, Says That Window Display Is the Best and Cheapest Kind of Advertising—Getting "News Value" in Window Trims—Taking Advantage of Fads and Seasons for Display.

It was left to the youngest and, perhaps, the most progressive branch of the music trade, the talking machine dealer, to fully understand the great advertising value of the show window. It is now generally realized that a well-dressed window display is the best and cheapest advertising medium at a retail dealer's command. It has grown steadily and artistically until to-day it overshadows in importance almost any other kind of advertising. A successful display must not only attract attention, but be pleasing and efficient. Anything unusual will stop people, but unless it makes friends and sells goods, it is not a successful display.

The talking machine dealers are fortunate in having an article that is particularly well suited for a successful window display. Talking machines and records are very suggestive. There is always "something doing." Its close connection with people in the public eye makes it not only possible, but easy, to get that quality that newspaper men call "news value" into a "talker" trim.

**Taking Advantage of Concert Tours.**

To illustrate my point: Take the concert tours of famous musical artists. Weeks before the artist arrives in your city the local paper contains not only advertisements, but pictures and articles about the concert. This is your chance to make

grateful hearts the joy and happiness contributed by the famous composers of our sister nations throughout the world. To all European countries we extend our sincerest good fellowship along

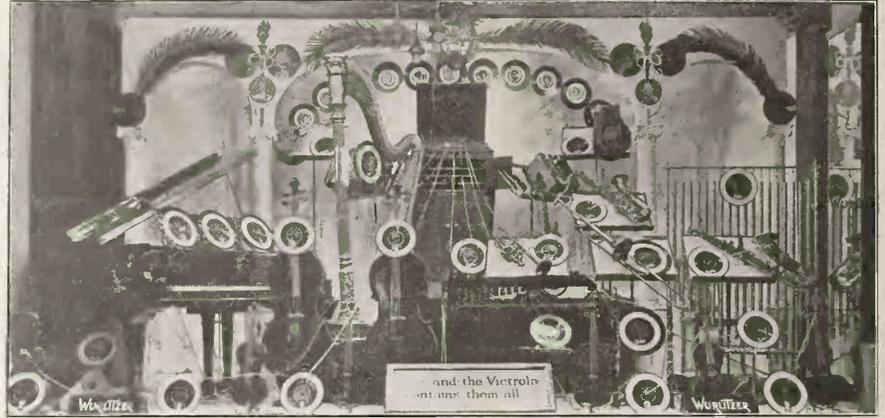


Fig. 1—A Striking Window Embracing a General Line of Musical Instruments.

with our expressions of neutrality, fairness, friendship and, in the undying words of our immortal Lincoln, 'With charity for all and malice towards none.'

Two American flags should be draped on either

concentrate your mind on the subject and have a definite idea of the message you expect to convey. It is not always beauty alone that counts, but the idea that is behind the display. To illustrate this, study picture Fig. 1. In this display I wished to bring out strongly the wonderful versatility of the Victrola. In the show window was placed a collection of practically every modern musical instrument from a grand piano to a piccolo—harp, violins, cellos, trombones, cornets, clarinets, saxophone, flute, bells, chimes, banjo, mandolin,

zither, accordion, and many other instruments. With each instrument was a Victor record made by some celebrated artist on that particular instrument. Fifteen vocal records headed by Caruso and Melba and with pictures of each singer

were also used in the display. Connected with each record and instrument was a ribbon that extended to a Victrola in the background. The only show card read: "— and the Victrola contains them all." The display demonstrated the point so clearly that it attracted a great deal of attention.

**Foreign Record Display (Fig. 2).**

This display was put in recently to advertise the new Swedish, Danish, Norwegian and Finnish records used by the Victor Co. Hence the Viking ships were used. These were cut from heavy cardboard and painted so that they stood out in strong relief. A row of overlapping records was placed along the side of each ship in imitation of the warriors' shields that are always shown in pictures placed this way.

On the sails of the first ship was written, "New Victor Records from the land of the Vikings." On the second ship, "Victor Records in Twenty-six Languages." Notice the sea gulls flying in the direction of the ships. These were painted on cardboard, cut out and extended by threads. The display was considered very picturesque.

(Continued on page 9.)



Fig. 2—Window Especially Devoted to Swedish, Danish, Norwegian and Finnish Records.

an effective display with the records of the artist. A large picture and a show card in connection with the records, plus the publicity in your city papers will add a great deal of additional interest in your display, and, no doubt, result in increased sales of that artist's records. The only expense a display of this sort will entail is the cost of the picture and sign work.

**News and Patriotism.**

Another example of "news value": Some weeks ago President Wilson sent an appeal to the American people to be strictly neutral and careful in expressing opinions of the war in Europe on account of the many foreigners that have made this country their home. This gave me the idea for an unusual display. Make two or three steps or shelves in your window and arrange as many foreign records as there are nations in Europe on the steps. Get small European flags corresponding to the records (these can be purchased in department stores at 5 or 10 cents each). Have a sign made in the shape of an American shield and fasten to this the record of "The Star Spangled Banner." Have the following copy under the American record:

"All true Americans celebrated the one hundredth anniversary of

"The Star Spangled Banner,"

"written by Francis Scott Key, September 14, 1814 1914

"The land of the free' also remembers with

**How to Make an Interesting Display.**

To make an interesting display you must first

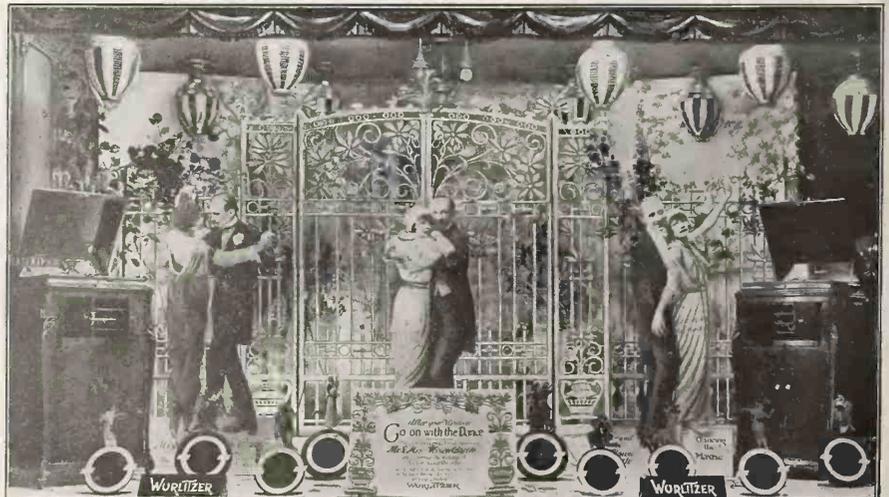


Fig. 3—Utilizing Effective Publicity for Effective Window Display.



All the way from the announcement on the front cover to the new Columbia Grafonola "Leader" on the back, the Columbia Record Supplement for November is as sure a money-maker as the mint.



(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

#### An Effective Dance Display.

In the dance display (Fig. 3) I have made use of the Victor Co.'s advertisements. For some time the Victor Co. has featured Mr. and Mrs. Castle in the daily papers, illustrating the different dance steps introduced by these clever dancers. These dance pictures gave me the idea for this display. The background consisted of a large gate well adapted for window display purpose, from a classic Italian design, and made of heavy cardboard, reinforced at the back with wooden strips so as to be self-supporting. It was colored by airbrush and stood out in strong relief. This gate, which I have named "The Prunella," may now be obtained in Chicago by dealers for window trims. The life-sized figures of the Castles were made from photographs enlarged to the proper size by the "solar print" process and tinted in natural colors. On the bottom of the figures were signs with the names of the dances: Tango, Hesitation and Maxixe. The lanterns in American colors were obtained in a 10-cent store. The copy of the sign in the center read as follows: "After your vacation. Go on with the dance. The great exponents of modern dancing, Mr. and Mrs. Vernon Castle, now supervise the making of Victor dance records. Come in and get illustrated instruction book, 'How to Dance the One-Step, Hesitation and Tango,' with our compliments—Wurlitzer."

Ten dance records and two fine Victrolas completed the display—one of the most effective I have ever designed. It certainly seems easy for Victor dealers to get ideas for displays. The splendid and high-class pictorial advertising done by the Victor Co. offers new and timely sugges-

tions to the wide-awake dealer. The Voice of the Victor, their house paper, has contained for the last few months a number of well-written illustrated articles on how to get up inexpensive window displays. Full information about Victor artists' concert tours and many other useful hints for Victor display purposes are printed, so there seems no excuse for Victor dealers not to have what, in my opinion, is the greatest aid to a dealer, well-dressed and interesting show windows.

#### Displays for National Holidays.

Decorate your windows on all national holidays. A few American flags and appropriate records on such occasions are always in good taste. No other flag lends itself better for decorative treatment than the Stars and Stripes.

It is a good plan to have a list of special display occasions and then get busy two weeks before the date of the display. It is rather unpleasant to be reminded of a display date in your competitor's window. I would suggest the following list:

Opening day of new records, Washington's Birthday display, Valentine display, St. Patrick's Day display, Easter, Decoration Day, Fourth of July, Vacation display, School record display, Opening of grand opera, Thanksgiving display, and Christmas display.

There is, however, one rule that should never be lost sight of and that is that whenever you use window effects such as flags, flowers, ribbons, and all those things which the holiday season gives an excuse for, always remember that after all these are to be used only as a means of attracting attention to the goods. They must not be permitted in any possible way to over-

shadow or obscure the goods you have for sale.

#### Price Tickets and Show Cards.

Some dealers refuse to put price tickets on their instruments. There really seems to be no sound reason for not using a neat, well-written price card. Men, especially, like to see prices on goods before entering a store. I consider price tickets as one of the things that make a display interesting. Nearly all newspaper ads contain prices. Why not the show window?

Use good sign work. It does not pay to spoil an otherwise well-dressed window to save a few cents and get a cheap looking display. If you use a number of show cards have the general appearance of them alike no matter if the sizes differ. In wording show cards use the simplest and most direct language at your command. Be brief and to the point, and don't get your facts complicated with big words. Avoid slang and poetry. The science of window trimming consists not alone in attracting the attention of those with whom a dealer wishes to do business, but in attracting pleasantly and in making a favorable impression.

#### "BUY-A-BALE-OF-COTTON."

The "Buy-a-Bale-of-Cotton" plan has met with generous response all over the country, and without doubt this move will have a beneficial effect upon trade conditions in the South.

To our several friends in the South who have written urging our support of the movement we would say that the editor of The World purchased his bale of cotton by wire from J. N. Swanson, of the Houston Talking Machine Co., Houston, Tex.

## The DITSON Pledge

is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

## The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

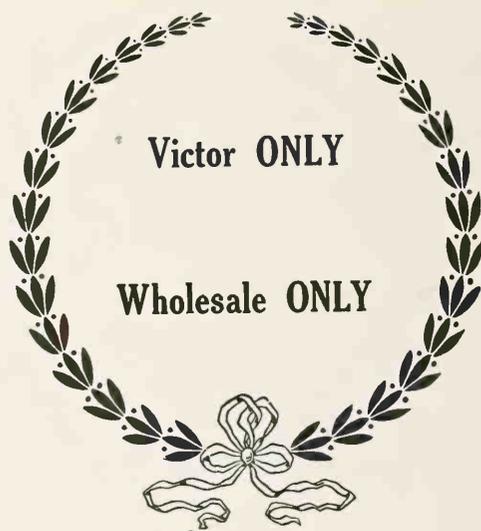
OLIVER DITSON CO., Boston, Mass.

NOTE THE NEW ADDRESS:  
CARLISLE BUILDING, 19-25 E. 24th ST., NEW YORK, N. Y.

# BENJ. SWITKY

NOW IS

The Only "ONLY" Victor Distributor  
IN NEW YORK



Several Distributors handle the Victor line ONLY. One Distributor sells wholesale ONLY. But BENJ. SWITKY is the ONLY Distributor who combines both qualifications.

*We sell wholesale ONLY, and handle nothing besides  
Victor Talking Machines, Records, and Supplies!*

**BENJ. SWITKY - - VICTOR SPECIALIST**

CARLISLE BUILDING, 19-25 E. 24th STREET, NEW YORK, N. Y.

Telephone Madison Square 7531-7532.

NOTE THE NEW ADDRESS:  
CARLISLE BUILDING, 19-25 E. 24th ST., NEW YORK, N. Y.

# BENJ. SWITKY'S

## New Policy Appeals to YOU, Mr. Dealer!

Appreciation of your liberal patronage, a desire to merit your continued good-will, and further proof of our friendship for you, prompt us to cease being your competitor in the retail field.



You are cordially invited to visit our New Quarters. They are spacious, up-to-date, accessible—in fact, selected for speed and comfort.

*Come! Let us talk over your plans  
for a successful business this season.*

**BENJ. SWITKY - - VICTOR SPECIALIST**

CARLISLE BUILDING, 19-25 E. 24th STREET, NEW YORK, N. Y.

Telephone Madison Square 7531-7532.

**SHERATON**

Model A290, Mahogany, Inlaid Marquetry, \$290.00

**LOUIS XV**

Model A425, Circassian Walnut, \$425.00  
Model A375, Mahogany, \$375.00

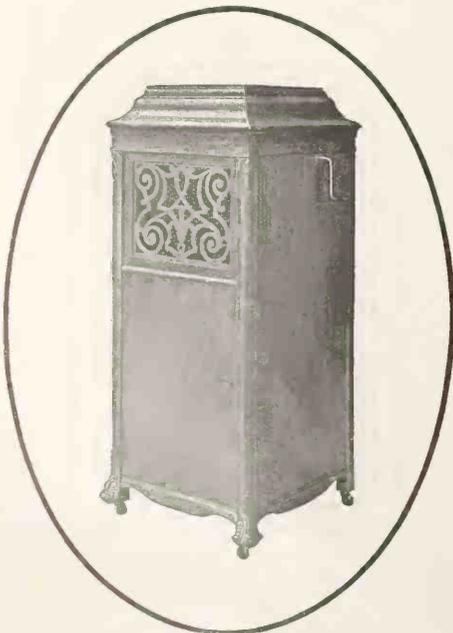
## Spell Binding and Sales Binding

You do not have to be an orator to sell the Edison Phonograph. It contains in itself all the eloquence needed to convince the customer that here is the musical instrument which he must have for his own.

Dealers who handle the full Edison line

will tell you that the Edison Phonograph is easy to sell because it is so easy to listen to. The minute you begin to play an Edison Phonograph for a customer the Edison inventions and all that the name Edison means in the phonograph world, are at work to bind your sale.

**Thomas A. Edison, Inc.,**



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00



**LOUIS XVI**  
 Model A450, Cir-  
 cassian Walnut,  
 \$450.00  
 Model A400, Ma-  
 hogany, \$400.00



**SHERATON**  
 Model A275, Ma-  
 hogany, Inlaid  
 Plain, \$275.00

There's the fact that the Edison repro-  
 duces those elusive overtones that the  
 others miss. There's the tremendous ad-  
 vantage of the permanent point that ends  
 at once all needle troubles. There's the  
 steady pitch that comes from the smooth-  
 running motor, the indestructibility of  
 the records, the beauty of the cabinets,  
 all working on the customer's buying  
 instinct for your profit.

So much the Edison does for itself. But  
 when it has won conviction then comes  
 your part of the sale. You must be ready  
 to supply the convinced customer with  
 the type of Edison that best suits his  
 needs. And to do this you must carry  
 the full Edison line, otherwise you will  
 be forced to watch his conviction of  
 Edison superiorities find its proof in  
 some other store.

59 Lakeside Ave., Orange, N. J.



Model A200, Ma-  
 hogany and  
 Oak, \$200.00



Model A300, Cir-  
 cassian Walnut,  
 \$300.00

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

**EDWARD LYMAN BILL, - - - Editor and Proprietor.**

**J. B. SPILLANE, Managing Editor.**

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

Boston: JOHN H. WILSON, 324 Washington Street.  
 Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street.  
 HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.  
 London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.  
 Representatives for Germany and Austria: VERLAG NEC SINIT, Berlin C. 19, Ross-Strasse 6, Germany. GEO. ROTHGESSER, Director.  
 The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

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

ADVERTISEMENTS: \$3.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$100.00.

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

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

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

NEW YORK, OCTOBER 15, 1914.

EVERY business man should see to it that he is contributing to the best of his ability to the maintenance of trade stability. Business expansion can be accomplished when there is strength and concentrated power behind the move.

Most of our troubles are largely mental, and if men permit themselves to get into a frame of mind so that they indulge in pessimistic thoughts over business, there are ninety-nine chances out of every hundred that they will succeed in undermining their trade opportunity. A pessimistic condition of the mind foredooms men to defeat. They start in handicapped, and they stand no show of winning the race against an optimistic competitor.

We should have faith in the business future, and faith in this country's ability to meet all demands made upon it from every part of the world—faith in its ability to produce prosperity for a hundred million Americans.

The attention of our people is perhaps too much diverted to the European war, when it should be directed to the development of our own business affairs.

Through the concerted action of American business men the beumbing conditions which followed the first declaration of war is gradually being overcome and the alert Americans, manufacturers and merchants are forming a line which cannot be easily turned backward by any outside competitive forces. They are awakening to the unparalleled business opportunities that are now knocking—yes, pounding—at their doors.

IT is but natural that our people should have been somewhat dazed by the sudden outbreak of events which were considered impossible in Europe and that their business affairs should have seemed for the moment commonplace and unimportant.

The quick and rapid events of the war have held them transfixed, as it were, but it is high time that business men should break away from war influences.

Most men realize the great part that Americans play in this greatest of all world battles—the role of readjusters, builders, creators of the conditions that are to rule in the days to come.

When the end of this last great war comes, and the roll-call is again read at the workshops, a million—yes, perhaps many more—will be missing, and for these the call of the unfinished tasks will be sounded no more through the long courses of the sun! The world needs workers to take up their tasks—workers to carry forward the banners of service. Therefore, Americans should see to it that they heed the imperative call to duty in the industrial campaigns which must again build up the fabric of civilization.

With our magnificent resources, the opportunities which are

opening before us become incalculably vast, and the live American manufacturer will seek to make the best use of the commercial opportunities offered by the present European situation, by wedging his way into the various markets of the world.

IN the meantime we should attend to those duties which lie nearest to us and keep away as much as possible from war influences and discussions.

The other day the story was told us of a talking machine salesman who had a number of excellent prospects in the morning, and he lost everyone of them by commencing to discuss the war situation with his callers. It is needless to say that he was retired, and his example should be a warning to other salesmen. When a customer comes into a talking machine wareroom it is not for the purpose of discussing the various phases of the European war, and the minute a discussion is entered upon interest is lost in the product which the party came in to see. Then, as the argument continues, it may be that the tactless salesman will develop a feeling far from pleasant in the mind of the caller.

It is so easy to ruin sales and so difficult to make them that it would not be a bad plan if managers put in force a rigid rule in which the salesmen were forbidden absolutely to discuss war within the warerooms. We know of one establishment that has adopted this plan, and to our personal knowledge it has been carried out rigidly. The invariable reply of every salesman to an invitation of a caller to discuss war conditions was: "We are neutral here. We cannot discuss war conditions." It is a very excellent plan and one which is liable not only to make friends, but make business, and just now every trade organization is interested in adding to its business profits.

THIS is harvest time and the business harvest should be good, and it can be if the talking machine men work with the object in view of creating a hopeful and confident feeling in regard to business.

The cultivation of economy is not at all times good. It means restriction all along the line. We mean by that, rigid economy. Conservatism, of course, is always wise, but to cultivate in the broadest possible manner the saving idea, by giving advice to people to use extraordinary care in their expenditures, means nothing less than the curtailment of business. If we could cultivate the well-balanced side—to have people work along the same lines which they have, provided they have been reasonably successful, it would to a great extent cut out the uncertainty and it would get the depression idea out of the minds of the American public.

There is no reason why publicity methods should be abandoned in the slightest. Keen advertisers realize that advertising is a powerful force to stimulate business confidence.

Men who are on the fighting lines of business realize that it is just at such a time when the weak and inefficient retreat and abandon the field to the stronger and more aggressive business forces.

If the talking machine men fail to do their share in the publicity end of the business—fail to mold public opinion—fail to interest possible buyers, then they are not contributing as they should, by effort and example, to the maintenance of business prosperity!

ADVERTISERS in The Talking Machine World receive good returns from their investment, and the paper as a business builder is conceded to be a success.

We are in constant receipt of communications from advertisers who have tested the columns of the paper and who most enthusiastically endorse it as a creative force.

Talking machine men, as a whole, do not appreciate the advantages which The World offers them as a business-building power. It is the only paper which reaches talking machine men in every part of the country—and every part of the world, for that matter.

It is read closely and men are influenced by what they see in its columns.

One of the leading talking machine men paid The World a high compliment in a communication when he said: "Your position has been a most difficult one on account of certain conditions which have existed in this industry; and, while all may not agree with you in your policy at all times, yet it is a fact that no one at any time could deny your absolute fairness and impartiality in dealing with the affairs of this industry."

Certainly that kind of a communication is appreciated, because we all like the approval of the men whom we respect.

Here is another communication which tells of the business-building powers of The World. It is from J. B. Ogden, of Lynchburg, Va., who says: "I am greatly gratified that I have been compelled to double the manufacturing capacity each month since I began to use space in your paper. I feel that you have very valuable advertising space. Certainly it has produced wonderful results for me."

Be a business builder—one of the live ones.

**I**F one can forget for a moment the awful solemnity of the present European conflict, one can run down many a grim caprice it has played with lives whose general tenor is as far removed from any practical connection with war as pole is from pole. Artists in all ages have instinctively been held as more or less exempt. So even have great political orators, leaders of their fellow citizens by word of mouth, through the proved incompetence of some of their number upon exchanging as a weapon the tongue for the sword. Witness Demosthenes.

At the outbreak of this war the whole elaborate fabric of theatrical life, for instance, crumbled like a house of cards. On Saturday, August 1, the Paris Opéra was announcing "Les Huguenots" for Sunday night, with "Faust" and "Lohengrin" to follow later in the week. Saturday at midnight mobilization began. By Sunday noon "Les Huguenots" was called off and the Opéra, which is supposed to remain open all the year round, closed its doors till further notice. Too many of the personnel had been summoned to arms to make even the Sunday night performance practicable. The next day the Comédie Française followed suit. In other capitals the experience was similar.

Eugène Ysaye, the king of violinists, has been reported anxious, in spite of the exemption his fifty-six years give him, to follow his three sons into battle. What tragic irony if he should encounter on the field Fritz Kreisler at the head of his Austrian company! Could Kreisler avow himself vanquished in arms as frankly as he has in are by the greater Belgian? Georges Barrère, the admirable first flute of the New York Symphony Society, was called to the defense

of France, but was excused, and is now in New York. That charming pianist, Camille Decreus, is now on the firing line. Many an American orchestra will lose men, and perhaps here and there a leader, and many a musician may have made this last record for a talking machine.

**N**O one trait has contributed more to the success of America in the domain of invention and manufactures than the use of initiative and the complete abandonment of incense offering to that bugaboo, "Precedent." The development of ideas in European countries has been greatly retarded by this stumbling block, this rock in the road of progress—precedent. Those who live by precedent still live in the atmosphere of the dark ages. Because our fathers did so and so is no reason for our doing it. Modern business conditions demand initiative qualifications on the part of business men who would compete successfully, or at least willingness to initiate modern, progressive methods.

Egotism and self-sufficiency are good qualities to brace us up in the competitive struggle, but they must not chain us to the post of precedent or blind our eyes to the necessity of keeping abreast of the times. As L. M. Hattenbach says we must cast precedent aside and move with the procession, float with the tide, and sail with the wind. Otherwise we will soon find ourselves alone, stranded on the desert island of precedent while our progressive competitors are basking in the sunlight of success on the shore of progress.

**T**HIS is the day of broad methods in merchandising. The most successful men in the talking machine or any other line are those who realize that all the factors that go to make a business establishment, whether large or small, are dependent one upon the other. They recognize that no one can be successful alone, that the proprietor must depend upon his department heads and the department heads on the salesmen—that the entire force, in fact, must work together in the mutual interests of the entire establishment. And where co-operation between all the various factors is cordial and complete, and where each factor is made to feel that he in his way is responsible for the success of the whole, then victory is bound to be achieved.

## Make Two Profits on Every Talking Machine Sale



Udell cabinets are made to fit the following disc talking machines

EDISON VICTOR COLUMBIA

Udell cabinets fit each machine in style and finish. Wherever possible we follow the "lines" of the instrument—thus insuring a perfect match.

Back of each Udell cabinet is the Udell guarantee. It means satisfied customers. Write for new booklet No. 45 to-day.

**O**UR New Booklet No. 45 which is now ready to come to you shows you how to make a *double profit* on every talking machine you sell—*one* profit on the instrument itself—*another* on a handsome Udell cabinet to *match* the instrument.

Write for this booklet.

Every customer who buys a talking machine wants a handy cabinet for filing the fragile records and holding his machine.

Show him UDELL cabinets, which *exactly* match standard instruments in style and finish, and make an *extra* sale.

Udell cabinets are made in eight styles which dealers have found from long experience to sell best with their customers. Six of these styles, like No. 1417, shown at the left, come with either perpendicular or horizontal shelves for filing records. Two have only perpendicular filing shelves.

Christmas will soon be here, and with it the best "talking machine season" of the year. Prepare to make the most of it by having Udell disc record cabinets on your floor. Get this *double profit*. Write for New Booklet No. 45, which pictures and describes the Udell line, *now*.

**THE UDELL WORKS, 1205 W. 28th St., INDIANAPOLIS**

# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., October 10.—The local trade is looking up considerably, and that dealers have been anticipating a big fall business is evident from the changes, enlargements and general improvements in warerooms all about the city. Most of the houses have large orders in for Edison, Victor or Columbia goods, and in some cases for all of them collectively. In most cases only a proportion of the orders can be filled, as the factories are overrun with a universally large demand from all over the country, a very good sign, truly. The most important piece of local news is the installation of an immense Edison exhibit at the big Domestic Science and Pure Food Exposition at Mechanics building, which is treated separately in this issue.

#### Business Ahead of a Year Ago.

The Pardee-Ellenberger Co. is reported by Manager Silliman to be way ahead of this time a year ago, and the trade throughout New England is pretty evenly distributed. All the company's traveling men are out, and Mr. Silliman says he looks for a big season from now on. Mr. Silliman's son, Horace H. Silliman, who has done excellent work during the summer demonstrating the Edison disc machines at the leading summer resorts along Narragansett Bay, has begun his studies at Harvard University.

#### Bold Burglars Get Away with Victrola.

Three music-loving burglars made a haul in North Cambridge a while ago when they broke into the music store of W. E. Moore on Massachusetts avenue and stole a handsome Victrola and a bunch of choice records. They boarded a Boston-bound open trolley car at 2 a. m. and set up their Victrola between the seats with some difficulty, yet their actions never aroused the least suspicion until an officer, who had learned of the break, saw the men going off in the car. As the officer was unable to get the car to stop the men got away with their musical plunder, and the last seen of them was when they left the car at Central Square.

#### Swamped with Orders.

Manager Arthur Erisman of the Columbia Co. has been over in New York conferring with the home office with regard to new business, for he has been so swamped with orders that he has not been able to get the requisite amount of goods, and it was to make strenuous overtures for a large consignment before the middle of October that took

him over. Mr. Erisman reports that the prospects look well for a banner year, far beyond that of 1913.

#### Henry Tosti Russell with Columbia Co.

One of the latest acquisitions to the Columbia forces is Henry Tosti Russell, a capable and versatile young man and son of Henry Russell, manager of the Boston Opera Co. Mr. Russell, who can speak several languages and has a familiarity with others, has been placed in charge of the foreign language department of the Columbia, and already he has made some valuable associations with leading schools about the city.

#### New Quarters for Conclave Co.

On Oct. 1 the Conclave Phonograph Co., which has been located at 9 Portland street, near the North station, has moved to a more uptown location at 46 Cornhill, where it will keep as usual a full line of talking machine records and will be open evenings.

#### Pictures of President and Cardinal.

The show windows of the Eastern Talking Machine Co. are adorned now with two large oil paintings which are attracting considerable attention. One is that of a full-length portrait of President Wilson, and in front is an indorsement of the Victor line of goods. In the other window the gorgeous vestments of Cardinal O'Connell call attention to the artistic full-length portrait of this Roman Catholic prelate, also with his opinion of Victor goods, of which he is a generous purchaser. His palatial Granby street residence contains a high-priced Victrola with many records.

Since the Eastern Talking Machine Co. opened up its newly equipped third floor it has found it necessary to take on extra help, and not only have extra clerks been added there, but the company has had to add to the shipping force of the establishment. Manager Taft is among the many in the trade, who sees a good business ahead for the talking machine trade.

#### Proving Valuable Adjuncts.

Two additions to the Columbia forces in the retail department are Miss Grace Dennis and Miss Elvira Craigen, and they are proving valuable adjuncts to the department. Miss Mabelle Jones, who had to withdraw from the house in the spring because of illness, is expected back shortly after a long summer spent at her home in Maine. Miss Jones will be welcomed back, as she has proved herself most intelligent both in the demonstrating and selling of Columbia goods.

#### Negotiating for the Victor Line.

The Furbush-Davis Piano Co. has made arrangements with Thos. A. Edison, Inc., for handling its goods, and it is expected that the contract will be closed shortly. The Furbush-Davis Piano Co. has just opened new warerooms in Boylston street, near Arlington street, up one flight. It is the newest piano house in the city.

#### School Proposition Now Under Way.

The school proposition has started in well with the Eastern Talking Machine Co., and with Ed Welch in charge of this department the business promises to be very good. Mr. Welch took hold of this work when Billy Fitzgerald was advanced to the wholesale department, and he has thus far made a good record.

#### Good Start for the Fall Trade.

Manager Batchelder of the Victor department of the Henry F. Miller Co. reports a good beginning to the fall trade. A decided change set in immediately the surface of Boylston street was completed and the cars again began running. It is hoped this thoroughfare is now completely finished following the two years' interruption to business incident to the subway construction.

#### Visits Boston on Way to Pacific Coast.

George W. Lyle, the general manager of the Columbia Graphophone Co. at New York, was a visitor to Boston yesterday and the day before. Mr. Lyle was anxious to get over to Boston before going on his eight weeks' trip to the Pacific Coast, on which he will start soon. Mr. Lyle was much gratified at the business of the company on this end.

#### Automobiling to the White Mountains.

Edward D. Easton, the president of the Columbia Graphophone Co., is expected in Boston shortly, following his custom for the past two years of taking in this city on his way in his automobile to the White Mountains. Mr. Easton's route is along the Long Island Sound route through Connecticut, Rhode Island and to Boston, then on through Portland, Me., and into the mountains. His trip home will be by way of Vermont and down the Connecticut Valley.

#### Victrolas for Argentine Battleship.

From George Lincoln Parker's warerooms in the Colonial building there lately has been shipped seven expensive Victrolas which were sent over to the Charlestown navy yard to be installed on the "Rivadavia," the huge battleship of the Argentine Republic, which has been at the yard for

New England has nearly 10,000 square miles more than England and Wales combined, so you can see that there is sufficient territory here for an unlimited amount of Edison Diamond Disc sales. Consider, too, that the fastest selling model is the \$250 style, to say nothing of the excellent record list, and you have a wonderful money-making industry.

Real Music  
At Last

We are exclusive Edison jobbers, our entire efforts being confined to the promotion of Edison goods. There is no diversion of interests and you are sure to get the closest co-operation and assistance in your business.

Ask us to-day for the entire story.

THE PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS.

NEW HAVEN, CONN.

## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 16).

several weeks prior to starting for New York for its final equipment. These outfits were purchased by seven of the "Rivadavia's" officers, and the style of music selected indicates these officers to be men of high-class taste in music.

**Pleased with Business Development.**

H. A. Yerkes, the wholesale manager of the Columbia Graphophone Co., was in Boston a few days ago, making his periodic visit here. He and Manager Erisman went over the books of the local branch, and Mr. Yerkes was more than pleased with the way the Boston business has been forging ahead.

**Sending in Good Reports.**

Good reports continue to be heard from George Krumshied, the Columbia traveling man for New Hampshire and Vermont, and he is sending in large and frequent orders to Manager Erisman.

**EUROPE IN WAR TIMES.**

Joseph K. Nye, of Nyoil Fame, Returned Recently from Europe After Undergoing Some Remarkable Experiences.

Joseph K. Nye, of William F. Nye, the famous oil manufacturer, of New Bedford, Mass., was one of the thousands of American refugees who arrived in New York during the past month from Europe. Mr. Nye had some remarkable experiences while abroad, and said that he wouldn't take \$10,000 for the experience now that he had it.

There was a long interview in the New York Sun with Mr. Nye, telling of his impressions when the war started in Europe and how he at once filed a message to his business manager to buy all the European oil on the market at any price, and the fact that they would not send the cable because it had the word Russian in it. He engaged passage on the "Caledonia," but after all the passengers had gone on board, and just two hours before sailing, the Government took the ship and the passengers were all dumped on shore. Later the passengers were taken by the "Baltic," 2,990 passengers being on board a boat which ordinarily carries half that number.

There was a manufacturing concern that paid a couple of hundred dollars in wages each year to keep the brass door plates and rails about the office polished bright and clean. One day all these shining surfaces were covered with a coat of transparent lacquer such as was used in the plating room. No more tarnish; no more wages to brass polishers.

**ATTRACTIVE EDISON EXHIBIT**

At the Domestic Science and Pure Food Show at the Mechanics Building, Boston—Much Interest Shown in Lectures and Demonstrations of Edison Disc—Other Exhibitors.

(Special to The Talking Machine World.)

BOSTON, MASS., October 5.—The notable feature of the Domestic Science and Pure Food Exhibit at Mechanics building, which opened to-day, is the Thomas A. Edison exhibit, which occupies the interior of a big Swiss chalet erected on the large stage of Grand Hall. The exhibit is in personal charge of Harland R. Skelton, who is one of the efficient attaches of the Edison Co., and who often is singled out for special work for the company at distant points. The Swiss chalet, because of its elevated position, is most conspicuous, and the interior, which resembles a good sized hall, is filled with seats. Periodically Mr. Skelton gives talks or lectures, both on the Edison disc machines and on the moving-talking pictures which are thrown on a large screen beside his raised platform. On two sides of the room are raised platforms on which the Edison disc machines are exhibited. Outside of the Swiss chalet two other of the Edison exhibits are those of the Telescribe, which is a connection of the dictating machine, and the Transophone, each of which has a place on the floor of the hall close to the Swiss chalet.

At the rear of the improvised hall, on the stage, are several rooms, each of which is devoted to an exhibit of Edison dealers here in Boston. Those who have these individual exhibits are George Lincoln Parker, of the Colonial building; Chickering & Sons, of 169 Tremont street; the Shepard Norwell Co., on Winter street; the Shepard stores of Providence and F. H. Thomas Co., of 691 Boylston street. It is said that the Edison exhibit, which is one of the most-talked-of displays of the show, cost in the neighborhood of \$10,000.

In the parcel post exhibit the Eastern Talking Machine Co. makes an interesting showing by way of illustrating the difference between the old way of sending goods and the new one through the medium of the parcel post. A card board box shows the damages sustained in sending records improperly shipped and another box shows the modern method of packing for shipment. In the one case the records are scratched and otherwise damaged, but under the more up-to-date method there is not the slightest damage whatever and the goods are received by the purchaser in perfect condition.



## Lansing Khaki Moving Cover

is the only safe protection that you can use for wrapping machines for shipment, for it insures perfect delivery condition.

It is the same as packing each talking machine or record cabinet in four thicknesses of heavy felt, with cotton flannel on the inside to keep the varnished surfaces right, and Government khaki on the outside to insure wearing durability of the cover.

**Gives Protection Against  
Dust  
Finger Prints  
Bruises  
Scratches and  
Heat or Cold**

You save all bother of refinishing each machine, so each cover saves its cost within a week after you buy it.

Place for your name and address on the outside, so you also get advertising value.

Ask us to send you a Lansing Cover and test it yourself. Also get our Booklet No. 6 giving you full details.

*Better send for these to-day.*

**E. H. LANSING**  
611 Washington St.  
**BOSTON, MASS.**

## The largest manufacturer of Talking Machine Needles is located in the United States

To be exact, the plant is at Lowell, Mass., one of the biggest manufacturing cities of the country. It was in 1870 that the needle business of W. H. Bagshaw was established, and the first talking machine needles were made by him. The business has steadily grown, until our shipping record reached the tremendous number of over 63,000,000 needles in 10 days, and even then our capacity was not taxed to its extreme. Every needle a Bagshaw-made quality needle—which means the best in the world at any price.

**W. H. Bagshaw, Lowell, Mass.**

*Pioneer Maker and Largest Manufacturer of Talking Machine Needles*

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



**Right now is a remarkably appropriate time for you to write us for particulars.**

(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

### DETROIT DEALERS WELL STOCKED UP FOR HOLIDAYS.

Have No Misgivings Regarding Future Business Conditions—Increasing Facilities for Storing Records—Grinnell Bros. Developing New Salesmen—Columbia Line for Cable Piano Co., Stores—What the Various Local Houses Have to Report—Personals.

(Special to The Talking Machine World.)

DETROIT, MICH., October 9.—The Detroit talking machine stores are all pretty well stocked up for the holiday trade, having begun to attend to this important matter shortly before the Fourth of July, and there is nothing in sight but big business and optimism. Evidence grows everywhere that the talking machine is a commodity of just about the right price and attractiveness to sell whether any other kind of merchandise is selling or not. Even the best of them do not create a big liability if purchased on time, so there is nothing to frighten people who want them.

In addition to big stocks of machines nearly all the dealers are enlarging their record racks, a circumstance which, not important in itself, tells an important story, for all the stores have astonishingly large record racks now and wouldn't increase them unless there was a very good reason.

Several of the stores have increased their sales forces also. Grinnell Bros. have put on half a dozen additional outside salesmen bringing their sales force in the talking machine department up to thirty-one, exclusive of manager and office force. That gives an idea of how really active the Victor talking machine business is in Detroit.

When Grinnell Bros. add new salesmen to their talking machine staff they select men from other lines of business, desiring to train them in the talking machine field according to their own system. It is a pretty big job to develop an expert salesman, but it pays better than obtaining an experienced one from elsewhere, who may be very good, but may have ideas not in harmony with the Grinnell organization. The new men are kept in the store several weeks, learning the ropes thoroughly before being sent outside.

With Grinnell Bros. the last week in September

was the biggest week since last Christmas, and September was comfortably ahead of the same month of last year. In Detroit the demand still runs to the higher priced machines. This trend has been so persistent for the last two years that it has become accepted as permanent, and few if any machines of a lower price than seventy-five dollars are kept on the floors. The story is the same in all the downtown stores, though in the suburban stores, especially in the vicinity of the various foreign sections, there still is a call for the cheap machines.

The talking machine department of the J. L. Hudson Co. has added to its staff of salesmen Joseph J. Rogers and Harold Ballagh, both of whom formerly were salesmen with the American Phonograph Co., Edison jobbers in Detroit. They resigned their positions last spring to go abroad, and were in Europe when the big war broke out. Fate chased them from one country to another, keeping them out of the way of the armies, until finally they turned up at an Italian seaport and obtained passage for home. They arrived in Detroit only a short time ago.

The Columbia branch store is busy with both wholesale and retail trade. Sales Manager S. E. Lind recently sold complete lines to the Jackson and Battle Creek branches of the Cable Piano Company of Detroit. The Jackson business is still on the books of the Detroit Columbia store, but the Battle Creek store is in Chicago territory, and had to be turned over to the jurisdiction of that city. However, Mr. Lind does not care, as long as the store keeps on handling Columbians.

September was ahead of last year's September, according to the stock-taking account, though the exact figures had not been completed when the Talking Machine World man called. In the Co-

lumbia store there is a taking of stock on the first of every month, so that a constant tab is kept on the condition of affairs. This policy is especially valuable in keeping the stock of records up to the minute. The Columbia store, being a wholesale institution, keeps an unusually large stock of records. In spite of this, racks now are being built which will care for an increase of one-third.

A feature of the record trade with the Columbia is the call for patriotic records, such as the national airs of Germany, France, England and Russia.

Frank J. Bayley, who handles the Edison, reports that the \$200 and \$250 styles of the Edison sell the best. He confines his stock almost exclusively to these machines.

Max Strasburg, of the Max Strasburg Co., was in Grand Rapids this week as a member of the Detroit Rotary Club. The Detroit club has been invited by the Grand Rapids Rotary Club, along with the Rotary clubs of Saginaw and Bay City, to attend an important function of the organizations in Grand Rapids, and so many members accepted that a special train of parlor cars was necessary to transport them.

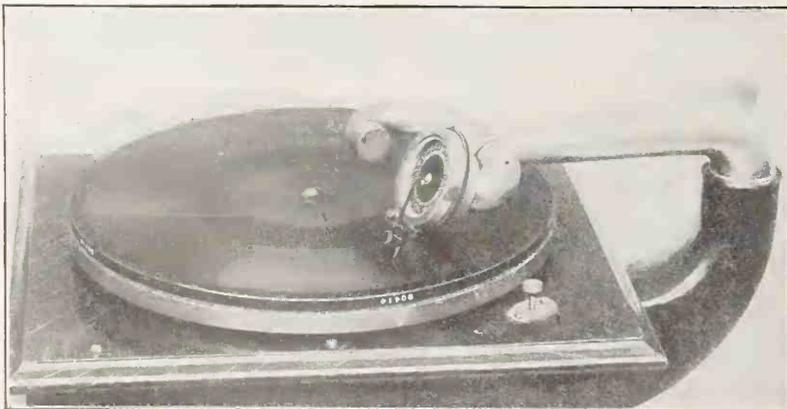
J. Henry Ling, head of the oldest piano house in Detroit, has decided definitely to establish a talking machine department, but his plans have changed since he first took up the idea a month ago. He will not be prepared to announce them until next month.

### COMER TALKING MOTION PICTURES.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 10.—The Comer Talking Motion Picture Co. has been incorporated with the Secretary of State of Illinois with a capital of \$10,000 by John J. Comer, Frank Mayer and Guy Van Schoick for the purpose of leasing, operating and dealing in sound reproducing apparatus, motion picture projectors and films.

Optimism and opportunity make a fine alliterative combination.



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

**Price \$2.00**

(Sample to Dealers \$1.00)

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

# We “Dote” on “Shorts”

**Y**ES sir! We like to get orders for Victor goods other jobbers are “short” on. If you’re having trouble getting your orders filled, TRY US— for if anybody in the country has a complete stock, WE have!

Take Records, for instance. Everybody tells us we fill Record orders more completely than any other house in America. Lots of big dealers send us their “short” orders only—and we’re glad to get the business.

If your regular Victor jobber can’t fill certain items in your list, ask us to do it.

Send us the orders others can’t fill.  
We just “dote” on “shorts.”

## Koerber-Brenner Company



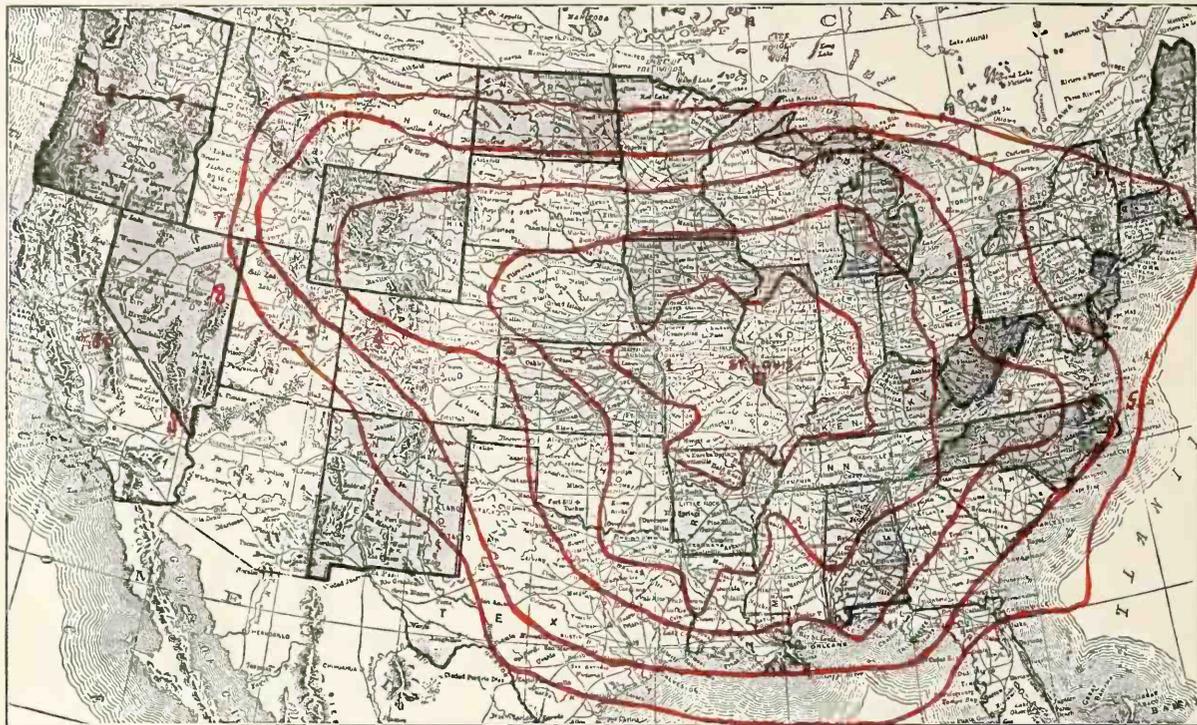
*Victor Distributors*

**Saint Louis**



Harry G. Koerber  
President & Treasurer

Edwin C. Rauth  
Vice-President & Secretary



# Saint Louis— Shipping Center

**I**T'S mighty important to you—the fact proven by the map above.

Saint Louis, shipping center of the United States, sends out daily over twelve hundred package freight cars—routed by fast freight and arranged to break bulk at destination. The circles about Saint Louis on the map show when these cars arrive—each circle representing one day from Saint Louis.

If we can send freight this fast—think how much faster we ship by express and parcel post!

Saint Louis is at **YOUR** door.

And in Saint Louis is the **BIG** Victor Stock—so big a stock that if anybody in the country can fill your “shorts” we can.

From the shipping center of the country, we are able to deliver with utmost speed.

## Koerber-Brenner Company



*Victor Distributors*

**Saint Louis**



Edwin C. Rauth  
Vice-President & Secretary

Harry G. Koerber  
President & Treasurer

**A Great Combination!**

For  
**VICTOR DEALERS**  
**Salter's Trade Maker, No. 19**

This Cabinet will put "pep" and "ginger" into your sales instantly. It gives the appearance, effect and service of an expensive Victor-Victrola, and cuts the price in half.

You don't have to be a Sherlock Holmes to figure out its sales possibilities. Cabinet No. 19 and Victrola No. 9, as illustrated, make a wonderful combination.

**Show Them Together and A Sale Invariably Follows**

The cabinet is built to match, and it harmonizes in every detail with the machine itself. A counter-sunk top holds the machine firmly in place. The felt-lined compartments insure the owner of valuable records against their damage by scratching, warping, etc.

This and other practical, low-priced Salter Cabinets will draw a lot of *new trade* to your store. *Write to-day* for catalogues, folders, prices and full information, and rush your fall and holiday orders.

**SALTER MFG. CO.**  
 339 N. OAKLEY BLVD.  
**CHICAGO**



**SALTER CABINET**  
 No. 19  
 With Victrola IX

**RE-ENTERS THE WHOLESALE FIELD.**

Al Edelstein to Cover Metropolitan District for Benj. Switky—Well Known in Trade.

Al Edelstein, wholesale salesman for Benjamin Switky for several years and more recently connected with the Switky retail store, has again entered the wholesale field with Mr. Switky, follow-



Al Edelstein.

ing the sale of his retail business by the latter. Mr. Edelstein has a large acquaintance among the Victor dealers in the metropolitan district and is very popular as a salesman. His experience in the wholesale field has impressed him with the opportunities in that department of the business, especially under the new conditions, and he takes up wholesale work again with renewed energy and optimism.

Associated with Mr. Edelstein in the Switky wholesale department will be Henry Kogan, who has been with Mr. Switky for some time and has met with much success.

More dangerous than a little knowledge is much knowledge of things that aren't so.

**PARKER AS A LIVE WIRE.**

How the Ft. Meyers, Fla., Dealer Concentrates the Attention of the Purchasing Public of His Locality to the Fact That He Was Appointed a Columbia Representative.

(Special to The Talking Machine World.)

ATLANTA, GA., October 6.—Among the many recent new accounts signed up by the local wholesale headquarters of the Columbia Graphophone Co. was that of J. B. Parker, of Ft. Myers, Fla., who conducts a rapidly growing business in that city. To announce his acquisition of the Columbia line Mr. Parker used a rather unusual advertisement that attracted considerable attention, and what is more important, produced gratifying results.

This advertisement took the form of a letter addressed by the Columbia Graphophone Co., of New York, to the music loving people of Lee County, Fla., wherein Ft. Myers is located, advising them

that J. B. Parker, its representative in that territory was carrying a full line of Columbia products, and extended them a cordial invitation to visit his establishment to hear any Columbia machine or Columbia records which they may care for. The personal element in this advertisement created a feeling of confidence which has aided Mr. Parker in the development of an extensive Columbia clientele.

**REX SALES CO. ORGANIZED.**

The Rex Sales Co., Philadelphia Pa., has been incorporated, with capital stock of \$100,000, for the purpose of selling or disposing of talking machines and records. The incorporators are A. G. Trout, J. R. Friedman and A. G. Walsh.

The Ario Sales Co. has opened sales rooms at 228 Tremont street, Boston, under the management of James Ashton Reid. This concern will handle phonographs of popular price.

**Your Opportunity**

**50 cents stamps brings you a sample of our highly perfected Standard Fibre Needle Cutter.**  
**25 cents stamps brings you a sample of our simple and accurate Standard Automatic Stop.**

Samples sent only to bona fide dealers writing on their business letterhead. Place regular orders through your jobber.

**STANDARD GRAMAPHONE APPLIANCE CO.**  
 173 LAFAYETTE STREET NEW YORK



**Tone *plus* tone control comes as near as ever you will get to a nut-shell definition of what the Columbia is offering and what Columbia dealers are wanting.**



*(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**

### NOW READY FOR AMERICAN MARKET.

Pathé Frères Phonograph Co. Makes Long Expected Announcement to the Trade—Has Been Busy Perfecting Manufacturing and Sales Organization—Details Regarding the Line Offered and How It Will Be Distributed.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, is advising the trade throughout the country that it is now ready for the American market. For the past two years this company has been perfecting every detail of its



Leo Slezak Recording for Pathé Frères Phonograph Co.

manufacturing and sales organization, and in making its first announcement the company does so with the knowledge that it has carefully considered every phase of the industry and arranged plans whereby dealers throughout the country may handle its products on a profitable and satisfactory basis.

Pathé Frères hardly need any introduction to the American dealer, as this concern is the largest manufacturer of motion pictures in the world and the acknowledged leader in this field. The Pathé Frères Phonograph Co. has been doing business throughout the world, with the exception of this country, for many years, and the success it has achieved abroad well qualifies it to handle American trade with the same degree of perfection.

According to present plans the Pathé Frères Phonograph Co. will market a complete line of cabinet, hornless machines, ranging in price from \$15 to \$175, together with an adequate library of records. Shipments of both of these products have already been made to all parts of this country, and during the past few weeks arrangements have been consummated for representation in various territories.

The machines are known as the Pathéphones and the records as Pathé Discs. All the records are double-faced and reproduced by means of a smooth, genuine sapphire, which need never be changed. The Pathé Discs are now being furnished in two sizes 11½ and 14 inches, and are cut on what is known as the "hill and dale" principle. Later it is planned to issue 20-inch double-faced records.

It is announced that the method of distribution is in accord with that used by the other talking machine manufacturers, namely, through jobbers and dealers. Territory will be assigned the job-

bers appointed, who in turn will close contracts with the dealers in their territories.

A complete library of records is now being offered to the trade, including grand opera, semi-classic, popular and dance selections, together with any other class of records desired. A feature of the record library is the presentation of complete grand opera scores sung by artists of international prominence, including Slezak, Titta Ruffo, Giorgini and others.

It is stated that the war abroad has caused absolutely no delay to the company's shipments, and shipments are being received daily. The Pathé Discs include both European and American recordings, all of the dance selections being supervised by Maurice and Miss Florence Walton, two of the best known interpreters and teachers of the modern dances in this country.

The Pathéphones embody a number of distinctive features, including a tone modifier which enables the listener to have absolute control over the tone. This and other features are being fully presented to the trade in this country in the company's most recent literature.

In an interview with *The World*, an officer of the company remarked as follows: "Our jobbers and dealers need have absolutely no fear of litigation of any nature, as their and our interests are fully protected. We are planning to give our trade every possible co-operation in selling and publicity, and are now completing plans for an extensive advertising campaign on behalf of our products."

A social event of importance in the trade was the marriage, on September 24, of Miss Anna Kahn, sister-in-law to Benjamin Switky, who for some years looked after the retail sales in the Switky store at 9 West Twenty-third street, to Benjamin Rabinovitz, who is well known in the woolen trade. The wedding took place at the home of Mr. Switky and was largely attended. Miss Kahn was well known and popular in the trade, many members of which extended congratulations and best wishes.

## BUSINESS IS GOOD—THERE'S A REASON

A TRIAL ORDER WILL SHOW YOU

### WHY

THE GOODS AND THE SERVICE IS THE ANSWER

## The DOME RECORD CASE



should be in your stock. Holds 20 records. Made in 10" and 12" sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style or finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

Edison and Victor Distributer

W. D. ANDREWS, Buffalo, N. Y.

## A Sales Booster!

For  
COLUMBIA DEALERS  
Salter's Trade Maker, No. 112

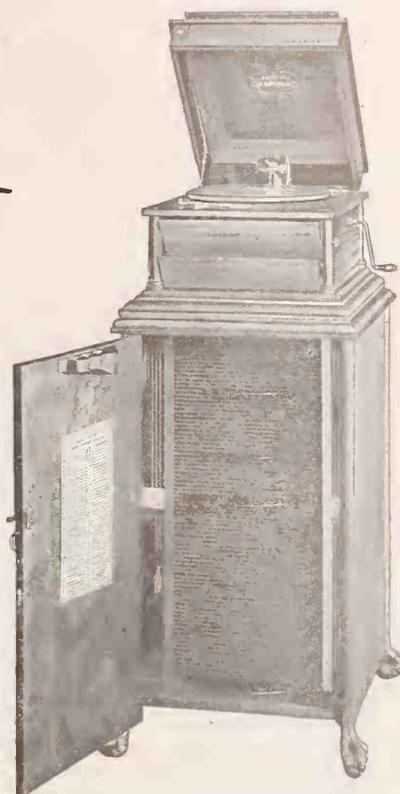
Everybody gets the "buy fever" when they see this handsome combination set up on your sales floor or in your window. It looks to be so much more expensive than it really is that people are easily sold when they find out the low price.

### This Machine and Cabinet Match Perfectly

in design and finish. Felt lined compartments afford protection, records are easily accessible, there is a convenient filing index and many other features that simply argue their way in your prospective customer's pocketbook.

This is already a very popular combination, and the holidays will see them going like "hot cakes." Protect yourself against forgetfulness by getting out your catalogue and ordering NOW. If you haven't a catalogue your postcard will bring one.

**SALTER MFG. CO.**  
339 N. OAKLEY BLVD.  
CHICAGO



**SALTER CABINET**  
No. 112  
With Columbia "Favorite"

## REPORT BUSINESS IMPROVEMENT IN CLEVELAND.

Popularity of the Various Lines of Machines and Records—Many New Dealers for the Edison Disc Line—Grafonola Co. Takes on Line of Pianos and Player-Pianos—General Enthusiasm Regarding the Outlook for the Holidays—Interesting Personal Items.

(Special to The Talking Machine World.)

CLEVELAND, O., October 8.—Deterent influences, aside from the war, have affected general business, but apparently not so seriously the talking machine trade. Dealers report business during the past month as having been very satisfactory, considering the situation, and many schedule an increase in trade. Notably the Eclipse Musical Co., the manager stating there was a considerable increase over former months and over the same period last year, both in the wholesale and retail departments. The company is enthused with the prospects of the ensuing season, and is looking forward to the best year in the history of its business with much enthusiasm. F. E. Lane, manager of the retail department, has resigned, and his place has been filled by C. H. Denslow, who has been connected with the company for several years, as outside salesman. He is well known, popular and a first-class talking machine man.

The popularity of the Edison phonographs is increasing as is manifest at the store of The Phonograph Co., Edison distributors. L. N. Bloom, secretary, says business for September was exceptionally good. "Trade throughout the State," he said, "has largely increased. A number of high-class concerns have recently taken on the Edison disc line and are well pleased with the results already shown. We have averaged over 200 people at our four last recitals, and in the interest shown by the public in the work it is reasonable to expect a big holiday business."

Business of the most satisfactory character continues with the Grafonola Co. The company has recently added the Packard pianos and players and the Bond pianos to its line. Mr. Routh said:

"We are very much pleased with the September business, especially with the fact that payments are coming in ahead of time. Medium-priced goods are selling well, which indicates money conditions in Cleveland are easy, otherwise the working people would not be ahead with their payments, nor would we be selling to the working men. We are expecting the largest winter's business ever experienced in this store."

The H. E. McMillan & Son Co. also report business in the Victrola department as having been exceptionally good. Mr. Kellogg, manager, is well pleased with the outlook for the fall trade, and is making extensive preparations to take care of the holiday trade. The company recently received a large shipment of machines, and owing to alterations in the Victor department, was compelled to occupy the fourth floor of the building for their storage. Mr. Kellogg is much elated over the splendid results which were accomplished through the exhibition at the recent county fair, resulting in the sale of several Victrolas of the more expensive types, proving that these machines are becoming more popular with the farming community.

G. R. Madson, manager of the Columbia store, is quite enthusiastic regarding the fall outlook as foreshadowed by the inflow of present orders and accomplished results of the past two or three months. "Business is good," he stated. "We find that throughout this territory during the past few weeks business has picked up very materially and is practically normal at this time. All indications point to an exceptionally heavy holiday trade."

Recent new Columbia dealers are: C. T. Hooser, 105th street, Cleveland; W. A. Bammerlin, Mason, O.

The indication of dull times is not very noticeable at the store of the Brainard Piano Co., which claims the best equipped Columbia department in Ohio. "Our business," said Mr. Morton, manager of the department, "has suffered somewhat during the summer months, along with other talking machine people, but the past month showed a very nice increase, while, so far, this month has been quite satisfactory. We are preparing for a good business during the coming winter, and I am satisfied we will get it. Our school business is opening up in good shape, and Mr. McClelland, who has charge of this end of the business, is reaping the benefit of the hard work he did last spring and at the play grounds this summer. He also has been quite successful with many out-of-town schools, among the more important of those was a sale to the State Normal at Kent, O.

Trade is reported fairly good, and improving at the W. F. Frederick Piano Co. The outlook was said to be very encouraging. N. H. Cook, who for some time has been manager of the Victrola department, has resigned and is now with Boggs & Buhl, of Pittsburgh. Mr. Stafford, manager of the piano department, has assumed entire management of the store, and W. J. Breyer is assistant in the talking machine department.

In the talking machine department of the Collier & Sayle Co. improved trade is manifest, concurrent with the approach of the holidays. This is especially manifest in the wholesale department. Good sales of records are reported.

The B. Dreher's Sons Co. is busy in the talking machine department, as well as the piano. Mr. Bowie, manager of the Victrola department, says business is good, growing better and foreshadows continued prosperity. There is a special call for high-priced styles.

T. A. Davies, manager of the talking machine department of William Taylor, Son & Co., W. H. Buescher & Sons Co., the May Co., The Bailey Co., and other dealers are all optimistic as to the fall trade.



It may be well to remind you again that the Columbia policy is the "open shop" policy—free competition, a fair field and no favors.



(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

### RECORD OF NAVAJO INDIAN SONGS.

Latest Novelty in the Edison Catalog Made Possible Through the Efforts of Geoffrey O'Hara, Who Occupies a High Place in America as an Exponent of Indian Music.

One of the great novelties in the list of Blue Amberol records issued by Thos. A. Edison, Inc., for



Geoffrey O'Hara.

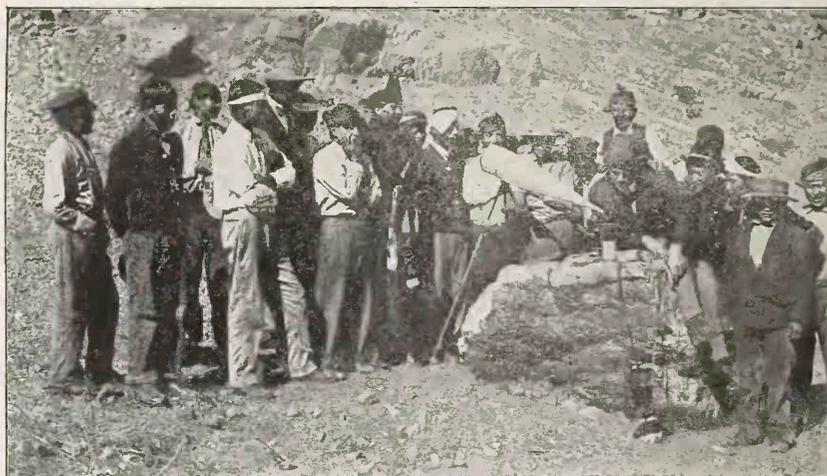
November, is No. 2451, devoted to Navajo Indian songs, each prefaced by an explanatory talk by Geoffrey O'Hara, that adds greatly to its interest. It is a novel and interesting record that constitutes a valuable addition to the library of every one interested in American music. The Navajo Indians have thousands of songs that have been handed down for centuries from father to son, from teacher to pupil. They have a number of ceremonies, each one lasting nine days and nights, each containing more than six hundred songs.

Several of the best of these Indian songs were selected from a large number taken on the Edison recording phonograph. The accompanying picture shows several Indian boys making such a record. All these songs have been made a matter of special study by Mr. O'Hara, who was appointed Instructor of Native Indian Music by Franklyn K. Lane, Secretary of the Interior. He himself has learned several, and having harmonized them, is enabled to reproduce them with novel and interesting effect.

Col. Theodore Roosevelt, speaking of Mr. O'Hara's work, says: "Among the visitors at the snake dance was Geoffrey O'Hara, whom Secretary of the Interior Lane has so wisely appointed Instructor of Native Indian Music. Mr. O'Hara's purpose is to perpetuate and develop the wealth of

Indian music and poetry—and ultimately the rhythmical dancing that goes with the music and poetry. Many well-informed and well-meaning people are apt to protest against the effort to keep and develop

preserve the Indian's only as national bric-a-brac. This is not so. We believe in fitting him for citizenship as rapidly as possible. But where he cannot be pushed ahead rapidly we believe in making



Navajo Indian Schoolboys, Fort Defiance, Arizona, belonging to the Government Indian School, singing their native Indian songs into the Edison Recording Phonograph, for Geoffrey O'Hara, Instructor of Indian Music.

what is best in the Indian's own historic life as is incompatible with making him an American citizen, and speak of those of opposite views as wishing to

progress slowly, and in all cases where it is possible we hope to keep for him and for us what was best in his old culture."

### WHOLESALE TRADE EXPANDS

With Landay Bros. Since They Announced the Extension of This Division of Their Business—Expect Big Fall and Winter Trade.

Referring to their recent increase of facilities for the handling of their wholesale business, Max Landay, of Landay Bros., 563 Fifth avenue, New York, prominent Victor distributors, remarked:

"I am very pleased to state that our wholesale business the past few weeks has increased in proportion to the extension of our facilities for handling this division of our business. Our wholesale trade has taken quite a spurt recently, and I

am looking forward to a very satisfactory fall and winter trade in our wholesale department.

"Although we are signing new dealer accounts daily, and are still in a position to take care of the wants of additional dealers this coming season, we are carrying out our policy of handling only that amount of wholesale trade which we can cooperate with in every way. We wish to feel that our dealers can depend upon us to fill their orders at all times, and in addition we are placing at the disposal of our trade the results of our many years' experience as retailers of Victor products."

### PARKER "AT THE FRONT."

According to advices received by his former associates in the advertising department of the Columbia Graphophone Co., New York, Henry E. Parker, who left for England last month, is now at the front fighting for his native land. Mr. Parker was sworn in as a gunner in the Royal Horse Artillery, which mobilized at Wimbledon, England, the latter part of September and which embarked for foreign service the first of the month. To quote from Mr. Parker's letter: "God and Kitchener only know where we are going."

### AWAY ON SHORT TRIP.

V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, left Friday night for a ten days' rest, which he will spend at various points in the South and West.

Make hay while the sun shines and you won't be so apt to make trouble when it rains.

## "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.

### ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

CHASE & WEST'S STRIKING DISPLAY "STYLE SHOW" WEEK.

(Special to The Talking Machine World.)

DES MOINES, IA., October 5.—In the parade of floats, an important feature of the very successful

by characters in costume. The Japanese summer garden setting was carefully carried out by the use of abundant natural foliage in pink and green en-



Chase & West Float Which Made a Big Hit at "Style Show."

"Style Show" held in this city during the week of September 15, the Chase & West Talking Machine Co. very effectively advertised the Victrola by depicting one of the principal scenes from the opera "Madame Butterfly." Pinkerton, Homer, Farrar, Troubles and the American Lady were represented

twined over a rustic pergola and by lighted Japanese lanterns.

The float was the subject of much favorable comment, and without doubt it served to give the Victrola added publicity of value in Iowa's capital city

E. R. PERKINS WRITES COLUMBIA CO.

Vice-President of the Aeolian Co. Writes Complimentary Letter Anent Recent Contract to Handle the Columbia Line at Retail in Aeolian Hall and Various Branches.

The importance of the recent deal closed by the Columbia Graphophone Co. whereby the Aeolian Co., largest manufacturers of musical instruments in the world, will handle the Columbia line in New York and all its branch stores is further enhanced by the receipt by General Manager Lyle of the following letter from E. R. Perkins, vice-president of the Aeolian Co., and one of the most prominent men in the piano industry:

"Referring to contract signed by our house covering the handling of your line of merchandise and orders for product which accompanied the same, I take pleasure in advising that this action on our part was taken only after a most careful investigation as to the quality of your product and the demand which you have created for same.

"The class of merchandise which we handle made it essential that we should make no mistake regarding this matter, and a rigid test of the quality of your goods was made by our most qualified experts. The result of such investigation was the contract referred to above and we look forward with pleasure to a very substantial business with your line. Appreciating the facilities you placed at our disposal for such investigation, and assuring you of our co-operation in every way, we remain, very truly yours, The Aeolian Co.

(Signed) "E. R. Perkins, Vice-President."

George W. Lyle, general manager of the Columbia Co., left this week for his annual trip to the Pacific Coast.

A. H. Bates is now wholesale representative for the Victor Talking Machine Co. in local territory, succeeding Thomas F. Green, who resigned a fortnight since to become general manager of Silas E. Peersall Co., New York Victor distributor.

NEW SONORA CATALOG ISSUED.

Latest Volume Illustrates and Describes Entire Line of Sonora Phonographs—Record Cabinets Also Featured—Attractively Illustrated and Printed—Most Artistic Effort.

The new catalog of the Sonora Phonograph Corp., 57 Reade street, New York, has been issued and is a volume of excellent character. It illustrates the entire line of Sonora phonographs, including the following various models: "Jewel," "Excelsior," "Peerless," "Imperial," "Baby Grand," "Rosary," "Elite," and the "Grand," with prices ranging from \$35 to \$200 at retail.

The volume is printed with brown ink on white paper and from a typographical standpoint is emblematical of great care and attention to printing detail.

An innovation in illustrating the use of the Sonora is found on opening the catalog at the center there being a number of half pages bound in, showing the extent of the repertoire which may be heard on this phonograph. In conjunction with these pictures is seen the picture of a man and his family listening to the playing of the Sonora. In the foregoing group of inserts are illustrations playing up the grand opera, foreign language, male quartet, organ, ballad, musical novelty, recitation, minstrels, patriotic song, monologue, popular song of to-day, military band, children's music, dance music, vaudeville, orchestra selections, etc.

Several record cabinets, sold exclusively by the Sonora Phonograph Corp., are also shown and described as well as the three new permanent needles which are meeting with such success. This house is distributing three of the latter, one being the multi-playing needle for lateral cut records, the second being a sapphire for vertical cut records, and the third is a diamond point needle.

A number of testimonials as to the efficacy of the Sonora as well as a small list covering a few of the owners of Sonora machines are included at the back of the book.

BE AN **AMERICAN** DEALER

**WE ARE PREPARED FOR THE RUSH**

WE ARE NOT THE LARGEST DISTRIBUTORS IN THE UNITED STATES—NEITHER ARE WE THE SMALLEST.

**WE ARE GROWING**

WHAT DIFFERENCE DOES IT MAKE WHO IS THE LARGEST? THERE IS GOOD BUSINESS FOR ALL. WE ARE NOT JEALOUS.

**YOU—MR. DEALER—WANT THE GOODS**

WE CAN GIVE YOU STOCK AND SERVICE. THAT'S WHAT COUNTS.

WE ARE RIGHT IN THE HEART OF BROOKLYN. ALL AROUND US ARE EXPRESS OFFICES, FREIGHT STATIONS, SUBWAYS AND OTHER TRANSPORTATION LINES, READY TO TAKE VICTOR GOODS TO YOU.

IF YOU ARE NOT AN AMERICAN DEALER, GET IN LINE NOW. SEND US YOUR ORDER. WE PREFER LARGE ONES, NATURALLY, BUT BEAR IN MIND SMALL ORDERS WILL RECEIVE EQUALLY AS PROMPT ATTENTION AS THE LARGE ONES.

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**AMERICAN TALKING MACHINE CO.**  
368 LIVINGSTON ST., BROOKLYN NEW YORK CITY

## TRADE IN NEW YORK SHOWS MUCH IMPROVEMENT.

Enjoys What Appears to Be a Country-Wide Condition—Dealers Now Getting Stocks Into Shape for Holidays—Dancing Craze Still Helps Trade—J. N. Blackman Recovering—Many New Columbia Dealers in Metropolitan District—Heavy Demand for Victors.

Local trade in talking machine circles the past month has been more encouraging and satisfying than the most pronounced optimist had hoped for, as many of the jobbers and dealers had expressed the belief last month that the continuance of the war abroad would cause a feeling of unrest that would materially affect all lines of merchandise. This belief, however, has been proven a mistake, as conditions the past month have shown a decided improvement that seems to be country-wide and not local. Returning traveling men report the most emphatic optimism in all sections of the Middle West, and with the Eastern States fast realizing that the coming fall should be a banner one, industrial activity in this section of the country is in the midst of a pronounced boom.

### Dealers Replenishing Stocks.

In line with the improved status of affairs it is but natural that the jobbers and dealers should be turning their thoughts and attention to the replenishing of their stocks for the heavy selling seasons. The dealers as a whole have sadly neglected the rounding out of their machine and record stocks during the spring and summer months, and as a result good-sized orders are now being placed by practically the entire trade. The approach of the Christmas buying season is, as usual, witnessing the revival of speculation regarding the ability of the factories to handle all their trade during the busy months. Several jobbers and dealers have predicted that the winter of 1914-1915 will be the same as that of the last four or five years in that there will be a marked shortage of all classes of machines and records, principally the latter. Other members of the trade, on the contrary, assert that the increased manufacturing facilities installed by the manufacturers since the first of the year will enable them to turn out far more goods than formerly and keep pace with the demands of their trade.

### Situation Is Rapidly Clearing.

Local general trade has suffered more from the psychological effects of the European war than any other section of the country, but this was to be expected, as the importance of this city as an export and import center, coupled with the stagnation in financial circles, have contributed to make the war a paramount consideration with thousands of New York merchants, both wholesale and import. The situation is clearing rapidly, however, and the reports submitted by dealers in Greater New York and the adjoining suburbs would indicate that machines and records are being sold the same as heretofore, and that the New York business world is adjusting itself to the new requirements of business life. That the war may prove an actual benefit rather than a handicap may be gathered from the steady increase in the exports of this port as compared with the figures of last year.

### Indoor Dancing to Help Trade.

The indoor dancing season is now in full swing, and the advertising being used by many of the local talking machine establishments is particularly directed toward this class of trade. Contrary to general expectations, the so-called dance craze has outlived its experimental stages, and, although some of the older of the modern dances have fallen by the wayside, new ones are being popularized daily. These new dances are receiving the careful attention of the talking machine manufacturers, and as a result some of the new fox trot records, for example, are reported as being the best sellers of any records in the catalog for the month of September.

### J. Newcomb Blackman Convalescent.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor and Edison distributor, whose serious illness from typhoid fever was noted in this column last month, is now well on the road to speedy recovery and will in all probability be back at his desk by the 1st of November. R. B. Caldwell,

vice-president of the company, has been directing the destinies of the company the past two months with result-productive efforts, and the business for September was very pleasing. In a chat with The World Mr. Caldwell stated that the trade for the first part of the fall season was leaning decidedly toward the higher priced Victrolas and Red Seal records, the cheaper machines being left far behind in the advance orders of the company's dealers.

### Recent Columbia Dealers.

The past month has been a very busy one at the wholesale headquarters of the Columbia Graphophone Co., 89 Chambers street, New York. A feature of the business the past few weeks has been the signing of many new accounts in the metropolitan district. A few of the recent ones closed last week are: C. R. Wheeler, Greene, N. Y.; Samuel R. Fruhman, Milburn, N. J.; Stark

Bros., 3122 Fulton street, Brooklyn, N. Y.; C. K. Brown, Deposit, N. Y. "Our sales totals for September exceeded September of last year by a nice margin," said R. F. Bolton, manager of the company. "Our new 'Meteor' is meeting with a ready sale, but the "Leader," "Mignonette" and "De Luxe" are gaining in popularity rapidly. Collections have been very satisfactory, considering the general unrest throughout the country.

### Reports of Progress.

G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, Victor distributor, aent conditions remarked as follows: "September kept step with the business we closed the first eight months of the year in that we showed a substantial increase over September of last year. This month-by-month gain is more convincing when it is understood that 1913 was the banner year of our history. Personally, I am looking for a shortage in both machines and records this fall, as conditions are parallel to those of the past four or five years. The demand for Victor records of all classes is so tremendous that, notwithstanding the enormous output of the factory,

(Continued on page 26.)

# At Your Service Only

## We Do Not Retail

Our record stock is therefore always clean and perfect.

We have no retail department to provide for in the distribution of machines.

*Musical Instruments*  
and  
*Musical Instrument Strings*

An excellent line for the Talking Machine Dealer.

Your opportunity to increase profits at no additional expense.

Ask for our catalog.

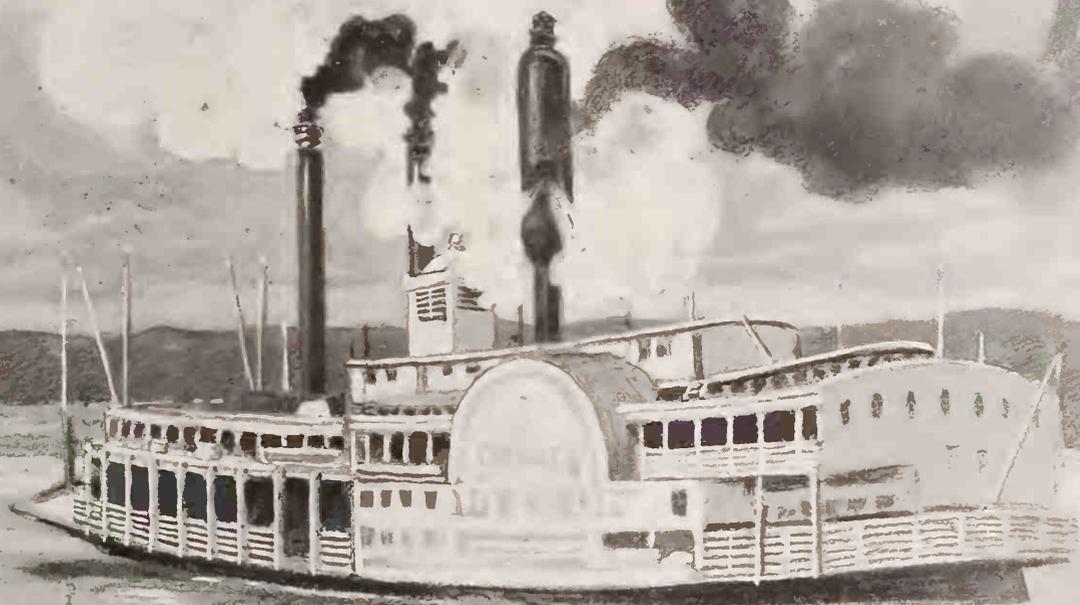
## C. Bruno & Son, Inc.

Established 1834.

351-353 Fourth Ave.

New York

There was once a Mississippi River Steamboat with a whistle so large that every time it blew, the boat was compelled to stop for lack of steam—



## OUR SERVICE

No matter how great the tax upon it our organization meets the demands of our dealers their orders having *uninterrupted attention* and being shipped same day as received.



*Write for our Stock Suggestions*

NEW YORK TALKING MACHINE COMPANY  
81 CHAMBERS STREET : : : : : NEW YORK

## NEW YORK TRADE NEWS.

(Continued from page 24.)

the demand will be in excess of the supply. This will particularly apply to all of the new dance records which the Victor Co. has been issuing regularly the past few months.

**C. F. Bruno Expects a Busy Fall.**

Charles F. Bruno, secretary and treasurer of C. Bruno & Son, 353 Fourth avenue, and manager of the company's Victor business, is characteristically optimistic regarding fall and winter business. Mr. Bruno is in a position, however, to base this optimism on concrete facts, as the figures for September showed a fine increase over last year. As this company sells exclusively at wholesale, its concentration on dealer business makes for splendid service from all standpoints.

**A. W. Toennies Is Optimistic.**

A. W. Toennies, of the Eclipse Phonograph Co., 293 Washington street, Hoboken, N. J., exclusive Edison disc and cylinder distributor, is enthusiastic regarding the fall and winter outlook. "The Edison disc line is gaining far beyond my expectations," said Mr. Toennies. "We are signing up new dealers day by day, and those dealers who arranged to handle the complete disc line a year ago are now reaping the benefits of their early efforts. The new records are giving entire satisfaction, and the high quality of both the Edison disc phonographs and records is being recognized by many prominent musicians in this State who are patrons of our dealers. We are looking forward to a banner fall business, especially in the \$200 and \$250 models."

**Aeolian Co.'s Columbia Announcement.**

The Aeolian Co., 29 West Forty-second street, the prominent piano house, announced in last week's newspapers its acquisition of the complete Columbia line. The company called attention in its advertisement to the rapid strides achieved by the Columbia Graphophone Co. in developing its products, especially its records.

**New Edison Shop Will Open Next Week.**

The beautiful new Edison shop on Fifth avenue and Fortieth street is fast nearing completion, and

from all indications will be ready for formal opening the early part of the week. This new home of the Edison phonograph is one of the show places of the local retail trade, as the decorations and furnishings are both attractive and dignified. Every detail of the building, both exterior and interior, is in complete accord with the standing of the name of Edison and the high quality of the new Edison disc products.

**Landay Leases New Quarters on 42d St.**

Landay Bros., the well-known Victor distributors, with four stores in the high-grade shopping districts of the city, last week signed a ten-year lease to occupy the ground floor, basement and front section of the second floor of the building now occupied by the Estey Piano Co., 23 West Forty-second street. These premises are being completely remodeled and renovated for Landay Bros., and will be ready for occupancy the first of the month. This new store, marking another step in the remarkable progress and achievements of Landay Bros., will be furnished and decorated to harmonize with the company's other stores, which signifies that it will be another tribute to the merits of Victor products.

**Closing of O'Neill-Adams Department.**

The O'Neill-Adams store, at Twenty-second street and Sixth avenue, was formally closed the first of the month in accordance with an order of the United States District Court. This closing marks the passing of one of the largest and best equipped Victor departments in the city, the manager of which, William F. Lynch, has been appointed manager of the Simpson-Crawford Victor department.

**RETURNS FROM SUCCESSFUL TRIP.**

Lewis A. Lipman, road ambassador for the Uffner Album Co., 75 Grand street, New York, and well-known in the talking machine trade, returned last week from a very successful Southern trip on which he presented the many merits of the Uffner Patented Album in result productive fashion. Mr. Lipman, who left this week

for a New England trip, states that the new Uffner album is meeting with success wherever it is introduced, and giving perfect satisfaction.

**EFFECTIVE COLLECTING METHOD.**

"What methods do you find most effective in persuading careless customers to reply to correspondence regarding past due accounts?" This is a question recently found in the question box of the Sioux City Association, and when it was put to a meeting one member replied that he had on various occasions, with good results, used a letter containing only these words: "Shall we hear from you (date)?" or the words: "Shall we hear from you (date)? It is very necessary that we do." Another member stated that he had used the same words in a telegram.

**NO HARM DONE.**

Her friends had asked their young hostess to play for them, and she was performing a difficult selection from Wagner. In the midst of it she suddenly stopped in confusion.

"What's the matter?" asked one of the visitors.

"I—I struck a false note," faltered the performer.

"Well, what of it?" cried another guest. "Go ahead. Nobody but Wagner would ever know it, and he's dead."

**A WORD THAT SHOULD BE CANNED.**

"Can't!" "Can't!" "Can't!" The world is weary of the word Sounds exactly like the croak of some ill-omened bird— Better far to say "I can!" "I can!" But, better still, Let a fellow face the worst and say: "I will!" "I will!"

"Can't!" "Can't!" "Can't!" I wish we'd never hear again That distressing syllable that spoils the plans of men, Steals the courage from their hearts before the fight's begun, Makes them shirk the struggle that, once in, they might have won.

"Can't!" "Can't!" "Can't!" Oh, let us drop it from our speech! 'Tis a word that puts the goal, success, beyond our reach; Let no thought of failure enter in, our faith to kill, Let us can this "can't" and use the words "I will!" "I will!"

—Denys A. McCarthy, in "The New York Sun."

## EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

### Dealers of New York and New Jersey

We can assure you prompt and efficient service and deliveries by reason of our being the nearest distributors to the Edison factory, and therefore in a position to keep our stocks complete and up-to-date at all times.

## Eclipse Phonograph Company

A. W. TOENNIES & SON

Edison Distributors

203 Washington St.

Hoboken, N. J.



A200



A250



A150



A80

For  
EDISON DEALERS

## Salter's Trade Maker, No. 180

Here's a Cabinet that any woman who appreciates the good things of life will simply "rave" about. It provides the living room or parlor with a handsome, harmonious piece of furniture, has the *appearance* of being *expensive*, and is *worth* a great deal more than the low price we ask for it.

### You'll Be PROUD To Sell It

Your customers will be proud to *own it*—and it will give service and satisfaction that will be most gratifying to the person *who buys it*.

The felt lined compartments and ease of record selections are other winning points that make *sales easy*.

Our special booklet showing Salter Cabinets in use with Edison Disc Machines is yours for the asking.

### EARLY BUYING IS ADVISABLE

We are already loaded with holiday orders—Write to-day.

## SALTER MFG. CO.

339 N. OAKLEY BLVD.  
CHICAGO

## It Sells Itself!



SALTER CABINET  
No. 180

With Edison Disc No. 80

### PHONOGRAPH CO. OF KANSAS CITY

Has Most Attractive Quarters Under Management of W. P. Hope—Handsome Concert Hall Much Admired—Rooms Admirably Furnished for Display of Edison Phonographs.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 6.—The home of the Phonograph Co. of Kansas City, exclusive Edison disc and cylinder distributor, at 1012 Grand avenue, is proving one of the centers of attraction for this city's music lovers. The comfort and home-

like atmosphere which pervades the warerooms is well calculated to place visitors completely at ease, and the detailed perfection of the warerooms' furnishings and decorations has been praised by all callers at the store. A feature of the establishment is the handsome concert hall which is shown in the accompanying illustration. W. P. Hope, manager of the company, is a firm believer in the sales and publicity value of holding informal concerts daily, and his efforts in this direction have been an important item in the rapid success the company is achieving. The store has only been

open a few months, but in this short while has gained for itself an enviable position locally.

### E. R. CORNELL WITH NEW COMPANY.

(Special to The Talking Machine World.)

BOSTON, MASS., October 10.—E. P. Cornell, formerly manager of the wholesale Victor department of the Musical Instrument Sales Co., New York, and well known in the talking machine trade in the East, is one of the incorporators of the Pathscope Co., of New England, chartered here with \$50,000 capital, for the purpose of dealing in motion picture devices. The other incorporator named is G. R. Armstrong, of Brookline.

### VICTOR CO. BIG COTTON BUYER.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., October 10.—Philip Werlein, Ltd., local distributor for the Victor Talking Machine Co., has been advised by the Victor Co. that it would purchase a bale of cotton for every agency it has in the South. This will be the largest purchase of cotton yet recorded and will amount to several thousand bales. The only stipulation is that the price must be ten cents per pound and the seller must be the producer.

### NEW COLUMBIA AGENTS.

The past fortnight has been an unusually busy one for the Columbia Graphophone Co., a large number of new accounts having been signed up in the last few weeks. In Brooklyn, N. Y., particularly the Columbia products are gaining in popularity week after week, and at the present time Brooklyn territory from one end of the borough to the other is well dotted with the establishments of aggressive Columbia representatives. Among the newly created Columbia accounts are the following: George W. Millard, 1803 Myrtle avenue, Brooklyn, N. Y.; Hart Pharmacy, Westport, Conn.; Morris Finkelstein, Bridgeport, Conn.; Stark Bros., 3122 Fulton street, Brooklyn, N. Y.; J. Josephburg, 1671 Bath avenue, Brooklyn, N. Y.



The Concert Hall of the Attractive Quarters of the Phonograph Co. of Kansas City.

**SIMPSON-CRAWFORD CO.'S ARTISTIC VICTOR DEPARTMENT.**

One of the most attractive Victor departments in the local trade is that of the Simpson-Crawford

Although the Victor line is not literally a new addition to the Simpson-Crawford store, the pres-

prominently located on the fourth floor of the building, immediately adjoining the piano department, and are well calculated to win admiration by reason of their attractive appearance. This radical

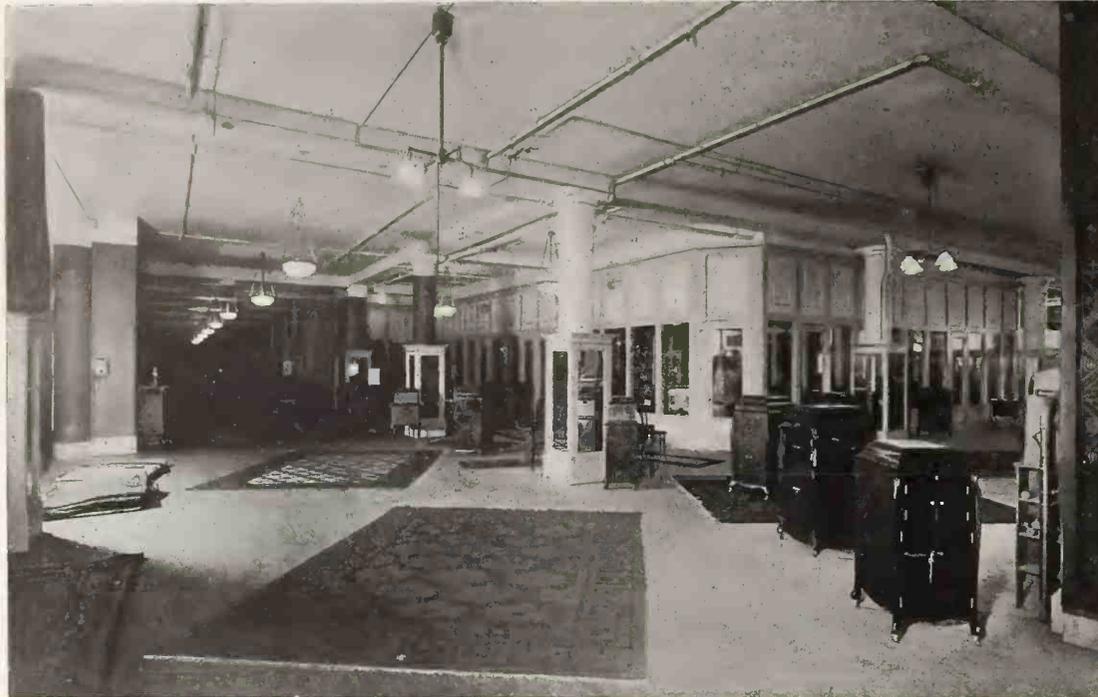
change was brought about by the policy of the new executive staff of the Simpson-Crawford store, which realized the unlimited possibilities of the up-to-date Victor department.

William F. Lynch, formerly manager of the O'Neill-Adams Victor warerooms department, and well known in the local trade, is manager of this new department, assisted by a group of efficient sales people. There are six record booths and two machine demonstration rooms in this department, and plenty of space is available for the construction of additional booths when needed.

The success of the moving picture slides issued at frequent intervals by the Columbia Co.'s advertising department has resulted in the recent production of a new set of

five slides, featuring primarily the dance product of the company. One of the slides has a clock device, making it of unusual adaptability for motion picture theater display.

"A piano always sounds loud in a flat."  
"That is one of its advantages. It drowns the discordant criticisms of the neighbors."



Enlarged Department in Well-Known New York Store Devoted to Victor Talking Machine.

store, Nineteenth street and Sixth avenue, a portion of which is shown in the accompanying illustration. This department was formally opened a few weeks since, and the signal ability of the sales staff and the detailed conveniences offered visitors and prospective purchasers have been important factors in the success the department is already achieving.

ent showrooms may be actually termed a "new" department, as they represent an entire renovation and remodeling of the Victor warerooms the store formerly used. Whereas the Victor department last year occupied a very insignificant portion of the third floor, without any of the up-to-date equipment that characterizes the average modern Victor department, the new warerooms are

**AN AGENCY FOR THE PRICE OF ONE PHONOGRAPH**

**C "CRESCENT" = THE BEST**

**R** Do not take our word for it. Make the test yourself, but do

**E** not delay so long as to lose THIS YEAR'S BUSINESS.



**C** Write for description of Lower-Priced Instruments, Record Files for any Machine and

**E** CRESCENT Jewel Point RECORDS.

**N** (For use with Crescent Phonographs only).

**T**

Superior Tone Quality

Guaranteed Mechanically

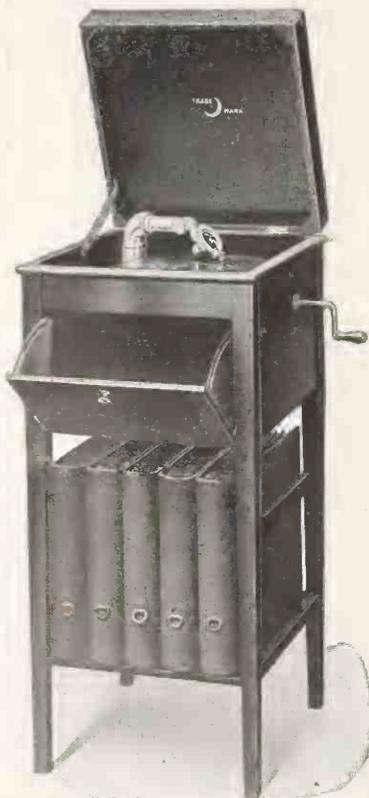
Two Spring Motor

"YOUR (or some one else's)

**BEST SELLER"**

**CRESCENT TALKING MACHINE CO., Inc.**

99 CHAMBERS STREET, NEW YORK CITY



\$40

(Not Including Albums)

PLAYS PERFECTLY

**PATHÉ RECORDS**

ASK FOR OUR PRICES ON THESE RECORDS

**BUY-A-BALE-OF-COTTON MOVEMENT.**

Supported in Virginia—Ogden First to Purchase a Bale in Lynchburg.

(Special to The Talking Machine World.)

LYNCHBURG, VA., October 7.—The first bale of cotton which arrived in Lynchburg on the "Buy-a-Bale-of-Cotton" movement is in front of the store of J. B. Ogden, the enterprising talking machine dealer and cabinet manufacturer of 206-208 Eighth street.

Upward of thirty business men representing every industry of importance in this city held a



Cotton Bale in Front of J. B. Ogden's Store. general meeting in the Chamber of Commerce, and it was decided that the business interests support the "Buy-a-Bale-of-Cotton" movement to the utmost. Nearly 200 bales were subscribed for at the meeting, and upwards of 800 bales have been purchased in this section. Mr. Ogden's bale was purchased from J. N. Swanson, of Houston, Tex., to whom he sent a patriotic communication.

**WHY THE CHEERY MAN WINS.**

There is no place in the talking machine trade for the long-faced person—the man who lacks geniality and who fails to warm up to a prospect. It will pay to shelve the blues at all times, for optimism is a mighty good business lubricant, and the merchant who is always cheerful is likely to be more successful in attracting trade than the pessimist who is continually croaking about business being bad, almost invariably presenting a woebegone countenance. The optimist will turn even his mistakes to good account and cheerfully hunt up evidence of errors so that the antidote may be administered. That is just as effective a method of business-building as increased sales, and it means building on a good foundation.

Examples are not lacking of retail concerns that have doubled their sales only to find their actual financial standing inferior to what it was when only half the volume of business was being done. It behooves the merchant to be ever on the watch for shoals and pitfalls, and the correction of little mistakes will tend to fortify his position against the possibility of the bigger and more disastrous one. Thus the lessons learned by reason of little errors of judgment will be turned to advantage in building up a stronger business, equipping the merchant for expanding it on sound lines.

About the only thing in this life that a man can win in a walk is a game of golf.

No man is thoroughly accomplished unless he has an ability to mind his own business.

**COLUMBIA LINE IN PROVIDENCE.**

The Tilden-Thurber Co. and the J. A. Foster Co., Two Prominent Establishments in That City, to Feature Columbia Line.

"Business conditions in New England are vastly improved as compared with those existing a few months ago," said H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., who returned this week from a trip through this territory. "There is renewed industrial activity throughout the New England States, and there is every indication of the coming fall being equal to last year's business and even exceed it in many lines. Our own business in this territory is increasing rapidly."

While in New England Mr. Yerkes closed a number of important deals for the representation of Columbia products, including the Tilden-Thurber Co. and J. A. Foster & Co., of Providence, R. I. The first named house is one of the best known high-grade jewelry houses in New England and caters to a clientele that includes the most prominent people in its territory. The company has maintained a piano department for over a year with pleasing success, and is in an excellent position to forcefully present the Columbia line. J. A. Foster & Co. are one of the oldest talking machine establishments in New England, and Mr. Yerkes is enthusiastic regarding the company's recognition of the sales possibilities of the Columbia line.

**NEW CONCERN HANDLES TALKERS.**

The Geo. B. Peck Dry Goods Co. Has Opened a Very Attractive Department and Buys Large Stock from the Schmeizer Arms Co.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 7.—The Schmelzer Arms Co., Victor distributor, has just closed a deal with the George B. Peck Dry Goods Co., of this city, whereby they will put in a Victor department. They will devote an entire half floor of their new building to this line. The company just delivered to them the largest individual order delivered to any dealer in this part of the country.

John Ditzell, formerly with the Columbia Graphophone Co., will be manager of the new department. They have installed six demonstration rooms and a concert hall and will go after the business vigorously.

**IMPROVES THE CABINET INTERIOR.**

"Felteen" is the latest production of the Herzog Art Furniture Co. in connection with the well-known Herzog record cabinets. The trade has been demanding just such an interior felt lining as "Felteen" for some time, and this latest product of the well-known Saginaw establishment nicely supplies the demand. It is found that "Felteen" acts as a protection on the records and greatly improves the interior of the cabinets. It would be well in ordering record cabinets to specify "Herzog Felteen Lining."

# WAR

## IS

### HELPING US ALL

#### IF WE ARE LIVE DEALERS

Every LIVE DEALER is preparing for the HOLIDAY BUSINESS, which will soon be on us.

## "TO BECOME A BLACKMAN DEALER IS TO BE PREPARED"

(BLACKMAN)

The first step to become a "BLACKMAN DEALER" is to send a few trial orders. "BLACKMAN SERVICE" will hold you.

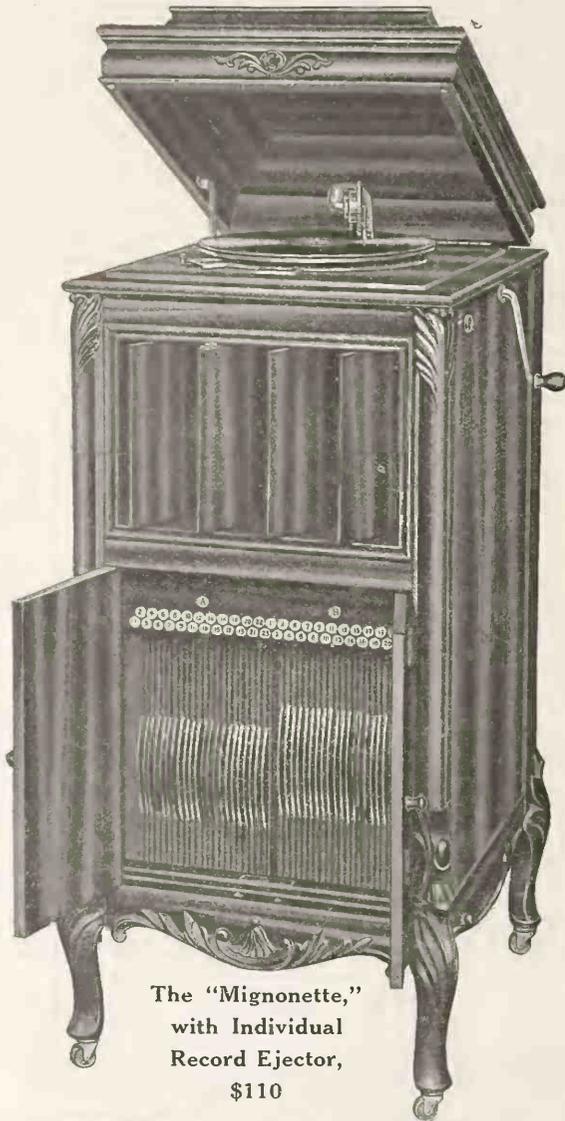
**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



# Another Exclusive Another Visible The Columbia Individ



The "Mignonette,"  
with Individual  
Record Ejector,  
\$110

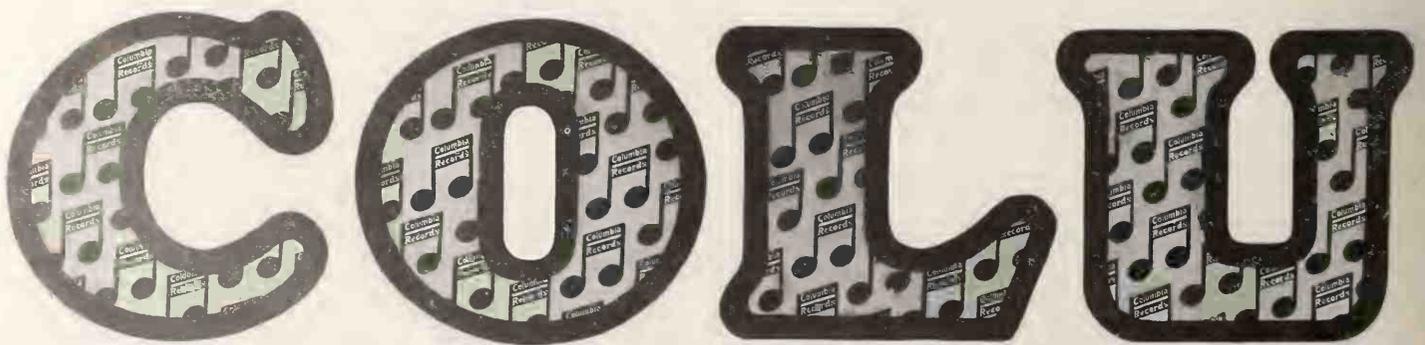
Press the button and out  
way it works!

Each record is accommodat  
edged with plush, which acts  
vice for the record both when  
put back. This convenient fi  
of every prospective owner of  
and this is an innovation whic  
has ever strained finger and  
record in a crowded cabinet.

The first Columbia instr  
"Leader" and "Mignonette."  
and attractive appearance o  
with this new device.

The price of the "Leade  
"Mignonette" \$110.

The addition of the Colum  
in the "Leader" and the "Mi  
the present styles will be dist  
judging by the increased call f  
record racks (the "Leader" a  
\$100) they appear to be just



## Graphophone Company, Wel

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners the



# Columbia Feature "Selling Point" Individual Record Ejector

...es the record—that's the

...n a separate compartment,  
...an automatic cleaning de-  
...taken out and when it is  
...of records is in the mind  
...lking machine, nowadays,  
...ill appeal to everyone who  
...umb trying to get hold of a

...ents so equipped are the  
...e pictures show the neat  
...oth instruments provided

...so equipped is \$85; the

...Individual Record Ejector  
...nette" does not mean that  
...tinued. On the contrary,  
...hese two instruments with  
...5 and the "Mignonette" at  
...popular as ever.



The "Leader,"  
with Individual  
Record Ejector,  
\$85



...lworth Building, New York

...he fundamental patents. DEALERS WANTED WHERE WE ARE NOT NOW ACTIVELY REPRESENTED.

### UNICO DEMONSTRATING BOOTH.

Built on the Unit System Sound-Proof and Dust-Proof Are Utilized by Local Talking Machine Dealers Throughout the Country for Successfully Displaying and Demonstrating Their Stock of Talking Machines.

Too much emphasis cannot be made upon the value of quietude in the sale of talking machines, for no prospect will listen to talking machine demonstrations in the same room that other instruments are being played. But until recently it was impossible to secure a talking machine booth, except at an almost prohibitive cost, that would help to increase these sales. Knowing this situation, George W. Smith & Co., Inc., Sloane street and Powelton avenue, Philadelphia, who make nearly \$1,000,000 worth annually of store fixtures, believed that by making a booth in units of three feet which could be installed easily in the talking machine wareroom there would be enough dealers who would want to have their warerooms modernized.

In putting up the proposition of Unico booths to some of the houses in the trade it did not require a great deal of time to convince them of the value of such booths, among them being such houses as these: Lyon & Healy, Chicago; Rudolph Wurlitzer Co., Cincinnati; Frederick Piano Co., Pittsburgh; Gimbel Bros., New York City; John Wanamaker, Philadelphia; Krell Piano Co., Cincinnati; E. F. Droop & Sons Co., Baltimore; Aeolian Co., New York City; Fulton Music Co., Waterbury, Conn.; Humes Music Co., Columbus, Ga.; Clayton Piano Co., Salt Lake City; R. H. Macy & Co., New York City, and a great many others.

Briefly speaking, Unico booths are built on the unit system, in multiples of 3 feet long by 8 feet high, making it possible to enlarge or reduce the booth sizes as desired. Absolutely soundproof and dustproof, which are features of Unico booths that are alone worthy of consideration. Made in eight regular designs, in oak, birch, quartered oak and mahogany, with special finishes to order. The booth design No. 3, which is one of the leading sellers has won a large degree of favor, as the design is handsome and beautifies any store. Furnished complete with double construction, hollow corner posts for electric wiring, crystal sheet glass, double glazed for walls, with either Florentine or double-strength American ceiling, and sand-blast statuary bronze-finish hardware.

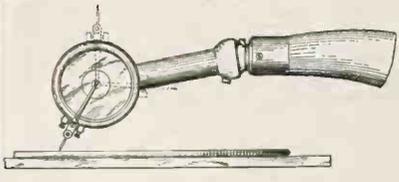
The cost of Unico booths is less than what would be paid for the ordinary nailed together "hen-coop" style of booths, which are altogether too costly for the character of work, and if a wareroom is to be changed in layout it requires a large outlay for workmen, whereas with the Unico booth they can be taken down and erected, even changing the size, as remarked before, in a few hours.

An illustrated catalog in two colors, showing the various styles of Unico booths, has been issued by George W. Smith & Co., Inc. It is most interestingly written, and its perusal will give some original ideas as to booth making and wareroom improvements. It is mailed gratis upon request.

### CENTURY OPERA PUBLICITY.

The opening of the Century Opera House in New York has again placed Columbia records prominently before the attention of local music lovers, as several of the most popular members of the Century Opera Co.'s galaxy of stars are Columbia artists. These include the prominent tenors Walter Wheatley, Orville Harrold and Morgan Kingston, in addition to Louis Kreidler, who scored a signal success last week in the presentation of "William Tell." In accordance with its plan last year, the Columbia Co. has reserved the back cover of the Century Opera Co.'s official program, where it will display timely and appropriate copy during the operatic season.

The Eclipse Talking Machine Co. has leased the store and basement at 214 Main street, Paterson, N. J.



## Huff's Sound Box Attachment

PATENT PENDING

You can use VICTOR, COLUMBIA, Union or Exposition Sound Box on Edison Machines with Huff's Attachment.

PRICE, Gold Plate \$3.50      Nickel \$3.00  
Sample in Nickel \$2.00      Gold Plate \$2.25

*Money back if not O. K.*

Inventor and  
Manufacturer **S. E. HUFF**  
919 So. Flower St., Los Angeles, Calif.

### EDISON DISC MUSIC AT FUNERAL.

Machine and Suitable Records Takes Place of Quartet in Church Services and Brings Forth High and Earnest Praise.

The following incident, which occurred in Fall River, Mass., shows how acceptable Edison disc music is at funerals.

W. D. Wilmot, the Edison dealer there, writes as follows to the Edison Phonograph Monthly regarding the incident: "On Wednesday, September 16, a gentleman telephoned to ask if I rented phonographs for funerals. I asked for particulars. He told me that he had been unable to secure a quartet for his wife's funeral to be held at the Brownell Street Baptist Church on that afternoon, and would like to hire an Edison disc phonograph.

"I told him that I would be glad to do him this kindness without charge, and that I myself would come to the church and operate the instrument during the service.

"We placed the Edison disc phonograph in the gallery at the rear of the church, where no one could see either it or myself. I played No. 80,064, 'Beautiful Isle of Somewhere,' and both sides of No. 80,127, 'Lead, Kindly Light,' and 'One Sweetly Solemn Thought.'

"The officiating clergyman has since called twice at my store to emphasize his approval of the innovation, while the husband, Mr. Brown, has also called twice to thank me, and to say how many expressions of appreciation of the music he has heard.

"To-day he published 'Card of Thanks' in the Fall River Daily News. Two leading local clergymen spoke to me most approvingly concerning the use of the Edison."

Only a little practice has knocked many an attractive theory into a cocked hat.

### THEY GAVE A PICNIC.

The West Music Co., Joliet, Ill., of which A. D. Hopkins and G. A. Wiswell are the proprietors, recently gave a picnic on the Du Page River.

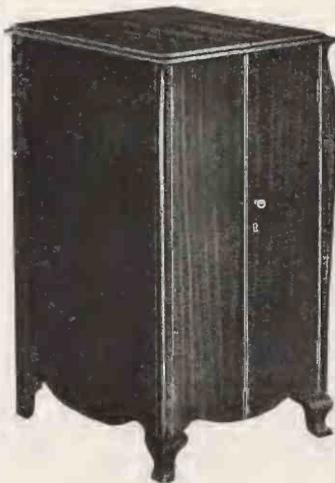


Several hundreds of Joliet citizens attended. There was plenty of air and plenty to eat, and plenty of music. The cut shown in this connection shows Charles Stall and A. G. Gurney, who helped the company in the arrangements of the picnic, at the Victrola. The piano for which the company is the agents was also used to good effect.

Anton Heindl, manager of the foreign record department of the Columbia Co., returned to America last week after being marooned abroad since the start of the war and narrowly escaping being impressed into service in the Austrian army.

## LONG CABINETS

A NEW PATTERN FOR 1914-15



D70

FOR VICTROLAS VIII. and IX.  
Mahogany, Fumed Oak, G. O. and W. O.

New illustrated matter of the whole line will be cheerfully sent on request.

Kindly anticipate your requirements, naming dates for shipments.

**The Geo. A. Long Cabinet Co.**  
Hanover, Pa.

Address **Clement Beecroft**, Sales Manager  
309 W. Susquehanna Avenue, Philadelphia

**KOERBER-BRENNER CO. BROUGHT INTO PROMINENCE**

As Exclusive Victor Jobber in St. Louis, Mo., Through Retirement of Aeolian Co. from Jobbing Field—Well Equipped to Supply Demands—Review of Business Situation—Silverstone's New Concert Hall—Activity with the Columbia Co.—Other News.

(Special to The Talking Machine World.)

St. Louis, Mo., October 10.—Talking machine dealers are very well pleased with the condition of trade here, considering the general state of business. From jobbers it is learned that the business for September for the city was nearer than within 20 per cent. of anticipations of what it should reach before the war interfered, and that the record business has held up very well indeed. The fact that people still are buying machines has been more or less of a surprise to dealers when they hear the complaints from other lines of business. The bulk of the machine business is on high-priced instruments.

The country business has held up very well, indeed, and taking it as a whole, the trade has been surprisingly good.

As to collections, the trade is a unit in saying there has been little or no faltering among those pledged to weekly or monthly payments.

All of the talking machine men appear to be unanimous in believing that the war distress will be short-lived, and as soon as the industrial world can right itself under its forced new bearings, which will be very soon, there will be rapid recovering and that business will go on with a boom that will enable them to outstrip previous records for sales. It is rather curious that the talking machine men are extremely optimistic, while in so many lines there is pessimism. This may be due to the influence of the music that they hear constantly, who can tell? If it is, perhaps it would be well to distribute some talking machines among the bankers and financiers, who continue to take the gloomy view of everything.

The feature of the talking machine situation here this month was the withdrawal of the Aeolian Co. from the jobbing trade and the addition of the Columbia line to the retail department at Aeolian Hall. The notices to the trade announcing the withdrawal of the company from the jobbing business was made on October 1.

Mark Silverstone, president of the Silverstone Music Co., recovered from his severe attack of hay fever sufficiently late in September to make a business trip to some of the larger cities in the South, and says that he was not at all impressed with the stories spread through the North of distress in that section. He found Memphis and other cities that he visited busy and alert and the merchants preparing for a good winter trade, and that his orders were better than he had reason to expect when he left home. At least he found confidence much greater than he anticipated.

The first of the month saw the finishing touches put onto the new concert hall and main floor demonstration booths in the Silverstone warehouses and the general appearance of the store is greatly improved thereby, having lost the one-sided appearance that was so prominent while booths were ranged on only one side of the room.

But the visitor must get into the concert hall to appreciate it. It seats more than 30 persons in roomy, comfortable wicker chairs, has concealed lighting system and perfect ventilation supplied by ceiling ventilators and an electric fan driving the air outside through a flue. The most artistic touch, however, is given by an art glass background to the stage, where a handsome Edison disc machine stands. This art glass background extends from the floor to the ceiling curve and is composed of two sections, the upper of which contains the name "Edison" in letters about twelve inches high and extending across the stage. The lower panel is composed of musical decorations,

all done in soft, restful colors that are sufficiently contrasted to be decorative, but not enough to distract the attention of the auditor.

It is the plan to use the concert hall at all hours of the day to demonstrate the weekly lists of records and such other numbers as are requested by those present. The concert will be continual during business hours if the attendance warrants. More than 30,000 invitations are being sent to the best homes in the city.

One of the notable sales at the Silverstone store last week was that of a \$150 machine to a customer who a few months ago bought a \$400 instrument. The higher priced machine occupies a place of honor in the music room of the customer's handsome home and the \$150 one will go in the ballroom on the third floor.

The withdrawal of the Aeolian Co. from the Victor jobbing trade here has brought the Koerber-Brenner Music Co. into prominence, as to them falls the jobbing business of this field, an unexpected development to them and to the retail trade generally. This happens also at an opportune time, as the Koerber-Brenner Co. only a few months ago decided to give up its small music goods trade and devote its entire attention to the Victor line, so it has available exceptional facilities in the way of office force and warehouses to meet with this demand. Also the Koerber-Brenner Co. recently undertook an aggressive selling campaign and stocked up accordingly, hence it has an exceptional stock to meet any additional demands. In speaking of the situation, E. C. Rauth said:

"Naturally we regard our present situation as something of an obligation upon us to meet all of the demands of the trade in this section and we will strain every resource to care for additional trade that may fall our way. We will have the stock and will add to our organization in any way that may be necessary to fulfil any implied organization that may see fit to come to us as selling representatives of the Victor Co., as we regard ourselves as a part of the organization and as the connecting link between the factory and the retailer. We would be unworthy of the Victor organization if we did not provide at once for the meeting of all unusual and perhaps unexpected demands.

"While, of course, we welcome the opportunity to extend our trade and gladly welcome new customers, our connections with the Victor Co. are such that we place the meeting of the demands the company's retailers may make upon us above the mere commercial extension, for the present at least. We want any part of the trade in this section to feel that we are obligated to meet their demands just as much as though they had been our customers, for we regard a Victor obligation as our obligation."

At the Columbia warehouses Manager Reid says that the wholesale end has held up surprisingly well and that collections are better than general business talk would indicate. He has concluded, after hearing the tales of men in other business, that talking machine men are to be congratulated.

Mr. Salmon, of the wholesale sales department, returned early in the month from North Missouri and reported a very good trip and the farmers in that grain section well pleased with their present condition and the financial prospects. Mr. Bennett, also of the sales force, remained in that section to close up a number of deals. For the present the Columbia is not seeking new business in the cotton and lumber country to the south.

"Of course business just now is hard to get, but my experience has been that there is a way to get it," said Mr. Reid. "Just now we are putting in our best licks where we believe that business exists and that it is possible to close it up. We are sending our jobbing salesmen into sections where they have money to buy talking machines and we are making gains there.

# At Your Service

## Landay BROS INC

### VICTOR DISTRIBUTORS EXCLUSIVELY

### Connect Yourself

with the Progressive House who will be glad to advise you how to obtain more retail business.

### OUR POLICY

**"No account accepted unless perfect service can be assured."**

Automobile service in New York City will insure our dealers prompt delivery.

Motor suburban service will insure out-of-town dealers earlier deliveries.

VICTOR Contracts are now ready for mailing to those dealers who wish to take advantage of our perfect service for the coming season.

Our representative will gladly call upon request.

**WHAT YOU WANT  
WHEN YOU WANT IT  
ALWAYS IN STOCK**

## Landay BROS INC

563 FIFTH AVE.

NEW YORK

**NEW JERSEY  
PRICE TALKING MACHINE CO.  
VICTOR DISTRIBUTOR**

(Exclusively)

We can supply ALL your wants on time.  
**NEWARK**

**THE AEOLIAN COMPANY**  
 Takes Great Pleasure in Announcing a Most Important  
 Addition to its Talking Machine Department. The  
**COLUMBIA GRAFONOLA**  
 AND THE FAMOUS  
**COLUMBIA RECORDS**

*Will Hereafter Be Obtainable at AEOLIAN HALL*

This Company is keenly gratified at being able to make the above announcement.

Those familiar with the talking machine field recognize the strides that have been made by The Columbia Graphophone Company in developing its instruments, and especially its records.

In adding these machines and records to its already wonderfully complete Talking Machine

Department, The Aeolian Company further emphasizes the broad policy by which it has grown.

—To offer the best in every line it handles  
 —To sell at the lowest price at which standard goods can be obtained  
 —And to conduct every transaction in a spirit of courteous fair dealing.

*A Complete Line of Victor Victrolas and All the Latest Victor Records*

**THE AEOLIAN COMPANY**  
 "Largest Manufacturers of Musical Instruments in the World"  
**AEOLIAN HALL, 29-33 W. 42nd St., Bet. 5th & 6th Aves.**

This announcement of the Aeolian Company, which appeared in all the leading New York newspapers carries a significant message to every talking machine dealer.

Does it not suggest to *you* the benefits you may secure in handling Columbia Grafonolas and Columbia Double-Disc Records?

**COLUMBIA**

**Graphophone Company**  
 Woolworth Building, New York



**TRADE ACTIVE IN SOUTHERN CALIFORNIA.**

Despite Disturbance Caused by European War, Demand for Talking Machines Is Greater Than Ever, with the Higher Priced Goods in Favor—Leading Houses Active in Way of Attractive Window and Wareroom Displays to Interest Public—News of Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 6.—Notwithstanding the war and the general business depression, the talking machine trade in southern California is opening up this fall in a manner which bids fair to surprise all previous records. The demand for the larger models in all makes of talking machines is greater than ever before at this time of the year. The only drawback seems to be our inability to get machines and records. This may be due, in a measure, to our great distance from the source of supply. However, all the jobbing houses predict a full supply for the holiday trade.

Tuesday, September 8, marked the 123d anniversary of the founding of Los Angeles. A municipal carnival commemorating that event was given on the old Normal School site. A wide and varied program was given. The Southern California Music Co. supplied three Model A250 Edison disc machines, which elicited many favorable comments from thousands.

A very unique window display was given by the Wiley B. Allen Music Co. last week, consisting of three couples of dancing dolls, while four couples were seated around them as interested spectators. The dancers were made to revolve, reverse, dip,

etc., just like they were alive. The dance was performed around a talking machine. This window attracted hundreds of people and was a great advertisement for the new dance records.

R. E. Wolfinger, of the Wiley B. Allen Music Co., has a novel scheme whereby the English records of our greatest singers may be more thoroughly enjoyed by his prospective customers. Mr. Wolfinger makes typewritten copies of the songs, which are given to the customers to follow while the records are being played, thereby enabling them to get a much better impression of the clearness of the enunciation of the machine than would otherwise be obtained. Cornelius Muers, formerly with the J. B. Brown Music Co., is now connected with the Allen house.

H. E. Lindsey, who was with the Wiley B. Allen Music Co., of Portland, Ore., is now with their branch in this city.

The Andrews Talking Machine Co. has added greatly to the efficiency of its department by the addition of another large demonstrating room. M. B. Sharp, formerly with Sherman, Clay & Co., San Francisco, is now with this company.

The Birkel Music Co. reports greatly increased sales of all models of Victorolas.

Charles Ruggles, local manager for Sherman, Clay & Co., reports two new Victor agencies, the Becker Pharmacy, of Calexico, Cal., and W. H. Saladin, of Lompoc, Cal., both of whom have placed substantial orders.

Ralph H. Paulin, manager for fifteen years of the talking machine department for the Guernsey S. Brown Music Co., of Santa Barbara, has recently purchased that department and greatly increased the stock. Mr. Burson will be connected with him.

T. T. Gardner, of the Gardner Music Co., Gardena, has lately added the Edison disc agency to his line. He reports a flourishing business, having sold a Model A150 and a Model A250 the first week.

O. A. Lovejoy, of the Southern California Music Co., reports a brisk trade in both the Edison disc and cylinder lines.

The new Edison idea of putting six disc records on sale every week is meeting with great favor in this community.

George B. Austin, of Oxnard, was in the city recently. He placed a substantial order for both Edison disc and Edison cylinder machines and records.

The Columbia Graphophone Co., wholesale, reports a big demand for four new model machines.

E. Holland, of the Holland Music Co., located at Vernon and Central avenues, reports a fine business in Edison cylinder machines and records. Mr. Holland makes a specialty of this line and is increasing his business daily.

**A NEW LOW-PRICED RECORD.**

The "Little Wonder" Record, Backed by Henry Waterson, the Well-Known Music Publisher, Is Only Five and One-Half Inches in Diameter and Retail at Fifteen Cents.

If the latest venture of Henry Waterson, head of the Waterson, Berlin & Snyder Co., the prominent music publishers of New York, develop as the promoters expect, owners of talking machines will be able to buy records as they buy sheet music at the present time, and at about the same price.

Mr. Waterson, in short, is sponsor for the new Little Wonder record, which has just made its appearance on the market and sells for fifteen cents retail. The new records are of the lateral cut type, may be played on the various machines using that type of record, are five and one-half inches in diameter and play for about one minute and forty-five seconds. The records are large enough to hold one verse and two choruses of a song and the reproductive qualities are very good.

Mr. Waterson stated to The World that the present catalog of "Little Wonder" records contains about fifty selections and that it will be added to at the rate of fifteen selections monthly. The distribution will not be confined to any one class of store, but the records will be sold in music stores, stationery stores and through other similar agencies. A new machine to use the record has been designed.

Alice Nielsen, the popular operatic soprano and a Columbia artist, will appear next Tuesday at Hackensack, N. J. to sing at a concert given on behalf of the Children's Relief and General Welfare Society of that city. Miss Nielsen will appear in conjunction with Rudolph Ganz, the internationally prominent pianist. Mrs. George W. Lyle, wife of General Manager Lyle of the Columbia company, is an active patroness of the Children's Relief Society of Hackensack.

Statement of the ownership, management, etc., of The Talking Machine World, published Monthly at New York, required by the Act of August 24, 1912.

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 Managing Editor, J. B. SPILLANE, 373 4th Ave., N. Y.  
 Business Manager, AUGUST J. TIMPE, 373 4th Ave., N. Y.  
 Publisher, EDWARD LYMAN BILL, 373 4th Ave., N. Y.  
 Sole Owner, EDWARD LYMAN BILL, 373 4th Ave., N. Y.

The Talking Machine World, Per August J. Timpe, Business Mgr.  
 Sworn to and subscribed before me this 22d day of [SEAL] September, 1914.

Eugene R. Falck, Notary Public 4  
 (My commission expires March 30, 1916.)

**POPULAR FOR DANCING.**

Columbia Records Make Ideal Substitute for Orchestra, Writes Dancer.

With the start of the indoor dancing season, the Columbia Graphophone Co. is steadily adding to its long list of testimonial letters from successful dancing instructors. One of the recent communications was that sent by Miss Edythe Parker, a prominent exponent of the modern dances, who writes:

"I did not believe it possible that the Grafonola could satisfactorily take the place of an orchestra for dance purposes, but I am very glad now that you insisted on my giving it a trial. It is simply a revelation to me. The Columbia double-disc records of the new dances are simply marvelous for the life, swing, snap and perfect tempo. They are faultlessly played and are of the greatest assistance to me in my work. I most sincerely recommend their use by every dance teacher in the country. They are wonderful."

**"BETTER THAN AN EXTRA CLERK"**

**THE "OGDEN"**

**Sectional Filing Cabinet and Sales System**

If You Knew a Young Man Who Could Increase Your Business, You'd Employ Him—Then Why Not Install a Filing System that Will Do the Same Thing for Less Money?

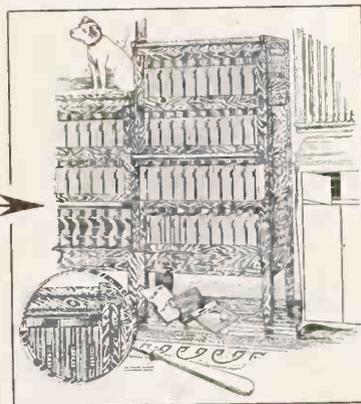
**PAST THE EXPERIMENTAL STAGE**

The "OGDEN" has stood the test and made good—is making good today in hundreds of stores—is ready to make good for you. Has a simple, adjustable signal system for quick filing and ready reference—gives you any record in stock in four seconds. Complete in the minutest detail and fully guaranteed to be just as represented. Do away with the old style, out-of-date cabinets—install the new "OGDEN" and watch your sales and profits grow, while your "dead stock" decreases. It's a matter of dollars and cents with you and worthy of immediate investigation.

Jobbers in all Sections. Write for Descriptive Literature and List of Jobbers.

Manufactured by

**J. B. OGDEN LYNCHBURG, VA.**



SAVES TIME, SPACE AND MONEY.

INCREASES SALES.

CUTS OUT DEAD STOCK.

PREVENTS WARPING.

TAKES UP SMALL SPACE.

FITS ANY SIZE BUSINESS, ESPECIALLY YOURS.



# Announcement

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**WE** HAVE opened offices at 29-33 West 38th Street (just West of Fifth Avenue), New York City, where we have our goods on display and ready for examination and comparison.

Our goods are sold under our own patents, applied patents and copyrights, or under arrangement of patents held by others, so that any dealer can handle our goods without fear of intimidation or law suit.

We claim and will demonstrate that the Pathé Discs (all double) are superior to anything on this market. They are made by the up-and-down cut system of recording, and play with a permanent round sapphire or a round diamond in place of a needle.

The Pathephone; as to mechanism, acoustics and style, is the best on the market. We make this statement unqualifiedly.

Our largest model machine will be equipped by us to play every make of Disc Record on the market, and play it perfectly.

Our plan is to sell goods in the usual way, through distributors and dealers. We shall limit the number of jobbers, and shall be very judicious in the selection and location of dealers.

We are now ready to receive the applications of jobbers and dealers and solicit your visit and correspondence.

**PATHÉ FRÈRES PHONOGRAPH CO.**

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# To the Trade

## The Machines:

Beautiful in appearance, and the result of the combined talent and experience of the Pathé Frères vast establishments of Paris, Berlin, London, Petrograd and Vienna.



Model 175—\$175.00

## The Records:

Sweet in tone—true to nature—rich in quality—full in volume. Many thousands of selections—Bands, Orchestras, Vocal and Instrumental, Opera Stars, Popular Singers, Dance Music, etc.

# The PATHEPHONE and Pathé Double-Disc Records

### SIZES AND PRICES OF DOUBLE RECORDS:

11½-inch	. . .	\$ .75 to \$2.00
14 "	. . .	1.25 " 2.50
20 "	. . .	4.00



Model 15—\$15.00

Largest selection  
of the latest  
DANCE  
RECORDS  
endorsed by  
MAURICE  
and  
FLORENCE  
WALTON



Model 50—\$50.00

29-33 W. 38th STREET, NEW YORK



**They are telling us that Columbia Record A-5595 is the greatest selling dance record ever issued.**



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

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

### MARKET FOR CHEAP "TALKERS."

Vice Consul-General Harry A. McBride, stationed at Boma, Belgian Kongo, under the heading "Commercial Study of Portuguese West Africa," gives an interesting account of conditions in this far-away land in the October 1 issue of the "Daily Consular and Trade Reports."

Referring to the talking machine trade, Mr. McBride states as follows: "There is a good market for cheap talking machines, these being in use even by the poorer Portuguese families and the better-class natives. A few of the higher-priced American machines have been sold, but the trade demands an instrument retailing at \$10 to \$20. Records

### WILL BUY DISC TALKING MACHINES

Wanted to buy a good job of disc talking machines and disc records, any make. We will buy supplies and horns. We pay spot cash. Address "O. C., 124," care The Talking Machine World, 220 So. State St., Chicago, Ill.

### FOR SALE

5,000 brand new Columbia disc (single) records, must be sold at once. Price, 4c. each. Berliner Phonograph Co., Inc., Dept. 8, 140 East 4th St., New York.

### AN OPPORTUNITY

Capitalist and business man wanted (or for sale) to handle patented invention (not an attachment), but consisting of an entirely new PHONOGRAPH TELEPHONE, etc., etc., instrument which eliminates all distortion of form or quality, superior to any known method on the market. The correct recording, reproducing and transmission of music at last made possible. Your business and financial responsibility a first requirement. For further particulars address Palys L. Chevrier, 1910 Hillcrest Road, Hollywood, Cal.

### TALKING MACHINES WANTED

Wanted to buy, stock of talking machines. Must be up to date. Will pay cash. Address J. Venable, 975 Market St., San Francisco, Cal.

### BUSINESS FOR SALE

FOR SALE.—Music business in a rapid growing resort city of South Florida. Good opportunity for one who can handle instalments. Nearest dealer 66 miles. Country being settled rapidly. Address "Florida," care The Talking Machine World, 373 Fourth Ave., New York.

### FOR SALE

One \$125.00 Victrola Grand Opera mechanical display now on exhibition in our show window. Big bargain for quick purchaser. Call, write or telephone E. G. Brown, Bayonne, N. J.

such as are supplied for Brazil and Portugal would find also a market if prices were right. At present all the records used are imported from France through the medium of Lisbon firms."

### THE AGGRESSIVE MAN WINS

In the Battle for Trade This Fall and Winter, Says Thos. F. Green, General Manager of the Silas E. Pearsall Co., New York.

General Manager Thomas F. Green, of the Silas E. Pearsall Co., Victor distributors, 16 West Forty-sixth street, New York, who is widely known in the talking machine trade, is one of the most optimistic men when it comes to a discussion of the condition of business during the next few months. He believes that with the present adjustment in the banking system, the increased manufacturing orders and the wonderful crops there will be a prosperity which will result in a tremendous amount of Victor business.

"For those dealers going after business in an aggressive way," added Mr. Green, "the next few



Thomas F. Green.

months should show a lot of machine sales, to say nothing of the increased volume of record trade that usually comes in on the prosperity wave. The dealers using the Pearsall Victor service will be helped by securing a sufficient allotment of goods that will put them in a position of being able to fill most any demand made upon them. A well-stocked store not only gives the customer the impression that the store is a live one, but it permits the quick closing of sales by reason of giving the customer anything he wants on the minute. Frequently a prospect takes a year to make up his mind to own a Victrola, and when buying it in the morning wants the machine delivered in the afternoon, and it is necessary to have a good stock to be able to give the customer the right service."

In the organized mind there is an unfolding of the spiritual life, a constant search for better things, a wider vision of human needs, and a sympathetic effort to ameliorate the conditions of life. Serving the master mind of patriot, impelled Patrick Henry to utter the immortal words, "Give me liberty or give me death." The master mind of a general led Washington to his Yorktown and gave America its freedom.

A woman in Providence, addicted to the use of big words, was calling on a friend one afternoon, who complained of incessant pain in her back, whereupon the user of big words said: "I would consult Dr. Purzner for pains in the back. He's the finest bacteriologist that I ever knew of."

### THOUSANDS ARE ENTERTAINED

By the Edison Disc Phonograph at the Entertainments Given on Tuesday and Thursday of Each Week at the Headquarters of the Prudential Insurance Co. in Newark.

A very notable feature of the various plans arranged by the Prudential Insurance Co. of America

day of each week, wherein the thousands of employees are able to enjoy some delightful programs which are contributed by the employees themselves.

Among the important attractions at these reunions is the use of a \$250 Edison disc phonograph, which with a large number of choice records were purchased by the company and turned over to the noontime committee for these entertainments. The illustration herewith shows the enormous



The Edison Disc Heard at Noontime Concerts of the Prudential Insurance Co. for the entertainment of its employees at the head office in Newark, N. J., are the free entertainments arranged at the noon hour on Tuesday and Thurs-

crowd who have been aroused to enthusiasm by the Edison disc phonograph at these noontime entertainments.

**A LIVE-WIRE READING STORE**

Is That Conducted by Kline, Eppihimer & Co.—Has Attractive Columbia Quarters in Pennsylvania City—Long Established.

(Special to The Talking Machine World.)

READING, PA., October 7.—One of the live-wire merchandising establishments of this city is Kline, Eppihimer & Co. This concern has been in business for fifty-two years, and has been in its pres-



Kline, Eppihimer & Co.'s Attractive Display Rooms.

ent location on Penn Square during all these years. It also has the unique distinction of being one of the few old established department stores in this country wherein the originators of the firm are still living and actively interested in the business.

The Columbia department in this successful establishment is a very attractive one and as will be seen by the accompanying illustration is well adapted to the holding of informal concerts. M. F. Elliot, manager of this department, is a keen student of all matters musical, and his hearty enthusiasm in Columbia quality and merit is well evidenced by the rapid growth of his department. Mr. Elliot is most optimistic in his predictions for fall business, as he believes the next few months will be banner ones for Columbia machines and records in his territory.



M. F. Elliot.

**INCREASE CAPITAL STOCK.**

The Masterphone Corporation, manufacturer of the popular clarifying device known as the "Masterphone," has just moved its executive and sales offices to 286 Fifth avenue, New York.

The capital stock of the Masterphone Corporation was increased this week to \$100,000. Several changes have been made in the executive staff, C. M. Walsh having been elected secretary and treasurer and A. J. Wells appointed sales manager. M. B. Claussen continues as president.

**REPORTS GOOD BUSINESS MONTH.**

(Special to The Talking Machine World.)

BALTIMORE, Md., October 7.—J. L. Gibbons, new manager of the talking machine department of Stewart & Co., reports good business at the end of his first month. Mr. Gibbons succeeded J. A. Lappelle.

**THE HERZOG MAGAZINE.**

An interesting periodical known as the Herzog Magazine has now reached its fifth consecutive monthly issue. This publication contains considerable matter of musical interest, and is put forth by the Herzog Art Furniture Co., Saginaw, Mich.

**AUCKLAND NOT UNPROGRESSIVE.**

Harry W. Butler's Reply to Jake Graham's Criticism Sets Forth the Facts—Compliments for The World from New Zealand—Harry Lauder Spreads Himself—Hoot Mon!

(Special to The Talking Machine World.)

AUCKLAND, NEW ZEALAND, September 14.—The remarks of Jake Graham, the Liverpool dealer, about local dealers lacking progressiveness, which recently appeared in the course of his talk in The World, has been the subject of much comment here.

Harry W. Butler, of the gramophone department of the English & Foreign Piano Agency, Ltd., remarked in this connection: "Mr. Graham must remember that we are not living next door to the factories, the same as he is. If we want any records it takes us a fortnight to get them from the wholesale headquarters, which is in Sydney, 1,286 miles away. It must be also

remembered that there are as many people in Liverpool as we have in the whole of New Zealand, and he must not forget that the population tells a big tale. I think that with the stock we carry, over 10,000 H. M. V. and Twin disc records and every type of the same make of machines that there are very few signs of unprogressiveness. However, we are pleased to hear about our faults, and we shall try to improve to the satisfaction of Mr. Graham.

"By the way, I must compliment The Talking Machine World on its enterprise in keeping in touch with every part of the world. I consider it the best trade paper I have seen and look forward to its arrival with interest each month."

Some people may think that the Scotch are close-fisted in a money way, and that Harry Lauder is the patron saint of this clan, but Americans must be disabused of this idea, for at the Theater Royal the other night a large silk Union Jack was sold at auction, with Harry Lauder as assistant auctioneer, for the Mayor's Patriotic Fund. Mr. Lauder made a speech and aroused a great deal of enthusiasm. The first offer was ten guineas, but Mr. Lauder raised the price to fifty guineas, and later seventy guineas was offered, when he (Lauder) said he intended to take the flag back to Scotland if he got it, and he raised the bid to 100 guineas, at which figure the emblem was knocked down amidst cheers. Some local clubs are trying to repurchase the flag, but Mr. Lauder, with Scotch financial keenness, says the price is now £200.

**CLAYTON BILL BECOMES A LAW.**

The Clayton Anti-Trust bill, which, among other features, prohibits the fixing of prices to the retailer, was passed by the House of Representatives on October 7 and immediately went to the President for his signature, which made the measure a law. The purpose of the new law, the passage of which was strongly contested by the advocates of price maintenance, is designed as a supplement to the Sherman Anti-Trust law.

**ENLARGES VICTROLA DEPARTMENT.**

(Special to The Talking Machine World.)

NEW ORLEANS, LA., October 10.—The J. V. Dugan Piano Co., of this city, is featuring Victrolas so successfully that it has had to increase the capacity of its demonstrating and record rooms. The rooms are glass paneled and are soundproof.

**THE UFFNER Sectional Record Cabinet**



(Patented August 25, 1914.)

A new filing device for Talking Machine Records that fills a long felt want where objection is made against handling the great weight that is contained in Record Albums.

This system of filing and handling Records permits of great quickness and accuracy. The improved style of index furnished with each Cabinet is a strong feature.

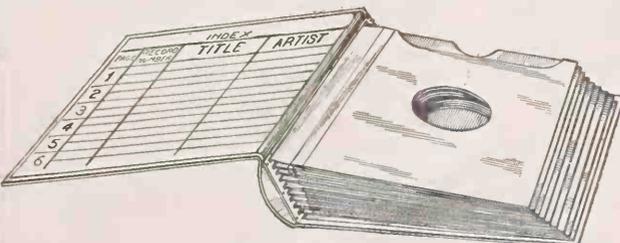
The Cabinets are made strong and durable, containing four compartments: two for 12-in. Records and two for 10-in. Records. Capacity 60 Records. Each Cabinet contains a drawer 5½ in. wide by 12 in. long for holding needles, cleaners, etc., as well as the index.

Finished handsomely in Mahogany Viennese leather, each compartment has gold-plated pulls, gold stamping and is initialed.

You take no chance in placing a sample order for these goods

MANUFACTURED ONLY BY

**UFFNER ALBUM CO., 75 & 77 Grand Street, New York**



(Patented March 3, 1914.)

Also Makers of the **UFFNER NO GLUE ALBUM**

steel back binding which, for durability, has no equal. Made in two sizes to hold 12 and 16 Records respectively.

Cost no more than the old style album and worth double.

Include our Patent Album with your request for Cabinets.

10/15/14



Price, \$35.00  
Style "Jewel."

10½" Turntable. Tone Modifier. Sapphire Needle. Double-spring Motor. Equipment for playing all makes of disc records in the world. (Diamond Needle \$5.00 extra; Multi-Playing Needle \$1.00 extra.) Trimmings Nickel-plated.



Price, \$50.00  
Style "Excelsior."

12" Turntable. Tone Modifier. Sapphire Needle. Double-spring Motor. Equipment for playing all makes of disc records in the world. (Diamond Needle \$5.00 extra; Multi-Playing Needle \$1.00 extra.) Trimmings Nickel-plated.



Price, \$100.00  
Style "Imperial."

12" Turntable. Extra Strong Double-spring Motor, Nickel-plated. 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 70 records. Compartment at bottom of cabinet for accessories.

# SONORA PHONO

**"The Highest Class Talking Machine"**  
**IS NOW READY**

The policy of this company has been to first create a demand for its instrument among the public and then appoint dealers throughout the country to enable us to fill that demand. The demand is now there, and the goods are ready.

Considered from a selling standpoint, the Sonora leads them all by far. It has more individual features than any other phonograph in existence. Where you might lose the sale of another machine you would surely sell a Sonora. Furthermore, when you sell a Sonora, you will be the only dealer to reap the benefit of future sales resulting from that one, as every Sonora dealer is given an exclusive territory, the size of which depends upon the amount of his initial purchase.

**"THE HIGHEST CLASS TALKING MACHINE"**  
**WRITE US FOR OUR AGENCY PROPOSITION**



Price, \$125.00  
Style "Baby Grand."

12" Turntable. Extra Strong Double-spring Motor, Nickel-plated. 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 70 records. Compartment at bottom of cabinet for accessories.



Price, \$150.00  
Style "Grand."

12" Turntable. Extra Strong Double-spring Motor, Nickel-plated. 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 70 records. Compartment at bottom of cabinet for accessories.

Be first in introducing this needle in your city and have the advantage over your competitors.

It enables you to draw new trade to your store.

Exclusive representation granted.

**THE SONORA JEWEL**  
A RELIABLE AND PROVED

The Beginning of the end of  
WRITE FOR DESCRIPTION AND PRICES  
**SONORA PHONOGRAPHS**  
57 READE STREET, NEW YORK

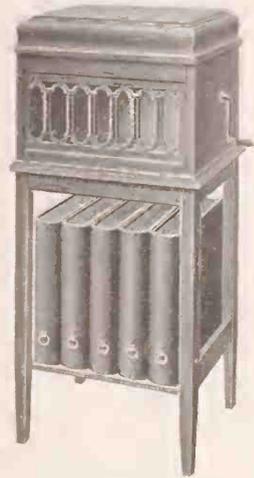
(The attention of our Legal Department will be called to any individual, firm or corporation who may attempt to copy or imitate the Sonora name or design.)

# SONORA PHONOGRAPH "Machine in the World" FOR THE TRADE

The Sonora Phonograph possesses these great advantages:  
**IT IS THE ONLY PHONOGRAPH WHICH WILL PLAY ALL MAKES OF DISC RECORDS PERFECTLY.** This means the new Diamond Disc, the Sapphire and ordinary Steel Needle records. Others have made this claim, but could not prove it. The Sonora makes the claim and proves it.  
**IT IS SUPERIOR TO ALL OTHERS IN TONE-QUALITY, AND IS EQUIPPED WITH A PERFECT TONE MODIFIER AND AUTOMATIC STARTER AND STOPPER.**  
**IT EXCELS IN MECHANICAL CONSTRUCTION, QUALITY OF MOTORS, CABINET DESIGN AND INDIVIDUALITY. IT IS THE ONLY PHONOGRAPH WHICH CAN BE CALLED**

## "MACHINE IN THE WORLD"

AND NEW ILLUSTRATED CATALOGUE.



Price, \$40.00  
 Style "Jewel Combination."  
 (Albums Extra)

10½" Turntable. Tone Modifier. Sapphire Needle. Double-spring Motor. Equipment for playing all makes of disc records in the world. (Diamond Needle \$5.00 extra. Multi-Playing Needle \$1.00 extra.) Trimmings Nickel-plated.



Price, \$75.00  
 Style "Peerless."

12" Turntable. Extra Strong Double-spring Motor, Nickel-plated. Tone Modifier. Sapphire Needle. Multi-Playing Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Nickel-plated.



Price, \$150.00  
 Style "Rosary."

12" Turntable. Extra Heavy Double-spring Motor, playing half an hour, or ten 10" records, in one winding. 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 70 records. Compartment at bottom of cabinet for accessories.



Price, \$200.00  
 Style "Grand."

12" Turntable. Extra Heavy Double-spring Motor, playing half an hour, or ten 10" records, in one winding. Tone Modifier. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Multi-Playing Needle. Equipment for playing all makes of disc records in the world. Trimmings Gold-plated. Envelope Filing System, with capacity for holding 160 records.

### MULTI-PLAYING NEEDLE IMPROVED SUBSTITUTE

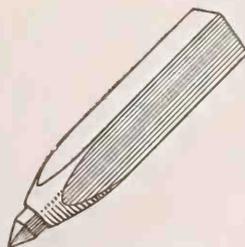
of the Steel Needle

VAR AND PRICES TO

CORPORATION, Mfrs.

GEO. E. BRIGHTSON, Pres.

ion willfully making false statements regarding the merits of this needle.)



Patents Pending

Price, \$1.00

# THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 8.—There is a diversity of opinion as to the talking machine business in Philadelphia during September. Several of the firms have had a better business than they enjoyed during September of 1913, while others say they have not done quite as well, and attribute their lack of success to the two spells of exceedingly hot weather that were encountered during that month. When the weather was cool business was good, but the life went right out with it when the heat attacked the city.

#### Dealers Generally Optimistic.

The dealers are quite optimistic as to the fall and winter trade, and already they believe they see signs of active business. They are all buying heavily, not only in machines, but in records, dance records still having the call, as evidence is shown that there will be no lessening in this popular

amusement because the dancing schools are filling up earlier than usual.

#### Edison Latest, the "Telescribe," Shown.

Thomas A. Edison's latest invention, an instrument for the recording of telephone conversations, was demonstrated in Philadelphia last week by Nelson C. Durand, of the Edison laboratory, of East Orange. The demonstration was made at the warerooms of Louis Buehn, 825 Arch street. Mr. Edison calls this instrument the "telescribe." It is connected with an ordinary desk phone and transcribes conversations to a dictating machine, where they are recorded on a wax cylinder after the manner phonograph records are made. The telescribe was described in The World last month.

Mr. Buehn had sent out a number of invitations to prominent firms in this city to see the demonstration of this new invention, and there was a good representation present.

#### Louis Buehn Reports Improved Business.

Louis Buehn reports that his business has been very satisfactory, and it was infinitely better in September than it was last year. He enjoyed an increase of at least 50 per cent., a great deal of which was machine stocks anticipating a big holiday business. Mr. Buehn's personal opinion is, however, that while the dealers generally are making extensive preparations for a big trade, he is of the opinion that we are not going to have such a big retail business as some may expect.

Machines, Mr. Buehn says, are coming in very fine and, in fact, the companies are sort of swamping the jobbers. Records are also coming in very much better. He says the dance music still has a strong hold, but aside from that he believes there will be little sold but the Red Seal records.

#### Dance and Classic Records at Heppes's.

The past September was as good as last year at C. J. Heppes & Son, says Manager Elwell. He says the machines from the Victor are coming through all right, but the record stocks are a little slow. He says it looks as if the dance records were going to keep up, but that there is also a great amount of classic stuff selling.

#### Harry Cake Safe Home from Europe.

Harry Cake, of Pottsville, who handles talking machines in that city, was in Philadelphia on his way home from Europe. He has some interesting experiences to relate, having been caught in Ger-

many at the outstart. He was very seriously handicapped in getting accommodations and getting away, for the reason that his "talking machine" money was no good and that they even gave him no opportunity to spend any of it. He was helped out, however, through the Cook's Tourist Agency.

#### Big Stock on Hand at Gimbel's.

Gimbel Bros. report that they have about run even with last year in September. They have at present a larger stock than they have ever before carried in the history of their department, which indicates that they take an optimistic view of conditions. Their biggest business in records at present is for the dance numbers.

#### Some Original Advertising Matter.

Messrs. Blake and Burkhart, who conduct the Edison Shop at Eleventh and Walnut streets, are getting out some innovations in advertising matter in the way of circulars, of envelopes and of wrappers. Everything that goes out from the store is labeled "The Edison Shop." Both members of the firm were in East Orange last week and spent some time going over the factory. They have taken on a new salesman, Horace G. Bentley, who will be an outside man. In every delivery they make they place considerable advertising matter.

#### Have Handsome Warerooms.

The Talking Machine Co. on South Broad street has its warerooms completed, and the large marble stairway leading from the first to the second floor is very attractive and lends an imposing appearance to its otherwise very handsome warerooms.

#### Lively Demand for Columbia Line.

Manager Eckhardt, of the Pennsylvania Talking Machine Co.—the Columbia jobber of this city—says that his house had a very remarkable increase in business in September, and that it has "a lot of good meat stirred up for this month." Thus far it has gone ahead every month this year, notwithstanding that its business last year was most gratifying. "Fortunately," says Mr. Eckhardt, "we have not discovered that there is a war going on. If you will allow it to interfere with your business it is going to do so, but I made up my mind I would do all my war talk at home, and when I left home I would shake it off, and I have asked all my people to do the same."

Mr. Eckhardt says that he has been having a

(Continued on page 43.)

Largest  
Stock of  
Victor  
Records and  
Victrolas in  
Pennsylvania

Orders Filled  
IMMEDIATELY  
Upon Receipt

Give Us a Trial and  
be Convinced.

Penn Phonograph Co.

17 South Ninth Street

Opposite Post Office

PHILA., PA.

# VICTOR

A complete line of Victor products, from the smallest repair part to the biggest model of machine. Every shipment made promptly.

# EDISON

Cylinder goods, machines and records; full stocks and immediate deliveries. A good popular-priced line for most any territory.

Louis Buehn  
Philadelphia

## THE TRADE IN BALTIMORE AND VICINITY

(Special to The Talking Machine World.)

BALTIMORE, MD., October 6.—The talking machine business is hitting up its usual fast stride with the result that all the dealers report excellent prospects for the fall and winter, and especially for the holiday trade. Most, if not all of them, are stocking up ahead of time to be in position to handle each and every customer during the holidays and to disappoint none.

The additional space added by E. F. Droop & Sons Co. was not put into service any too soon, for the firm has a big stock of Victors and Edisons on hand for the heavy demands that continue to pour in. Manager W. C. Roberts reports a very good September and has every reason to believe that this will be his banner year.

Joseph Fink, proprietor of the Fink Talking Machine Co., reports good sales with the Victor and Columbia lines at both his main store and his new branch store. Business is picking up nicely.

F. A. Dennison, manager of the branch store of the Columbia Graphophone Co., shows by reports and statistics that the various styles of Columbia instruments are just as popular as ever, and are bringing in good sales both in the city and on the road.

The Sanders & Stayman Co., Inc., reports sales for September with the Columbia and Victor lines to have been right up to the standard, and they look for a continuance of the good results.

H. R. Eisenbrandt & Sons are also in the band wagon with a line of good sales of Victors, which they handle exclusively.

The department stores, such as Stewart & Co., Gomprecht & Bezesch and Hochschild, Kohn & Co., have good reports to make with regard to their talking machine departments.

### ADJUST EFFORTS TO OBSTACLES.

**Salesmen Must Know More About Their Goods Than the Customer, and Be Able to Prove It—Making Adjustments.**

"Back of everything you sell there is something bigger than the article itself," writes George H. Eberhard, the prominent service expert. "It's the proposition—it's all that goes to make the sale possible in the mind of the customer. Salesmen

must know more about the proposition back of the goods they have to sell than the customer, if they want to enjoy the customer's confidence, and they must get his confidence and retain it if they're building up permanent trade.

"Salesmen must be prepared at any and all times to answer in several different ways every question about their goods and the proposition that makes each item a sales factor; so salesmen should be continually on the alert, forestalling possible questions with the answers they would give if they were called on at a moment's notice to answer them. A salesman should treat his mind as he would a valuable race horse. Keep it in good

condition and warm it up occasionally with trial practice.

"Salesmen all have mental or physical defects or weaknesses. They know of these defects, and knowing, they should give thanks. Known defects are signals crying out to us to correct and control the weak spots in our selling armor. If you are loud in your general conversation, and you know it, the answer is, 'Tone it down.' If you lack poise, the answer is, 'Practice control.' If you're slow to collect your thoughts under fire of questions—prepare, practice, study, be ready. Don't let any man be a better salesman than you are.

### THE TRADE IN PHILADELPHIA.

(Continued from page 42.)

splendid business with the dictagraph. J. Westervelt has full charge of that end of the business, not only as inside man, but also as manager of salesmen. The firm has closed a most substantial order for these machines with the Du Pont Powder people and with the Lanston Monotype Co.

De Angelis Heads Cunningham Department.

John De Angelis, a cousin of Jefferson De Angelis, the comedian, has been made the manager of the Edison phonograph department at Cunningham. He sold the Edison records originally direct for Edison people in Orange. Mr. De Angelis

came to this city from Winnipeg. He says he thinks things look very bright for the Edison here this winter. A. C. Ireton, manager of sales, and C. P. Chew, both Edison men, were in Philadelphia the past week. They announce that they will send a corps of demonstrators over here shortly and give recitals, "after which," he says, "the enterprising dealers here are supposed to show the Philadelphia people the advantages and the way to secure one of the fine Edison talkers."

Many New Columbia Dealers.

"The new \$85, 1915 Columbia 'Leader' machine, has been received at the Philadelphia store," says Mr. Eckhardt, "and it has created quite a furore. It has been received very enthusiastically by the

trade and we are able to sell them faster than we can get them at the present time. I believe the new De Luxe, which is just out, is also going to be a winner." The Metropolitan Phonograph Co., of Reading, has begun extensive handling of the Columbia product, and will handle the Columbia exclusively. The Pennsylvania Co. has put on a great number of smaller accounts and has averaged a new contract a day during the summer months, and its territory is pretty well covered and it has had to turn down a number of applicants. It is negotiating for an important contract in Camden, which it expects to close in a few days. It has just closed a contract to handle the Columbia with Painter & Ewing, the piano dealers of this city.

## READY REFERENCE OF GENERAL SUPPLIES

### DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City  
Manufacturers of Regina Music Boxes; Reginaphones;  
Coin-operated Mandolin Orchestrons; Vacuum  
Cleaners and other specialties.

### Mermod & Co.

505 Fifth Avenue New York

Manufacturers of

Talking Machine Supplies

Motors—Sapphire Points

Diamond Points a Specialty

Keep Your Record Stock with

THE  
Gfelse  
SYSTEM  
TRADE MARK

Costs about \$2.00 for 250 records for 50 years  
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,  
SYRACUSE NEW YORK

# Will You Score this Season?



**Y**

OU'VE been working all season building up an organization to give the best possible service.

You've been advertising extensively—you've been working out systems to handle your business—to *what end?*

You Know This Will Be Your Biggest Victor Year

You're congratulating yourself that you're in a growing—booming—successful business—but *you can't reach your goal without the stock.*

*Ours is the largest, most complete Victor stock in the country—we're prepared to take care of you. We'll help you make your goal.*

THE TALKING MACHINE COMPANY

12 NORTH MICHIGAN AVENUE - - - - CHICAGO

# FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The local talking machine trade is enjoying the first fruits of the fall season. A very decided increase in sales is reported all along the Avenue, and in every talking machine store the opinion is given that the fall of 1914 will be a most profitable one despite the general adverse conditions which prevail and which have so seriously impaired so many other industries.

The heaviest machines being sold are, of course, the ever-popular styles that retail around \$100, but numerous disposals of the largest styles of machines are reported on all sides.

The record situation, while it does not show as much improvement, perhaps, as the improvement in the sale of machines, is nevertheless good. The dancing fad continues to contribute its beneficence, but records now called for are for the "fox trot," which dance is the successor to the tango. The fox trot is said to be very much the same as the tango, but the time is doubled.

**O'Neill-James Gets Pathé Agency.**

L. L. Leeds, of the New York office of Pathé Frères, while on a recent visit to Chicago, announced that his company had placed the agency for its goods in Chicago and Western territory with the O'Neill-James Co., of Chicago.

A. J. O'Neill said to The World: "We are very much pleased at securing the Pathé line. We think it is a winner, and I look for every success with it here in the West. I start on my first trip in connection with our new business in a few days and will visit St. Louis, Omaha and cities in the Northwest.

**Hold Formal Opening.**

Rolf Hammer, famous Norwegian singer and maker of many of the popular Edison records, was a visitor last week to the shop of James I. Lyons. Mr. Lyons was also visited by Otto Clausen, another Norwegian singer of the same company, who has contributed many of the popular issues in the Norwegian division of the Edison library.

Mr. Lyons was one of the exhibitors at the recent Household Show at the Coliseum, where he showed in addition to an elaborate display of the Edison Amberol machines, the Victor and Columbia machines and records.

**Singers Visit Dealer.**

The enlarged and improved record department

of the Phonograph Co., local Edison representative, was opened September 26 to a large crowd of interested patrons. The latter availed themselves of the many new facilities and privileges of the Edison shops and incidentally invested heavily in records and machines. The affair was quite social in tone. Tea and light refreshments were served.

L. A. Sutfin is the new general traveler for the Phonograph Co. Mr. Sutfin is at the present time making a trip through Southern Illinois, calling on Edison dealers and prospective Edison dealers.

**Inaugurate Instalment Business.**

Two of Chicago's largest department stores, namely, Siegel Cooper & Co. and the Fair, have decided to institute the instalment system in their respective departments. This is an entirely new departure for the Fair, although Siegel Cooper & Co. did it at one time and then decided to discontinue it.

General Manager George W. Montgomery, of the Fair, made his decision during the past week following a visit by Clifford R. Ely, special representative of the Columbia Graphophone Co. Mr. Ely disposed of a large stock of Columbia goods to Mr. Montgomery, and it was following this that the decision to operate the instalment business was made. The talking machine department of the Fair will be greatly enlarged by a number of large booths and the business will be actively pushed.

The talking machine department of Siegel Cooper & Co. will be removed from the fourth to the third floor, and Manager Sandberg is planning an active campaign for the fall months. As a first step he placed a large order for Columbia goods with Mr. Ely also. Mr. Ely deserves much credit for the business-like way in which he handled these deals. There are now six of the eight large department stores on State street who are Columbia dealers. They are Siegel Cooper & Co., Rothschilds, the Fair, Hillman's, the Boston Store and Marshall Field & Co. The details of the adoption by Marshall Field & Co. of the Columbia line will be found in another part of this paper.

**Business in Northwest Good.**

R. J. Keith, manager of the Talking Machine Co., spent a few days this week on a trip through the Northwest. While at Minneapolis Mr. Keith

was entertained by Archie Mattheis, dealer in that city, who showed him about the city and took him for a motor trip through the beautiful lake country that surrounds it.

"I found things in the Northwest especially good," said Mr. Keith. "A big business is undoubtedly assured for that section of the country this year, and all seem to realize it, as they are stocking up heavily. Grain crops were tremendous and they are enjoying one of the biggest businesses in their history.

"We closed our business for September with a substantial gain over September of last year, and so far this month are continuing to go at a good pace. There seems to be a considerable feeling of confidence, and despite the big war we are finding dealers to be in an optimistic frame of mind."

**Wade Business Double.**

S. O. Wade, of Wade & Wade, announces that his company's business for September, 1914, was just double that of September, 1913. "This is very encouraging to us," said Mr. Wade, "and in our opinion shows that dealers are realizing the advantages of handling a first-class needle cutter such as we believe ours to be. A cutter that pleases customers and a cutter that users recommend to their friends is naturally much in demand."

**Rothschild in Dance Program.**

Rothschild's Department Store is offering a novelty to its customers that is more than successful. B. F. Dvorak, in charge of the department, arranged and is now giving concerts which include not only talking machines, but which also includes the violin and player-piano, and the three in concert. Mr. Dvorak secured Miss Dunn and Mr. King, society dancers, to illustrate the latest steps to the music of the talker and the player-piano, and the concerts which are given twice a week are being attended by increasing numbers all the time. The first program was made up of eight numbers, and those present remained from start to finish.

**New Victor Store.**

S. K. Tureck, 3223 West Twenty-second street, has just placed a large order of Victor goods with the Talking Machine Co., and will open a fine store.

**Whitman to Indianapolis.**

H. Whitman, formerly floor salesman for the Talking Machine Co., was selected some time ago to take charge of the new Victrola department.

(Continued on page 47.)

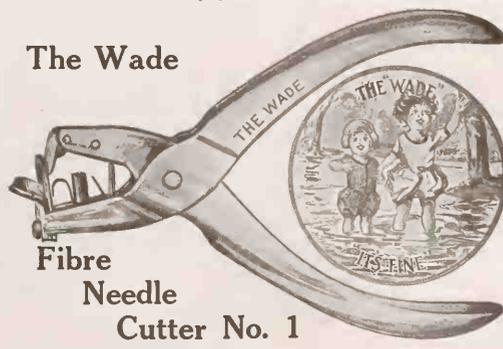
## THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

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 is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made. No. 1 is a very popular cutter which has given excellent service.



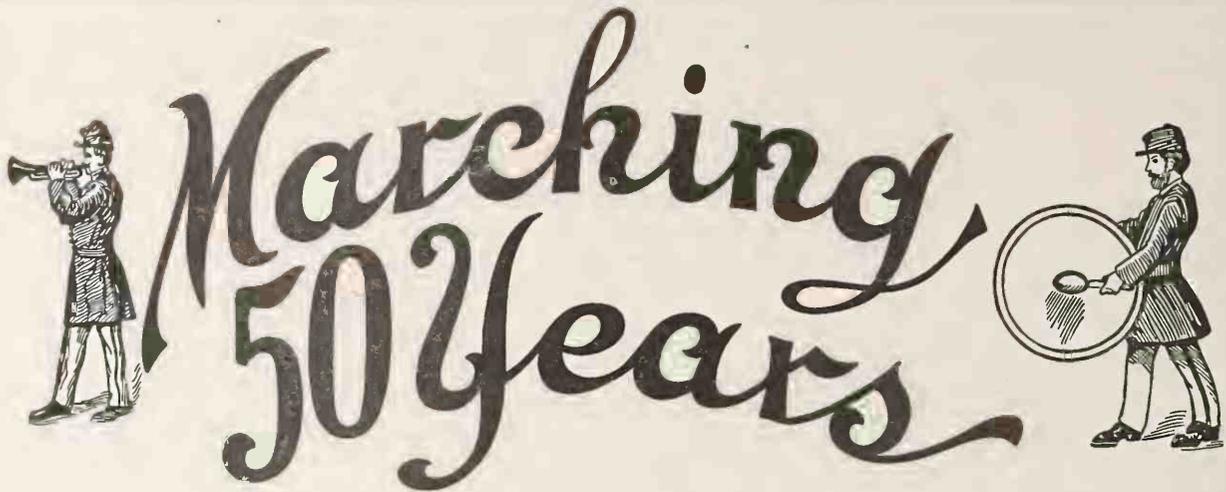
The Wade  
Fibre  
Needle  
Cutter No. 1

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.



# Marching 50 Years

**T**HIS house opened its doors to the public in October, 1864. It started with three great ideas—First, to sell everything known in music; Secondly, to give the public better service and, Thirdly, to tell the people about it. These are cardinal principles with us today.

When the Talking Machine business was in its infancy, many years ago, we gave the whole proposition the most careful study with the result that we delivered our opinion to the effect that the Talking Machine, in time, would prove a wonderful musical instrument and that its manufacture and sale should be along artistic musical lines. Today, we are firmer than ever in our belief that every effort should be put forth to keep the Talking Machine in its well-earned place as the ideal ever-ready home entertainer and orchestra. To this end we strive to make our Victor Service the kind that gives real satisfaction to all concerned—satisfaction in a pressed-down and flowing-over measure.

*Lyon & Healy*

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 45).

of the Pearson Piano Co. of Indianapolis, Ind., and latest reports are that he is advancing rapidly in his new work. A. G. Griffiths, Indianapolis, Ind., is the floor salesman in his stead.

#### Takes on Talking Machine Line.

The Central Piano Co., Jackson boulevard and Wabash avenue, which is headed by Raymond J. Healy, is taking on a complete line of talking machines in the large basement of the building, and will install a nice outfit of record racks and sound-proof booths.

#### Premier Progress.

Local officials of the recently organized Premier Cabinet Co., Montoursville, Pa., report an excellent business following the first month's work. The Premier Cabinet Co., which is headed by George M. Willson, has placed upon the market a line of talking machines which are distinctively novel and apparently very meritorious. Two styles have already been placed on the market, one being a cabinet machine, while the other instrument is of a portable model, designed for use on a table or separate cabinet. Located in one-half of the machine is the twelve-inch turntable and motor, both of a new and excellent pattern. The tone arm proceeds to the rear of and to the side of the mechanism, the sound chamber widening out into the other half of the machine. Cane panels cover the front of the sound chamber.

The Premier is an all 'round machine, as it is regularly fitted to play any lateral cut record, and by the addition of an ingenious attachment, provided with a sapphire or diamond needle, it will play equally well any type of vertical cut record.

It is announced by officials of the company that work is already proceeding on other styles, and that the company will issue a new style every six weeks until the line contains seven instruments, affording a wide range in price. It is planned that different styles of furniture architecture such as Sheraton, Mission, etc., be followed. They will be finished in mahogany, golden oak, fumed oak and other woods. The larger cabinet machines are equipped with a filing space capable of storing 200 records.

Messrs. Allmann and Chamberlain represent the Premier Co. in Chicago and the West. C. E. Keen, traveling representative, is now on a trip through the Southwest, introducing the Premier to the dealers of that territory.

#### Personals and Visitors.

George P. Ellis, of the Talking Machine Co., returned recently from a two weeks' vacation which he spent at Bass Lake, Ind. Previous to this Mr. Ellis made a trip to Indianapolis, where he aided in the presentation of dancing demonstrations given in the New York Store in that city. Mr. Ellis also went to Grand Rapids, Mich., where he assisted in putting on a dancing exhibition at Wuerzberg's.

Will A. Young and wife, of Fort Wayne, Ind., were recent visitors to the local trade, as was A. E. Shea, manager of the Victrola department of the L. S. Ayers Co., Indianapolis.

Other recent visitors to the local trade were H. S. Kesler, of La Porte, Ind.; A. F. De Forest, Decatur, Ill., and L. M. Knickerbocker, of the Lion Dry Goods Co., Toledo, O.

E. F. (Doc) O'Neil, one of the chief assistants to George Ornstein, manager of the traveling department of the Victor Co., was a recent visitor.

Some Edison dealers recently visiting Chicago were A. H. Steinberg, Peotone, Ill.; F. A. Copeland, of Elgin, Ill.; and James Taylor, of Chadwig, Ill.

H. H. Blish, of Harger & Blish, of Des Moines, Ia., was one of the prominent Edison jobbers passing through Chicago last week on his way to the Edison jobbers' convention in New York.

Paul Seegar, of the Edmund Gram Co., of Milwaukee, was a recent visitor.

V. B. Taylor, formerly traveler for the Victor Talking Machine Co., has made new connections with the Koerber-Brenner Co., Victor distributors

of St. Louis. Mr. Taylor is widely known in this part of the country.

#### Some New Dealers.

A number of new Victor dealers are reported from various points in the Middle West, among them being the Emerson Piano Co., Decatur, Ill.; the Mohr Hardware & Furniture Co., Bay City, Mich., and the Wayne Music Co., of Indianapolis, Ind. The Wilkinson Piano Co., of Joliet, Ill., is also increasing its stock very largely and improving its department in many ways.

#### Musically Inclined Puppykins.

The accompanying illustration is a reproduction from a photograph of Puppykins, the highly intelligent dog belonging to Archie Mattheis, proprietor of the Talking Machine Co. of Minneapolis, Minn. Puppykins is listening to a whistling record on the



Introducing "Puppykins."

Victrola. He is a very discriminating dog in his musical tastes, but when he hears anything that interests him he gets as close to it as possible. Several articles on Pupkins and his musical proclivities have appeared in the Minneapolis and St. Paul papers.

#### Invents New Needle.

A. H. Rintelman, piano dealer of 209 South State street, has applied for a patent on a one-piece needle that he claims has many superior features. It is triangular in form, with the three surfaces concave. This construction affords three points to the end of the needle, thus making it practically a permanent needle, as it is of a composition that is extremely hard.

"It affords a perfect transmission," said Mr. Rintelman, "because of certain composite metal and mineral that is contained within it, and will withstand the various changes of temperature without expansion or contraction."

#### Columbia Display at Home Exposition.

The accompanying illustration is of the Columbia booth which was one of the features of the Home Exposition given at the Coliseum in this city the latter part of September. The exhibit



The Columbia Booth at Home Exposition.

showed the complete Columbia line, and those in attendance had plenty of opportunities to demonstrate the Columbia tone, inasmuch as the exhibit was well surrounded the greater part of the time.

A. T. Boland, manager of the retail department of the local Columbia Co., designed the booth and was in charge of it. Assisting him were H. H. Goul and E. E. Cohan. Mr. Boland said that the exhibit was a big success, as there were not only numerous sales made, but a large number of excellent prospects were secured.

#### Prominent Victor Visitors.

George Ornstein, manager of traveling salesman of the Victor Talking Machine Co., Camden, N. J., was a visitor to the local trade a few days ago. Mr. Ornstein reported that he was finding business good in every direction that he traveled.

#### V. W. Moody in Chicago.

V. W. Moody, sales manager of the New York Talking Machine Co., stopped in Chicago for a day or two between the course of a vacation that he is spending in the West. Mr. Moody was welcomed here by a large number of friends who were acquainted with him when he was connected with the Talking Machine Co., of Chicago.

#### Cabinets in Demand.

The Salter Mfg. Co. is continuing to receive a brisk demand for almost all sizes of its varied line of record cabinets. The display of these cabinets has informed the public that such things exist, and as a result many owners of smaller machines are taking advantage of it.

#### Cheney Talking Machine Co. Developments.

The incorporation last month of the Cheney Talking Machine Co., under the laws of Illinois, with capital stock of \$100,000, all paid in, marked the final step in the organization of the project for the manufacture and marketing of the talking ma-



Forest Cheney.

chines invented by Forest Cheney, the first announcement of which was published in The Talking Machine World nearly a year ago.

The laboratory work connected with the development and perfecting of the Cheney machine has all been completed and the new company is prepared to enter the manufacturing field on a large scale. The controlling interest in the new company is held by the officers of Marshall Field & Co., which company will have the retail selling agency for the Cheney talking machines in Chicago. The details regarding the new department in the Marshall Field & Co. store appear in a special story (Continued on page 48.)

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 47).

published elsewhere in The World this month.

In the West the general jobbing rights for the Cheney product will be held by the wholesale department of Marshall Field & Co., and jobbing rights in the music trade by the George P. Bent Co., the prominent piano house. Other jobbers will be appointed to cover remaining sections of

the country as soon as arrangements can be made to that end.

George H. Bent, for fifteen years manager of the retail department of the George P. Bent Co., in this city, has resigned to become manager of the Pacific Coast jobbing rights for the new Cheney talking machine.

## BOOK ON "PRICE STANDARDIZATION."

Interesting and Instructive Volume by Charles T. Terry Being Distributed Among Its Dealers by the Victor Co., Accompanied by Letter Emphasizing Importance.

Victor dealers throughout the country received last week from the Victor Talking Machine Co. a copy of an interesting and informative booklet entitled "Price Standardization," written by Charles T. Terry, of New York. This little volume, which is issued by the American Fair Trade League, was compiled to present in compact form "arguments and authorities establishing that a law should be enacted by Congress which would permit a manufacturer to fix by contract the retail selling price of his product, where such product is either a patented or trade-marked article, or is otherwise identified as a standard article of merchandise distinctly branded either under the copyright act or the common law."

With this purpose in view, "Price Standardization" discusses the tremendous value of price maintenance from every conceivable standpoint, and the recommendation by the Victor Co. that its dealers give the booklet their closest attention was well worth carrying out.

The letter to the dealers accompanying this publication read in part as follows:

"The justice of price standardization is becoming more evident every day. Every day it is gaining adherents and every day evidence of its desirability accumulates.

"The fixed price stayed fixed, when, as a result of the war, prices generally were advanced in this country. In Paris, when siege seemed imminent, people began to buy provisions. They went to the fixed price stores to do it—and French thrift is proverbial.

"Last week's issue of the Saturday Evening Post contained a full page argument in favor of price standardization, and much campaigning of the same sort is being done by other publications.

"Victor dealers should be in the future, as they have been in the past, at the forefront of the movement. A thorough understanding of the case is most important. Indeed, there is only one thing of greater importance, and that is that you should lose no opportunity to express your wishes and your beliefs to your Congressmen and Senators. That is the only channel through which legislative assistance can be received, and the sole purpose of electing members of Congress is that they should represent and provide for the wishes of their constituents, whenever such wishes are in conformity with the public good."

Experience is the best teacher, but don't rub it in on the man who commits bigamy.

Much of the speech that is heard in this time is not even silver, but only sounding brass.

just opened its enlarged store, 1010 Wilson avenue. It added another storeroom and fixed the whole up in excellent shape. The accompanying photograph shows the enlarged quarters on the opening day with the show windows attractively decorated for the occasion.

## NEW HOME FOR LYON &amp; HEALY AN IMPOSING STRUCTURE.

Nine-Story Building at Corner of Wabash Avenue and Jackson Boulevard to Include Numerous Original and Convenient Features—the Architect's Description.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—According to the architect's drawing and the announced plans for the new Lyon & Healy building, to be erected at the northeast corner of Wabash avenue and Jackson boulevard, this city, it will be a most imposing and conveniently arranged structure. The building will occupy a site 96 feet on Wabash avenue and 171 feet on Jackson boulevard, and the actual work on the structure will begin early next spring. The accompanying illustration affords an excellent idea of the general exterior appearance of the new Lyon & Healy building when completed.

The architects, Marshall & Fox, have incorporated many original and valuable features in the design for the building, and in their description of the structure state that it will be nine stories

feeling in its columns, pilasters and vaulted ceiling, all being finished in the natural caen stone.

There will be a mezzanine floor between the first and second floors with balcony railings looking over the main portion of the store.

The basement and upper floors of the Lyon & Healy space will be served by three large elevators for the use of the public and by two freight elevators running the full height. There will be two elevators from the backing-in space on the alley running to the basement, thus giving very ample elevator service.

In addition, there will be a spiral parcel chute, dumb waiters, etc., all the details being worked out carefully to provide quick service.

The upper floors have been divided into large sales rooms, etc., for the pianos, musical instruments, etc. The general finish of the interior will be equal to that of the best office building, that is, mahogany trim, marble floors and wainscot, ample toilet facilities, etc.

The entire Lyon & Healy space will be provided with a ventilating system to supply fresh air for all departments.

In this connection it is interesting to remember that it is just fifty years since Lyon & Healy opened a music store on Washington street opposite the Court House, where the old Chicago Opera House was situated.

The big business was founded by the late P. J. Healy and its management to-day is in the hands of his sons and associates.

Lyon & Healy, to commemorate the semi-centennial of the establishment of the house, sent out attractively engraved cards, announcing the fact to its friends in the trade. The card was accompanied by a photographic reproduction of the first Lyon & Healy advertisement in the Chicago "Tribune" of November 4, 1864, published at a time when the talking machine had not been thought of.



View of Lyon & Healy's New Home.

and basement, entirely of fireproof construction. The building is designed primarily for the needs of Lyon & Healy, but also will accommodate a certain number of offices on the upper floors. The present division of space being six floors for Lyon & Healy use and the three upper floors being subdivided into offices.

The office building entrance will be located on the east end of the Jackson boulevard frontage and leads into a spacious elevator lobby with ample elevator service for the office building section. The entrance to the Lyon & Healy store will be through this entrance; also a large entrance on Jackson boulevard and an entrance in the center on Wabash avenue.

The two lower floors of the elevations will be in pink Medford granite, the belt courses above in terra cotta granite to match. The upper floors will be of light gray brick with terra cotta cornices, belt courses, trim, etc., of a shade to match the granite. Large window spaces have been provided for all floors and the building will be very well lighted from natural sources. The general treatment of the exterior is of the Italian Renaissance period as to its main divisions and architectural details. The plain shaft of the facade is relieved by ornamental Italian balconies. The entire ground space, with the exception of the office building entrance, is occupied by Lyon & Healy, and will be of imposing aspect as one enters the store, due to the height of ceiling and the architectural treatment which will also carry out the Italian Renaissance

## OPENS ENLARGED STORE.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The Wilson Avenue Talking Machine Co. of this city, of which Mr. Cullen is owner and R. O. Fenton is manager, has



Display Window of the Wilson Avenue Talking Machine Co.

**ARRANGING MOST ARTISTIC TALKING MACHINE PARLORS**

Following Decision of Marshall Field & Co. to Handle the Cheney and Columbia Talking Machines, Plans Have Been Completed for Complete Transformation of Entire Northeast Corner of Third Floor of New Building in Chicago—Handsome Equipment.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 10.—What will easily be one of the most magnificently equipped talking machine parlors and demonstration rooms will be opened in the new Wabash avenue building of

“Marshall Field & Co. in entering the talking machine field will, of course, concentrate their energies upon the Cheney machine, in which they are heavily interested,” said Mr. Howe. “We have contracted to take on the Columbia products, think-



Marshall Field & Co.'s Talking Machine Display Room and Concert Hall.

(Drawn by Vernon Howe Bailey.)

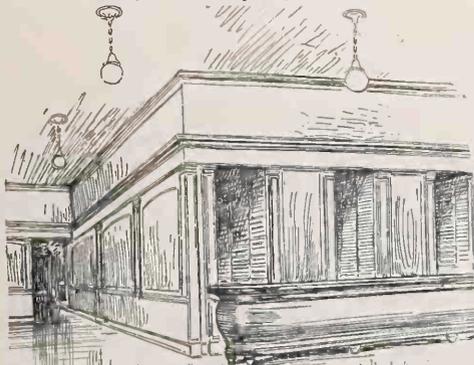
Marshall Field & Co., this city, within six or seven weeks. Plans have now been completed by the architects for the complete transformation of the entire northeast corner of the third floor in the new building. Announcement to this effect was made to-day by E. L. Howe, of Marshall Field & Co., who has been greatly interested in this proposition of launching the new Cheney Talking Machine Co. and preparing for its retail home in Chicago's great store.

The plans of the architects called for a marvelously well equipped section. There will be a large concert room which will dominate the architectural arrangement. Prospective patrons and the public generally will here be given every facility for hearing the new machine.

In addition a large number of private demonstration rooms, built with every possible precaution to observe the principles of correct acoustics, will afford the means for personal and more private hearings of the Cheney machine.

The location of this great section is very well adapted to the convenience of the public, as it is next to the public rest room on the third floor, where it is estimated more than 100,000 people sometimes daily avail themselves of the courtesies and privileges extended by Marshall Field & Co.

Records will be sold in the new department, as well as the Cheney talking machine. Every effort will be made so that the assortment of records will be complete in every respect.



Plan of Counter and Music Rack.

(Drawn by Vernon Howe Bailey.)

ing very highly especially of the Columbia records, and will carry a line of Grafonolas as well. This decision of Marshall Field & Co. to handle the Columbia line comes after a great many days of investigation, and we believe that the best results of the new Cheney machine are obtained with Columbia records.”

W. C. Fuhri, district manager of the Columbia



Another Talking Machine Parlor.

(Drawn by Vernon Howe Bailey.)

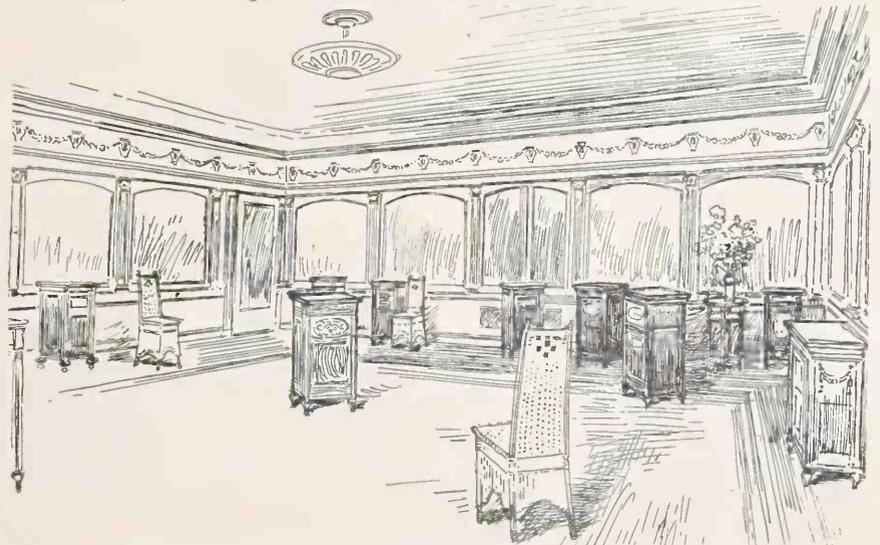
Aeolian Co., which recently completed arrangements for retailing the entire Columbia line—emphasizes the success of the Columbia Co.

**NATIONS THAT BUY FROM US.**

Canada Heads the List—Britain, Germany, and France Well Up.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 10.—What and how much the nations of the world are buying from the United States, as told by American Consular officers, are discussed in “Commercial Relations of the United States,” a volume of 272 pages, just issued by the Bureau for Foreign and Domestic Commerce. Four countries other than the United States offer each a market for over \$1,000,000,000 worth of foreign products annually—the United Kingdom, Germany, France, and the Netherlands. Great Britain buys \$3,000,000,000 worth, about 20 per cent. of which is from this country; Germany, \$2,500,000,000, with 15 per cent. from the United States; France, \$1,500,000,000, of which 11 per cent. is from the United, and the Netherlands, an important center for the transshipment of foreign goods, nearly \$1,500,000,000, in which American goods figure to the extent of about 10 per cent.



Another of the Marshall Field & Co.'s Parlors and Display Rooms.

(Drawn by Vernon Howe Bailey.)

Graphophone Co., discussing this important expansion of the Columbia interests, said: “Marshall Field & Co. have contracted with the Columbia Graphophone Co. to handle its line of Columbia Grafonolas and Columbia disc records. This highly important deal was consummated by Marshall Field & Co., after a most careful investigation of the Columbia line.

“The Columbia Co. is to be congratulated on the closing of the contract, as the house of Marshall Field & Co. is known throughout the world as standing for all that is best in department store equipment, management and quality. This announcement, coming so closely upon that announcing similar action by that other great house—the

Belgium's annual purchases fall just short of \$1,000,000,000 in value, United States products supplying about 8 per cent., while Austria-Hungary, Italy, Canada, Russia, India, Australia, Argentina, and Japan are next in order, with imports ranging from \$722,000,000 to about \$300,000,000. These countries vary greatly in the proportion of their purchases from the United States, Canada taking 65 per cent. and India 3 per cent. Brazil's imports exceed \$308,000,000 only 15 per cent. of which are from the United States, which takes 40 per cent. of the Brazilian exports.

The man who is on the winning side is most apt to preach the triumph of right.



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



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

Columbia Graphophone Company  
Woolworth Building, New York

### POPULAR WITH UNIVERSITY BOYS.

T. E. Davis, of Ithaca, N. Y., Has Built Up a Large Business in That City—Features the Columbia and Edison Talking Machines.

(Special to The Talking Machine World.)

ITHACA, N. Y., October 6.—That the college trade in this city affords excellent opportunities for the live-wire talking machine dealer is well evidenced by the accompanying photograph showing the successful and attractively arranged estab-



T. E. Davis's Well Stocked Store in Ithaca, N. Y.

lishment of T. E. Davis, who handles both the Columbia and Edison cylinder lines.

Mr. Davis carries a comprehensive line of machines and records, and through his energetic and progressive sales methods has succeeded in building up a profitable and ever increasing clientele. His record sales in particular are growing day by day and this record demand includes not only the latest dance and popular music, but a good proportion of classic and operatic selections.

### TALKERS FOR UTAH SCHOOLS.

Six More Machines Purchased by Ogden Board of Education to Assist in Kindergarten Work—Take Place of Teachers.

(Special to The Talking Machine World.)

OGDEN, UTAH, October 6.—Six more talking machines are to be purchased by the Ogden city board of education to be used in the kindergarten grades. The talking machine was first introduced in the local schools about a year ago, and has already demonstrated its value. The machines are used in teaching the children rhythm, both in singing and in dancing, and are said to greatly facilitate the work of the kindergarten grades. Superintendent J. M. Mills, in asking the board of education to purchase the new machines, stated that they would take the place of six assistant teachers.

The only people who can afford to sneer at luck are those who never expect to have any.

### PEARSON OPENS NEW DEPARTMENT.

Prominent Indianapolis Piano House Provides Attractive Quarters for the Victor Line—Optimism Rules—Planning for Concert Season—Kipp-Link Co., Redecorating.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., October 8.—Optimism is the word which expresses the situation in the talking machine business here. And there is cause for optimism. Business is good. It is better than it

was last fall. Therefore the talking machine dealers here are justly optimistic.

The opening of the Victor talking machine department of the Pearson Piano Co., 128-130 North Pennsylvania street, attracted not only the attention of the buying public, but also of the other talking machine dealers. Pearson's has a talking machine department which is not surpassed by any in the city. Displayed along with high-grade pianos, the Victor machines make an artistic addition to the company's windows.

The Aeolian Co., 237 North Pennsylvania street, has not yet obtained a complete stock of Columbia graphophones, but it is prepared to make sales of the new line of machines to be handled by this house. The company continues to handle the Victor line of talking machines.

The Stewart Talking Machine Co., 221 North Pennsylvania street, jobbers in Indiana for the Victor Co., is experiencing one of the best seasons in the history of the house. It has been necessary for the Stewart Co. to put another salesman on the road in Indiana. The traveling representatives of the house in Indiana are W. M. English and H. L. Prescott.

The Victor houses here are paving the way for the Ona B. Talbot-John McCormack concert to be given here October 29. McCormack records are very popular in Indianapolis, and the announcement that he will appear here soon in concert has increased the demands for his records.

The Kipp-Link Phonograph Co., 345 Massachusetts avenue, jobbers in the Central West for the Edison line of talking machines, is redecorating its display rooms in preparation for what the company expects will be the biggest year in its history. Demand for the Edison line among the Edison dealers of Indiana and neighboring States is enormous, according to Walter Kipp, president of the company. Mr. Kipp says the indications are that his house "will have to go some" to fill the orders. The Edison disc machine has made quite

a hit in Indiana. Comment on the superior tone of the new disc machine is often heard.

Surprise was caused here by the leaving of Thomas Devine for Kansas City, Mo., where he will be connected with the Columbia Graphophone Co.'s branch in that city. Mr. Devine was well known as local manager of the Columbia Co. He was in Indianapolis for approximately eight years. In his new position Mr. Devine will spend most of his time on the road covering the State of Oklahoma for the Columbia Co.

A. W. Roos, manager of the local Columbia branch, says the records show that business in September of this year was much better than it was in the same month of last year.

### CLOSE TO THE BUSINESS HUB.

American Talking Machine Co., Brooklyn, Well Located for Convenient and Quick Service—General Business Outlook Excellent.

Quite in the center of things as to transportation are the headquarters of the American Talking Machine Co., the prominent Victor distributors, at 368 Livingston street, Brooklyn.

The name Brooklyn has a very off-sound to many dealers and others in the metropolitan district, but there are few concerns in the trade so well located with reference to the business centers of northern New Jersey, New York proper and Long Island as the American Co.

A minute from the door brings one to the Interborough Subway running direct to the heart of Manhattan and the Bronx. A quick change at Fulton street and one can take the Hudson tube to Jersey City, Hoboken or Newark, the whole trip taking less than one-half hour. One block from the store—Flatbush avenue and Fulton street—is one of the centers of an extensive elevated system of Brooklyn Borough, with many trains running directly over the bridges to Manhattan. Two minutes' walk in the opposite direction takes one to the Flatbush avenue terminal of the Long Island Railroad, with trains running direct to all points on Long Island and direct freight service, in connection with the Pennsylvania Railroad, to all parts of the country.

The wholesaling of talking machines, quick delivery on rush orders, is the most important feature, and at its present location the American Talking Machine Co. is in a position to render that service.

Under the direction of R. H. Morris, head of the company, the store has been remodeled recently to permit of increased stock and shipping facilities. The three demonstration booths have been moved to the front of the store, leaving the entire rear section free for use in handling orders. The new arrangement takes advantage of considerable space that was formerly wasted. Mr. Morris states that the outlook for fall and holiday trade is excellent. The stocks of Victor machines and records are in excellent shape, which means that an unusual percentage of orders may be filled. Dealers have shown an inclination to file their orders considerably in advance to insure sufficient stock when the expected rush comes, and at the present time there is apparently not a cloud on the business horizon.

# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

European War Affecting Trade Throughout World—Confidence Being Re-established in England—Volume of Trade Is Satisfactory Everything Considered—British Firms Reaping Rich Harvests of Sales in Colonies—Some "War" News—Supplies Rather Short—Patriotic Records the Vogue Just Now—Warships Discarding Pianos in Favor of Talking Machines—The News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., Eng., October 6.—With the efflux of time, it is perhaps not very surprising to find that the adverse influence of the great European struggle is affecting general trade the wide world over to a very appreciable extent. The sword has spiked the wheel of international commerce, and naturally has produced a certain amount of dislocation between even those countries not involved in this upheaval.

There are not wanting good signs, however, which tend to re-establish confidence, in that the overseas trade is now increasing and settling down to something like satisfactory proportions, all things considered. At least that is the view which prevails among business men on this side. Not that trade is really satisfactory compared with normal times, but the general relief at being able to do some business despite the war, is productive of great optimism which, perhaps, lends itself to slight exaggeration. Given the quick suppression of elements detrimental to shipping, i.e., the capture of the few enemy cruisers which are prowling around, the springs of commerce will immediately expand into new life. As it is, we are not doing so badly under the many adverse circumstances. (The foregoing remarks which concern trade generally do not exclude the gramophone industry.)

The export door of the whole Continental markets being "bolted and barred," British firms are reaping quite a rich harvest of sales in many of our daughter States. Our manufacturers are out for business, and they mean to take every advantage of the grand opportunity now presented to offset for all time the German claim to pre-dominance in the gramophone field of industry.

#### British Made Gramophone Goods.

As an instance of the awakening (ours admittedly has been a long sleep) of gramophone men to the possibilities of manufacturing gramophones in England, I would mention W. H. Reynolds, "the man of many parts," and known telegraphically under the pertinent synonym of "Knotaslepe," who has now made arrangements for the manufacture of motors, and other parts. This will be the first time that a commercial all-British motor has been built with any chance of competing with the Continental makes. There is no need to en-

large upon the evident difficulties which beset the path of development in this particular sphere of trade activity, but rather to pay tribute to the enterprise and enthusiasm with which the matter is being handled in so highly satisfactory a manner. It is no mean thing to establish at such short notice what may be regarded from our standpoint as a new industry, whose manufacturing interests have at least not been cultivated hitherto on this side of the channel. We can but assure Mr. Reynolds that his progress will be keenly watched by the whole trade, who we feel will not be slow to accord his efforts every legitimate support.

#### Gramophone Co., Ltd., Remove to Factory.

Having placed the whole of its City Road premises at the disposal of the military authorities, the Gramophone Co., Ltd., has now removed to the great factory at Hayes, Middlesex, where in future all communications must be addressed. The London sales department is located at 94 Regent street, W.

#### J. E. Hough's Generosity.

From the old Edison Bell firm I learn that J. E. Hough is offering all bachelor-members of the staff who join the army a bonus of two guineas, with re-employment after the war. Some fifteen "velvet fatts" are now under arms.

#### Gramophones Replace Pianos.

Pianos, I learn, have been thrown overboard from many of our warships in the North Sea, but most have retained their gramophones; truly, the king of instruments! In this connection a recent appeal for old records brings to light another thoughtful action on the part of J. E. Hough. "Old" records for our sailors—No! And straight-way this bluff trade veteran submits a plan for the supply of "new" records in 200 parcels of twenty-four each, and is willing to send 500 parcels if required. Further, when the records are worn out, thanks to Mr. Hough's practical and generous offer, the sailors may change them for new ones free of any charge. The British Admiralty accepted this offer out of a round dozen placed for its consideration.

#### That Famous Marching Song.

"It's a Long Way to Tipperary," the marching, if not the battle song of our troops, was first issued some two years ago. Messrs. Feldman, the publishers, inform me that the song was refused by practically every publisher in London. The sheet music sales are now said to be about 8,000 daily! Special editions are now ready for the Canadian and Australian markets.

#### Some War Items.

Capt. S. W. Dixon, an "H. M. V." director, who saw service in the South African war, has again been commissioned for the front, where doubtless he is now taking an active part in the fighting line.

Seventy per cent. of the Russian "H. M. V." staff are on active service, and the manager and staff of the Paris branch are with the French forces. Quite a number of the Hayes employes are with the British colors.

A splendid war program is announced by the Winner Record Co., the all-British gramophone house, who intimate that the whole profits on the sale of these special records will be handed to the Prince of Wales' National Fund. This generous plan insures a continuity of work for the Winner staff, while at the same time providing a substantial margin of monetary assistance for those in distress. Most excellent!

"Regal" patriotic records are in great demand. A small royalty on the sale of each one is allotted to the Prince of Wales' fund, which in consequence has benefited to the extent of 150 guineas already.

In a brief account concerning the naval fight in the Heligoland Bight, an A. B. describes the flight of German shells as "whistling just like a needle on a broken record." A good yarn, surely!

The mere fact of war does not destroy copyright conferred upon the works of an alien enemy in accordance with the provisions of the Berlin copyright convention of 1908, and the Austro-Hungarian copyright convention of 1893.—Mr. Runciman, in the House of Commons.

In a recent statement the Sound Recording Co., Ltd., makers of the Gramvox records, give publicity to the fact that these products are British made, financed, and controlled by Englishmen.

Statements have been made to me that certain people have stamped "Made in England" on goods of distinctly German origin. Is there any confirmation?

In furtherance of the war upon German and Austrian trade, the Commercial Intelligence Branch of the Board of Trade, Basinghall street, London, E. C., has issued a number of trade leaflets giving the export figures of these two countries. Leaflet No. 42 deals with musical instruments and parts thereof. It makes interesting reading matter and copies may be obtained upon application.

#### Supplies Are Getting Short.

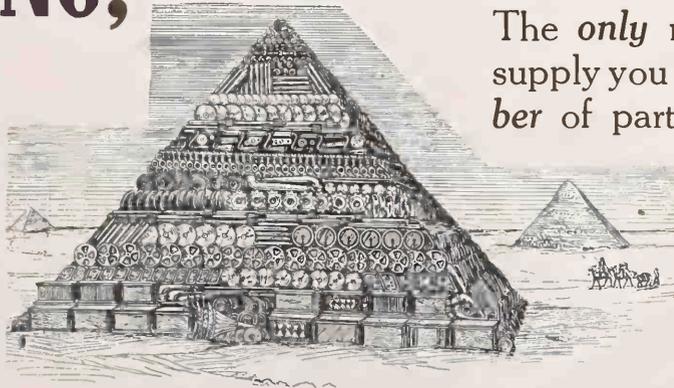
Supplies are getting short on motors, tone-arms, sound boxes and trumpets. The Continental service is of no account, unless we place some reliance on the Swiss manufacturers, who, it is true, promise deliveries shortly. But—hurry up British manufacturers!

#### Annual Report of Gramophone Co.

According to a financial contemporary, the profits of the Gramophone Co., Ltd., for the fiscal year ended June 30 last are £138,186, an increase over the previous year of £37,332. Considering the

(Continued on page 52.)

## "RENO, THE MAN OF MANY PARTS"



The only man in the world who can supply you with *one* part—or *any number* of parts for *any* Talking machine ever made from Adam to Edison-Roosevelt.

64 Page Catalogue Yours for Asking

**W. H. REYNOLDS, Ltd.**  
"KNOTASLEPE"  
London, England



# HOFFAY'S

## "The World's Musical Instrument"

# GRAMOPHONE

Ready to entertain propositions from distributors and manufacturers in thirty-one countries where patents have been applied for, and in most cases already accepted or granted.

Full illustrations of some of its "features" will appear in next issue.

## J. HOFFAY

67 Egerton Gardens, South Kensington, London, England

### FROM OUR LONDON HEADQUARTERS—(Continued from page 51).

general meeting Trebor Williams stated that immediately prior to the outbreak of the war their business was in a very satisfactory state. It had been felt advisable to make special provision to the amount of £12,380 against foreign debtors, that figure having been arrived at on a basis of percentages, varying according to the different countries concerned. The amount might turn out to be either largely under-estimated or largely over-estimated. When the war broke out the bulk of the company's business on the Continent came to an abrupt and complete standstill, and where their business did not cease altogether, it very much decreased. With regard to what was happening to their interests in Germany and Austria, they had but little information of value. As to other countries, arrangements were being made for carrying on the business, protecting the assets, and for ultimately resuming operations on normal lines. In some countries and in the colonies, for the time

being, business was fairly good. In great Britain there was a strong, and, we understood, an increasing demand for records, more particularly for those of the patriotic song description. As long as the existing state of affairs continued it would be impossible for the company to earn profits for dividend purposes, and the discontinuance of quarterly interim dividends followed as a matter of common prudence, if not of actual necessity.

#### J. Hoffay in New York.

Just prior to posting my monthly packet of news, I learn that J. Hoffay is planning a trip to New York, and expects to arrive about the middle of October. The chief object of his visit is to make arrangements for the manufacture and distribution of "The World's Musical Instrument," which by the way, I have at last been privileged to examine. Only the exigencies of time prevent me from expressing my views at the moment, but on a near future occasion I shall hope to furnish read-

ers with a full description of this new and pre-eminently fine musical instrument. For the present let it suffice to say that for really natural tone-pictures, commend me to Mr. Hoffay's gramophone in conjunction with records of all makes.

#### Call for Patriotic Records.

Very optimistic in regard to trade prospects, O. Ruhl, of the Beka Record Co., this city, imparts the pleasing information that notwithstanding the war, record sales, of the patriotic type especially, continue to maintain a good showing, and he thinks there is every prospect of their Hertford factory being kept working practically on full time during the next few months, at least.

#### Columbia News Items.

The Columbia Co. draws particular attention to the new model of its No. 14 hornless graphophone announced for this season. As there is certain to be a rush for a reliable low priced

(Continued on page 53.)

## FAVORITE RECORDS made in ENGLAND

Favorite Talking Machines—Favorite Needles  
Favorite Albums—Favorite Carrying Cases

## FAVORITE RECORDS in all LANGUAGES

ARE THE CHEAPEST AND BEST

Buy Them and You Will Increase Your Profits Note Our Special Patriotic Records

Write Today for Illustrated Catalogue, Lists and Advertising Matter

**THE UTILITY TRADING COMPANY, 21 Paper Street LONDON, E.C.**

Cables: UTILITRACO, LONDON

model in view of war conditions, this 52s. 6d. line should be in heavy demand. It embodies many improvements over previous machines at this price.

Two members of the staff of the London headquarters of the Columbia Graphophone Co. have rejoined their old regiments for active service. A third Columbia man, Harry E. Parker, an Englishman in the New York office of the company, was so keen upon serving his country that he obtained leave of absence and is now at the front.

The Columbia Co. has just issued its 1914-1915 catalog of Columbia graphophones and gramophones. We notice that, in addition to several new models, many improvements have been effected in existing styles, all the horn types from No. 2 (£1 4s.) upward now being equipped with twelve-inch turntables as against ten-inch turntables of last season—a raising of value that will win general approval.

**Wholesale Gramophone Depot.**

A somewhat serious fire, which originated in the premises of an artificial flower maker at the rear, involved a large gramophone warehouse at 150 Old street, this city, in the possession of Dayton & Co. Considerable damage was caused by fire, smoke and water to the huge stocks of talking machine goods stored on the premises. Over 18,000 Clarion and 100,000 or more Edison cylinder records were rendered unsalable. Fortunately, the damage is fully covered by insurance.

**To Start in Business for Himself.**

After two years' service with Blum & Co., J. Lewis Young, B.Sc., etc., informs us of his intention to start business on his own account. As one of the talking machine trade pioneers in Europe, his unique experience, covering every phase of the business, should prove of great value in his new sphere of activity, for the success of which we beg to offer our hearty good wishes. Mr. Young tells us he is open to consider any proposition for either manufacturing or selling, or as consulting expert.

**The Latest Patriotic Favorite Records.**

The Utility Trading Co. is to be commended for

# Merely A Statement of Fact

The British Colonies and dependencies import annually many thousands of pounds' worth of gramophone products, a large percentage of which emanated from Germany.

Now that this source of supply is cut off, who is going to fill the breach? This question must give British houses food for profitable thought.

But the opportunity for action is not tomorrow or the day after, it is Now! The trade routes are open and we venture to think will so remain.

You can get into touch with overseas buyers through the medium of this trade newspaper, which enjoys a wide sale throughout the world.

Particulars and advertising rates will be gladly supplied to all interested by our European representative.

**W. LIONEL STURDY**

2 Gresham Buildings

Basinghall St., London, E. C.

the prompt issue of another list of patriotic numbers, which class of record the great talking machine public still continues to absorb in ever-increasing quantities. According to the standard demand, these new "favorites" will exactly fill the bill, and doubtless prove as popular from a sales standpoint as those issued last month. A few typical examples worthy of mention are (736), "La Brabanconne," and "March of the Victors," pleasingly rendered by the Favorite Bijou Orchestra; (738), "Your King and Country Need You," the latest recruiting song, with which is coupled a fitting companion bearing the title, "I'd Like to Be a Hero, Too," both songs being delivered in fine style by Thomas Howell. "It's a Long Way to Tipperary," is told by that favorite vocalist, Harry Core, on record No. 740, the reverse bearing a spirited xylophone solo, "The Islander March," by our old friend, Billy Whitlock. On record 741 the Favorite Elite Orchestra presents an excellent descriptive tone-picture of "Our Expeditionary Force Landing in France," and this, coupled with the "Punjaub March" by the same

instrumental organization, goes to the making of what is an especially attractive record.

**Suspension of British Patents Held by Enemy.**

Apreros of the above, the following rules are now in force:

(a) A notice will be sent to the patentee's address for service and to any licensee before action for suspension of license be heard.

(b) Notice of application for suspension of license will be advertised in the Official Patents Journal.

(c) There will be a short opposition period, and a date for hearing will be advertised in the journal, and at such a hearing a representative of the patentee or licensee will be entitled to be heard against the grant of such suspension of license.

(d) Applications made by individuals in respect of the same patent will be heard, as far as possible, together, and it will depend upon circumstances whether the license will be exclusive or not.

(Continued on page 54.)

# EDISON BELL-V F-VELVET FACE



**JOHN BULL AT WAR**

## PATRIOTIC RECORDS

- 1409 Landing of the British Army in France, Pt. 1 Descriptive
- Landing of the British Army in France, Pt. 2 "
- 1410 Tommy Atkins Robert Howe
- 1411 The Lads in Navy Blue " "
- Sons of the Sea " "
- 1412 Soldiers of the King " "
- Jack's the Boy " "
- The Anchor's Weighed Alan Turner
- 1413 La Marseillaise and The Red, White and Blue Robert Howe
- Hearts of Oak, and God Save the King " "
- Boys in Khaki, Boys in Blue Stanley Kirkby
- 1414 Your King and Country Need You " "
- 1415 Here's to the Day " "
- For King and Country " "
- 1416 La Marseillaise, and The Russian National Anthem, London Regim'l Band
- Rule Britannia, and God Save the King London Regimental Band
- Regimental Marches of the Brigade of Guards (Slow)
- 1417 Band of H.M. Irish Guards
- Regimental Marches of the Brigade of Guards (Quick)
- Band of H.M. Irish Guards
- 1418 British Empire March London Regimental Band
- Steadfast and True, March London Regimental Band

## 12-in. Discs Double Records 4/-

- 640 Inflammatus ("Stabat Mater") Band of H.M. Irish Guards
- Cujus Animam ("Stabat Mater") Band of H.M. Irish Guards
- 641 March of the Knights of the Holy Grail ("Parsifal") Band of H.M. Irish Guards
- Overture "Rosamunde" Band of H.M. Irish Guards
- 642 O Rest in the Lord Miss Jessie Broughton
- O Divine Redeemer " "

## 10-in. Double Side 2/6 each

- 1403 Your Heart will Call Me Home Charles Compton
- Since Last We Met " "
- The Girl I Mean to Make My Wife (March Intermezzo) Royal Court Orchestra
- 1404 Mam'selle Tra-la-la (Waltz) Royal Court Orchestra
- Temple Bells ("Indian Love Lyrics")
- 1405 Less Than the Dust ("Indian Love Lyrics") Miss Mabel Mann
- In an Old-Fashioned Town Miss Mabel Mann
- 1406 Three Fishers " "
- St. David (Welsh Patrol) " "
- 1407 Wearing of the Green (Quick March) Band of H.M. Irish Guards
- Clever Mr. Green (Patter Song) Band of H.M. Irish Guards
- 1408 The Waiter (Patter Song) Harry Bluff

IF YOU ARE INTERESTED SEND FOR FULL CATALOGUES TO

**EDISON BELL WORKS, Glengall Road, London, S.E.**

**J. E. HOUGH, Ltd., Proprietors**

# BEKA DOUBLE-SIDED RECORDS

BRITISH MADE THROUGHOUT

Our Latest Supplement Contains all the  
PATRIOTIC AIRS and NATIONAL ANTHEMS

Catalogues and terms on application.

**O. RUHL, Ltd., 77 CITY ROAD, LONDON, ENGLAND**

FROM OUR LONDON HEADQUARTERS—(Continued from page 53).

New Company Incorporated.

Autovox, Ltd., private company, capital £4,500, manufacturers of gramophones, records, musical instruments, etc. The address of one of the directors, C. Vane, is given as 166 Piccadilly, London, W. Loyal Edison Bell Velvet Faces.

Of the many so-called war lists, that announced by J. E. Hough, Ltd., makers of the renowned Edison Bell "Velvet Face" records, occupies a very prominent position in the estimation of all good Britishers, and with good reason, too. "V. F.s" are of home manufacture throughout, financed and controlled by Englishmen, at the head of whom we have J. E. Hough, as typical a specimen of the John Bull type as one could desire. But that in passing. Of unusual interest is the company's stirring patriotic repertoire of vocal and instrumental music, covering every shade and type of selection, both old and new. The British, French, Russian and Belgian national anthems bulk largely in the most recent list, on which, too, is itemized such popular airs as "Tommy Atkins," "The Lads in Navy Blue," "Sons of the Sea," "Soldiers of the King," "Jack's the Boy," "The Anchor's Weighed," "Here's to the Day," etc. "Boys in Khaki, Boys in Blue" in companionship with the specially composed recruiting song, "Your King and Country Need You," on No. 1414, should be heavily ordered, since if the demand in England is any criterion, and we believe it is, this record is sure to be popular in all British dependencies. Among descriptive records No. 1409 offers a striking presentation of the "Landing of the British Army in France," in two parts, and we should advise our Colonial readers to cable for

## COLONIAL and FOREIGN BUYERS

of gramophones and records may obtain valuable information from English firms who are desirous of opening up trading relations with oversea markets upon application, stating requirements, etc., to our European representative,

**W. LIONEL STURDY**

2 Gresham Buildings,  
Basinghall St., London, E. C.

immediate supplies. Some further examples of "V. F." program will be found in their announcement elsewhere in this section.

## TOURING ENGLAND'S HIGHWAYS.

John Cromelin, General Manager of the European Interests of the Columbia Graphophone Co., a Motor Enthusiast—Entertained Mr. D. Easton and Wife During Their Recent Honeymoon Trip Abroad.

John Cromelin, general manager of the European interests of the Columbia Graphophone Co. and one of the best informed men in the industry, is a keen motor enthusiast and frequently takes extended tours through the beautiful highways of Great Britain in his high speed touring car. Mr. Cromelin, who is an adept at the wheel, runs his car with the same unerring judgment that characterizes his handling of momentous executive matters.



John Cromelin Entertaining Mr. and Mrs. Easton While in England.

## TO DRUM UP TRADE FOR U. S.

Commercial Attaches Named by Secretary of Commerce Redfield.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 7.—The Department of Commerce has announced the personnel of the corps of commercial attaches provided for by Congress to help drum up business for the United States and to keep our commercial interests in touch with all parts of the world.

These are the attaches selected by Secretary Redfield: A. J. Harrington, of Ohio, for Lima, Peru; A. H. Baldwin, ex-chief of the Bureau of Foreign and Domestic Commerce, for London; Dr. Albert Hale, of the Pan-American Union, for Argentina; Edwin W. Thompson, of North Carolina, for Berlin; J. H. Arnold, at present consul-general at Hankow, for China; Prof. Lincoln Hutchinson, of the University of California, for Rio de Janeiro; C. W. Veditz, of Pennsylvania, for Paris.

## SOMEWHAT SARCASTIC.

Some of us are so accustomed to looking out for number one that we get positively nearsighted.

The accompanying picture showing Mr. and Mrs. Cromelin in their motor car was snapped at Folkestone, England, by Mortimer D. Easton, manager of Dictaphone advertising, on the occasion of his recent honeymoon trip abroad. Mrs. Easton is seen standing by the side of the automobile, while Mr. Easton is, of course, invisible. Mr. and Mrs. Easton enjoyed a delightful trip by automobile while the guests of Mr. and Mrs. Cromelin.

## WANTS MOTOR AND DIAPHRAGMS.

A merchant in Spain has notified an American consular officer that he is desirous of establishing relations with an American house manufacturing small motors, diaphragms and other accessories of talking machines. Catalogs and price lists of the goods in question are earnestly solicited. Correspondence should be in Spanish, and firms interested in this inquiry should address the Bureau of Foreign Trade Opportunities, Department of Commerce, Washington, D. C., referring to No. 13,801.

Edward A. Borgum is now the southern California representative of the Pacific Phonograph Co., of San Francisco, his headquarters being in Los Angeles.

## STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

String Fiddle

**GEO. EVANS & CO.**  
94 Albany St.  
London, Eng.

OR

in U. S. A. to their sole representatives

**OLIVER DITSON CO.**

150 Tremont Street  
BOSTON

NEW YORK and PHILADELPHIA



Violin

The highest priced talking machine on the market is a Columbia. The best low priced talking machine on the market is a Columbia. The best discounts all the way through are Columbia.



(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

FALL IN WISCONSIN OPENS WITH A RUSH.

The Smaller Cities and Towns Show Great Activity—Milwaukee Not Quite as Satisfactory—Victrola Display at Pure Food Show—Becker's Plan of Pushing Sales—Talking Machines for Downer College—Kunde's New Quarters Ready—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., October 10.—The fall talking machine trade in Milwaukee and about Wisconsin has opened with a rush, considerably earlier than in former years. Conditions about the State have been showing considerable improvement and dealers seem to have been imbued with more confidence. Stocks in the hands of the average dealer have been light during the past few months and most retailers have come to the realization that now is the time to place their orders if they want to insure their prompt fulfilment. Jobbers say that dealers are placing good orders for both machines and records and that the outlook is bright for a continuance of this activity.

Conditions in Milwaukee, especially in the retail field, are hardly as satisfactory as in the smaller cities and towns about Wisconsin. This seems to be due to the fact that business with the heavy producing machinery concerns is still a little quiet, with many of these plants operating only part time. The result is that people in Milwaukee are not buying as freely as they might. This condition is regarded as only temporary, however, and better things are anticipated. As it is, the demand for high-priced machines seems to be holding up well, although the more moderate priced machines, such as the average working man might purchase, are moving slowly. In the country, however, the situation is different. Unusually fine crops have been harvested and are now being sold at high prices, with the result that there is more prosperity evident.

Milwaukee dealers say that collections have been a little quiet of late, but this is not to be wondered at in view of the depression which has existed in some lines of business. Jobbers say that they are finding little trouble with collections, showing that money is easier outside of Milwaukee.

The Victrola was well advertised at the annual Pure Food Show, held in the Milwaukee Auditorium, September 27 to October 3, as the result of an interesting exhibit maintained by the J. B. Bradford Piano Co., Milwaukee's oldest piano

house. The Bradford concern had two large adjoining booths at the show, filled with representative instruments carried, including an Auxetophone and a large type Victrola. Hugh W. Randall, manager of the Bradford player department, reports that the house secured a large number of live prospects. Between 10,000 and 15,000 people attended the show each day, and none of them failed to see the Bradford exhibit.

A sale of considerable interest was made recently by Paul A. Seeger, manager of the Victrola department at the Edmund Gram Piano House, when he disposed of a Style XI Victrola to Milwaukee Downer College, a well-known educational institution, for installation in the college seminary. The college uses a Victor for class demonstration purposes, and this machine has given such satisfaction that only the Victrola was considered for the seminary. Business at the Gram house has been showing considerable improvement of late.

John H. Becker, manager of the Victrola department of the Hoeffler Piano Manufacturing Co., 306-308 West Water street, has evolved a plan for pushing the sale of records that every talking machine man might do well to follow. Mr. Becker's scheme consists of a one-page circular, printed in red ink, giving the number and title of some of the best Victor records issued this year, classified according to months. Naturally, more space was devoted to the October list. Mr. Becker says that this circular more than paid for itself the first day that it got into the hands of Victor owners. Mr. Becker intends to follow this plan each month from now on. Mr. Becker's wife, who has been very ill during the past two months, is again showing some improvement, and it is expected that she will soon be able to return from the hospital to her home. Mrs. Becker submitted to a second operation about three weeks ago.

Harry Fitzpatrick, traveling representative of the Victor Talking Machine Co. in this territory; D. C. Preston and Roy J. Keith, of the Talking Machine Co. of Chicago; H. P. Gibbs, of the Rudolph Wurlitzer Co., and Mr. Mahler, of Lyon & Healy, of Chicago, recently called upon the Milwaukee trade. All these representatives report that the fall business has opened up unusually well.

A steadily increasing demand for the Edison disc machines is reported by William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in Wisconsin and upper Michigan for the Edison line. Several new dealers to handle the Edison disc goods have been secured during the past month. William Idle, traveler for the Thomas A. Edison, Inc., has been finding conditions about Wisconsin very favorable.

The new Badger Talking Machine Co., of Milwaukee, jobber in this territory for the Victor line,

has extended its field of operations and has appointed Morely Somers, an experienced talking machine man, as Northwestern representative. Mr. Somers will make his headquarters in Minneapolis and St. Paul, and will pay particular attention to the trade in those cities. Harry A. Goldsmith, secretary of the Badger Co., reports that the Victor business is opening up exceptionally well and that his house has secured several new dealers during the past month.

A. G. Kunde, Columbia jobber and dealer, expects to be ready to open in his new and attractive store in the new building now being erected at Grand avenue and Fifth street by October 15. Some little delay has been experienced in completing the interior work in the building. Mr. Kunde will have eight demonstration parlors on the first floor and four in the basement, and expects to have one of the finest retail talking machine establishments in Milwaukee. Mr. Kunde will have his former address, 516 Grand avenue.

Victor sales at Gimbel Bros.' store have been climbing to a high mark for the month of October. L. C. Parker, manager of the Victor and piano departments, looks for business to be good for the remainder of the year.

The Gensch-Smith Co., 730 Grand avenue, has been finding the Victor business so good of late that it has been thinking seriously of securing additional quarters.

EDWARD D. EASTON'S VIEWS.

In connection with a series of interesting business articles appearing in recent issues of Printers' Ink, Edward D. Easton, president of the Columbia Graphophone Co., wrote that publication as follows:

"I am very much interested in the article in your issue of September 10 under the heading 'How Advertisers Are Meeting the Present Situation.'

"This is an easy time to lose sales. All you have to do is to float down the stream with the calamity shouters, agree that it is impossible to get business, and let things drift.

"It is the policy of our company at such a time to increase our advertising appropriation substantially and put on more pressure in every department of the selling organization.

"We are working out a program which we are sure will give us, instead of a falling off, greater sales and greater interest in graphophones and records than ever before. EDWARD D. EASTON."

**NAME PLATES**  
DECALCOMANIE

Why not apply a transfer nameplate on your talking machine cabinets?

WRITE FOR SAMPLES AND PRICES. SKETCHES FREE

**GEO. A. SMITH & CO. INC.**  
74 CORTLANDT ST., N. Y.

**I. DAVEGA, Jr.**  
125 WEST 125th STREET, NEW YORK

**Victor Distributor**

PROMPT AND ACCURATE SERVICE

DEALERS: Write for our Victor Pennant. Sent with our compliments.

**ENTERPRISING VICTOR DEALERS.**

Epstein & Berdy, with Stores in New York and Brooklyn, Install New Equipment to Take Care of Growing Demands.

Epstein & Berdy, who conduct talking machine stores at 2977 Third avenue, New York City, and 1198 Fulton street, Brooklyn, are to be included among the progressive and promising retail repre-



Epstein & Berdy's Attractive Quarters.

sentatives of the Victor line in Greater New York.

By hard work, perseverance and mastery of the many details of store management, these gentlemen have built up a profitable business for both stores, and as proof of the manner in which they have won the confidence of their customers in Brooklyn, especially, it was necessary recently for them to install two additional demonstrating booths in their Fulton street store. There are now five booths in the store and they are all needed to take care of the demands.

Since taking over the business about a year ago, the firm has spent a tidy sum in rearranging the show windows, installing new booths and interior decorative work, but according to Mr. Epstein, the expense was more than covered by the profits from last winter's business.

**THE PHONOGRAPH AS AN EDUCATOR.**

The influence of the talking machine as a musical educator was demonstrated recently in Marinette, Wis., when an Edison disc phonograph which was presented to the Public Library of that town by a wealthy citizen was utilized for the purpose of entertaining pupils in the public schools. Daily recitals were given. The librarian, Miss McCarthy, recently entertained the pupils of the fifth grade of the local schools, and asked them to express their appreciation in writing, with the result that there were some very novel and interesting essays on the merits of the Edison disc phonograph, and effusive admiration expressed for Thomas A. Edison, its inventor. Everyone seemed to be impressed not merely with the delightful music they heard, but the history of each record was explained to them by the librarian so fully that it made a lasting impression on their minds.

**INCORPORATED.**

The Tri-State Talking Machine Co., El Paso, Tex., has been incorporated by J. M. Spain, W. C. Walz and H. T. Walz.

**RECEIVE THE GRAND PRIZE.**

Tenshodo, Who Handles the Columbia Line in Tokyo, Awarded High Honors at the Tokyo Taisho Exposition—His Courteous Announcement of the Receipt of the Award.

The Columbia Graphophone Co. received last week a communication from Tenshodo, its dealer in Tokyo, Japan, wherein this successful merchant calls attention to several important honors he received at the Tokyo Taisho Exhibition, an annual event which is looked forward to with keen interest by merchants in Japan. It is indicative of the popularity of the Columbia products in the land of Nippon that Tenshodo was awarded the Grand Prix, an unheard of honor heretofore.

Written in the courteous phraseology of the Orient, this letter reads:

"We take this opportunity to announce you of honors we received at the Tokyo Taisho Exposition, which has just been closed. When T. I. M. the Emperor and Empress visited the exhibition, their Majesties were pleased to purchase some of our exhibits. We deem this the unique honor conferred on us. It is our greatest pleasure to inform you in this connection that we have been awarded the Grand Prix at the exhibition—such honor as never given to any of our fellow exhibitors. These have undoubtedly promoted our credit and reputation, which we attribute to your favors in the past. Begging you will continue to honor us with your patronage, We remain, Ever truly yours,  
(Signed) "TENSHODO."

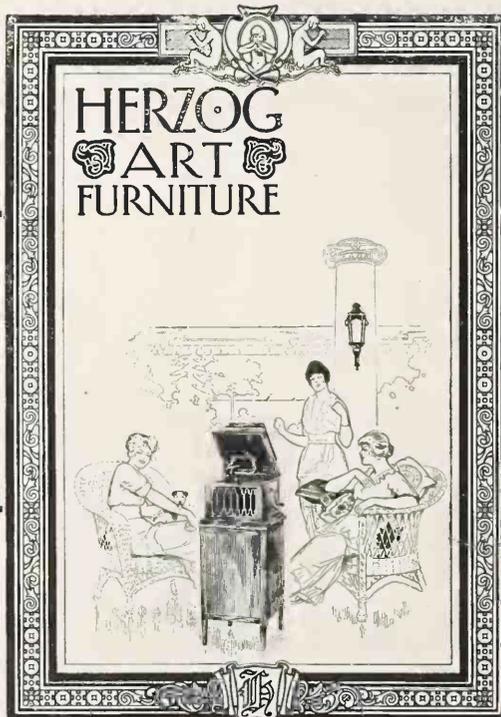
**ELECTED VICE-PRESIDENT.**

E. E. Robinson, formerly connected with the export department of the Columbia Graphophone Co. as a traveler, has been elected vice-president and general manager of the Grafonola Co., Rochester, N. Y., a prominent dealer in Columbia products with a large and growing business. Mr. Robinson, who has made extensive travels through South America, the Orient and to Cuba in the interests of the Columbia Co., is certainly well qualified to achieve success in his new position.

**The Herzog Magazine**

carries a beautiful cover this month, similar to the print shown here, and makes its readers acquainted with the "best in current musical matters" by interesting articles and exquisite illustrations. The Talking Machine trade will profit greatly by becoming better acquainted with this excellent magazine published by

The Herzog Art Furniture Co.  
Saginaw, Mich.

**Herzog Art Furniture**

is known to many owners and advertisers of good talking machine equipment. Herzog Record Cabinets are being made more and more popular every day by the increasing circulation of THE HERZOG MAGAZINE and by the satisfaction of its many owners. You will profit by becoming better acquainted with the product of

The Herzog Art Furniture Co.  
Saginaw, Mich.

**BENJ. SWITKY NOW WHOLESALING EXCLUSIVELY.**

Well-known Victor Distributer, in Interview, Explains the Reasons for His New Business Departure—Reviews Some Trade Conditions—Occupies Commodious New Quarters in Carlisle Building, 19-25 East 24th Street, New York—Enjoys Modern Equipment.

Some months ago Benj. Switky, the well-known Victor distributor, announced at a meeting of the talking machine dealers that he planned to give up his retail business and devote himself to jobbing exclusively, so that he would not compete with the dealers in their own field. Last month Mr. Switky advertised for sale, and disposed of, his retail business, and secured new wholesale quarters in the Carlisle Building, 19-25 East Twenty-fourth street, New York. In this issue of The Talking Machine World, Mr. Switky makes the formal announcement of his new move.

In commenting upon his new and radical movement, in an interview with a representative of The World, Mr. Switky offered some interesting views bearing on the talking machine business, both past and present, and said, in reference to his retirement from the retail field:

"In my opinion, the time is coming when the dealer will discriminate against the jobber who does a retail business and, I believe, rightly so.

"The jobber who caters to retail trade comes into direct competition with many of his own dealers. He finds himself in an embarrassing and illogical position. He is constantly being accused of bad faith by the dealer, no matter how conscientious the jobber may be, and no matter how strong his profession of loyalty.

"Years ago, when the first types of talking machines were manufactured, it was a serious problem how to market the output. One manufacturer sold his wares through canvassers sent out from a central office. Another manufacturer gave certain territorial rights to individuals or firms, based on the size of the initial order or an agreement to purchase a certain number of machines within a given time. Still another manufacturer would market his product through department stores and individuals—dividing them into two classes, known as jobbers and dealers. Dealers in turn were subdivided into two classes, with different discounts, based on the size of their initial order.

"In the early days it was not necessary for a jobber to job. It was his privilege to refuse to sell to the trade. The jobbing discount was given in consideration of the size of his initial order.

"Later it became necessary for the jobber to purchase a minimum amount annually in order to retain the jobbers' discount. It was then that certain so-called jobbers began to look around for wholesale business. Thus it will be seen that originally the retail end of a jobber's business appealed to him most.

"When a progressive dealer found his purchases running quite high, it was natural for him to try to get jobbers' prices so as to increase the profit on his retail business. This accounts for the existence of many big retailers who, while enjoying jobbers' discounts, make no pretence to pose as

distributors in the proper sense of the word.

"But with the wonderful growth of the talking machine business, together with the determination of the manufacturers to limit the number of distributors, many of us found the wholesale business growing faster than the retail.

"In my opinion, the jobber must now choose between the wholesale and the retail. He cannot have both. The dealer is no longer satisfied to take the jobber's overflow stock, nor is he satisfied to share with the jobber; in fact, he feels that the jobber should place all his stock at the dealer's disposal. During the past two or three years, when machines and records have been short at times, the dealer has felt that the jobber had no right to make a retail sale until after he had supplied all the needs of his dealers.

"The dealer often looks with suspicion and disapproval upon the distributor who increases the number of his sound-proof rooms so as to cater to increased retail trade. It is hard to make him believe that the jobber's beautiful and expensive retail department will be sacrificed during the holiday shortage. The jobber may make the sacrifice, but the dealer will not believe him.

"The dealer has a right to insist on clean goods that have not been handled by the retail department of the jobber.

"The dealer has a right to insist that the jobber shall not use his extra discount nor his standing as a wholesaler unfairly to compete with him in advertising for retail business.

"The dealer has a right to insist that the jobber shall not compete with him in the instalment business, because the difference in discount makes the competition unequal.

"I am happy to be able to-day to fulfil the promise made to the Eastern Dealers' Association some time ago—that I would give up the retail just as soon as I could rearrange my affairs.

"I have given up a profitable retail business, one that represents eleven years of untiring effort. I have sacrificed retail profit for wholesale principle, confident that my course will meet with the approval and support of every dealer."

Mr. Switky's new quarters in the Carlisle Building are commodious, convenient and attractive and take up the entire fourth floor of the building with 7,500 square feet of floor space. The arrangement and equipment is most modern in every respect, with an abundance of light on all sides, three passenger and two freight elevators, and even shower baths on the roof and running ice-water on all floors for the convenience of the tenants. With such facilities on a hot summer day, Coney, the seashore, loses its charm. Strictly fireproof construction and an elaborate sprinkler system protects against loss by fire and the consequent delays that follow and also provides



For Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. THE FINEST OIL MADE. It absolutely prevents rust. NYOIL now sold everywhere by all hardware and sporting goods men. Large bottle (cheaper to buy) 25c.; trial size, 10c. WM. F. NYE, New Bedford, Mass.

**NYOIL**

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

for about the lowest insurance rate in the city.

The floor is divided into two sections. The front half is given over to a completely equipped repair shop, under the competent management of A. H. Dodin, and to the stock of machines, while the rear section is divided into a record storage room, with the alleys enjoying natural light, packing and the shipping department, Mr. Switky's private office and the general offices and a large and handsomely furnished display room, where the dealers can come to select stock and also bring their customers. The display room is shut off so that the dealer and his customer may enjoy strict privacy while testing and selecting the desired machines or records. It is Mr. Switky's plan, also, to hold occasional classes in machine repairing for the dealers and their salesmen, where the retailers may learn how to make minor repairs and adjustments at times when it is not convenient to send the machines to a repair shop. In other words, in the new quarters service will be a fact rather than a promise.

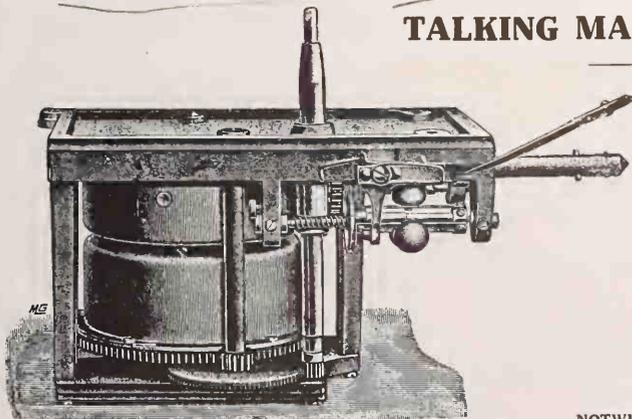
The work of moving the stock took place during the week ended October 3 and on the morning of October 5 the new Switky quarters were settled and ready for business.

**JOHN A. ALSEN ILL.**

Members of the talking machine trade will be sorry to learn of the serious illness of John A. Alsen, head of the talking machine department at George Lincoln Parker's piano warerooms in the Colonial building, Boston. Mr. Alsen is threatened with typhoid fever.

No two things in the world seem further apart than the artistic temperament and a bank account.

**HERMANN THORENS, Ste. Croix (Switzerland) TALKING MACHINE WORKS**



**Motors and Sound Boxes a Specialty**

CONCEDED TO BE THE BEST MANUFACTURED OVER THIRTY DIFFERENT STYLES

**FIRST QUALITY ONLY**

HIGHEST RECOMMENDATIONS

WRITE FOR DESCRIPTIVE CATALOGUE

NOTWITHSTANDING THE EUROPEAN WAR, WE ARE ABLE TO SUPPLY YOUR WANTS



**The first sale of a Columbia record is the beginning of a steady business—business you should get and can get.**



(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 HOLDS SWAY IN CINCINNATI TRADE.

New and Larger Quarters for the Phonograph Co.—Aeolian Co. Adds Columbia Line—J. Shillito to Handle Talkers—The Wurlitzer Co. and the Aeolian Co. Make Encouraging Trade Reports—Cable Company's New Victor Department Opened—Late News.

(Special to The Talking Machine World.)

CINCINNATI, O., October 8.—The local branch of the Phonograph Co., of Cleveland, which looks after much of the territory in this section of the country, is going to take quarters in the sixth floor of the Globe-Wernicke building, on East Fourth street. This is directly opposite the Rudolph Wurlitzer Co. The move, which has not yet been publicly announced, will be made between now and November 1. It is no secret that the change will be hailed with delight by the dealers of Edison machines in Cincinnati for the distributor has been making cash sales and expects to continue to do so, but the new location will not be as prominent as of old. The branch was opened last fall and under the direction of A. C. Peterson numerous agencies have been established in the Ohio valley.

One of the big surprises of the past month and the season for that matter, was the announcement that the Aeolian Co. would handle the complete Columbia line as well as the Victor. The first impression was that the local house would dispose of the Victor line, but such is not the case. The Cincinnati branch, not being a distributor, can handle both lines. The Columbia Graphophone Co.'s September report to headquarters received a most handsome boost through the Aeolian order.

Considerable interest prevails as to which line will be handled by the new music department of the John Shillito Co. The first impression was that the Columbia had the inside track. The status somewhat remains unchanged. The booths have been ordered. Edwin Holt, of the Aeolian Co. resigned this week to become the assistant manager of the new Shillito department.

The Grafonola Co., of Cleveland, last week was authorized by the Secretary of State to increase its capitalization from \$15,000 to \$25,000.

Manager Stotler, of the Milner Musical Co., has returned from a fishing trip in Wisconsin. The journey was noted for the number of rainy days.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., gives the following summary of local conditions:

"The month of September continued the good record of August, and in consideration of conditions prevailing, the result showed very good indeed. While the wholesale conditions do not seem to be uniformly good, still there are enough dealers who are doing an exceptionally large business to bring up the volume of trade to the required amount, to make a most satisfactory volume. The Victrola is constantly increasing in popularity and the establishment of new agencies has

apparently aided very materially, in increasing both the volume of the sales and the prestige of the article. Our files show a constantly increasing number of record buyers, and that part of the business alone without taking into consideration the machine end of the business, had very flattering prospects.

Manager Whelen, of the local Columbia store, when asked about conditions of the present day, said: "Well, we did not have as good a retail month as we would like to have had, but we more than held our own. Wholesale business, however, was on the boom, and we closed up with one of the largest months we have had this year. This goes to show that the dealers are preparing for a large fall and winter business, and they are getting ready to meet the demand. In this line of progress the Aeolian Co., one of the oldest piano houses in the country will carry a complete line of Columbia machines and records in all its stores, including Cincinnati and Dayton. We are optimistic about the talking machine business, despite the war, and when the year is closed up we expect to far exceed last year."

W. S. Givler, traveling man for the local Columbia store, has just come in from a successful trip through the territory, and reports conditions good. He turned in a large number of orders for immediate shipment and a "big bunch" for future delivery.

The Cable Company's new Victor department, which was opened on Saturday, has met with considerable success. Wholesale Manager Sumney is well pleased with this new avenue of business.

### TALKING MACHINE EXPORTS.

The Figures for July and August Presented—Exports Show Increase for the Months.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 10.—In the summary of the exports and imports of the commerce of the United States for the months of July and August (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for July and August, 1914, amounted in value to \$180,878, while records and supplies for July and August, 1914, amounted in value to \$150,973.

### SALE OF POOLEY CO. PROPERTY.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 10.—The receiver for the Pooley Furniture Co., M. Weinman, announced that he will offer all the property of the company at public sale on the premises at Seventeenth street and Indiana avenue on October 14. The sale has been ordered by the court and the amount realized will be distributed among the creditors.

Many a man is so exclusive that he isn't even on speaking terms with his conscience.

## Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

## Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

**JOHN M. DEAN, CORP.**

Talking Machine Needle Manufacturers

PUTNAM, CONN.

**COLUMBIA CO. TO RECORD SAN FRANCISCO PRIZE SONG.**

"1915—San Francisco" to Be Strongly Featured in Columbia Records and by Other Means—W. S. Gray Takes a Lively Interest in the Work of the Contest Judges—Asks Public to Indicate Favorite Artists for Recording—2,000 Manuscripts Considered.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 6.—"1915—San Francisco," is the title of the song that won the prize in the big contest conducted by the Bulletin, of this city, and in which over 2,000 manuscripts were entered. The writers of the song, which is a snappy march, are Philip Irving Jacoby

from the talking machine public as to which of our artists would be the favorite of the public for singing this song when we make the record.

"All our artists are well known. Remember that the song is a lively march. I would like suggestions as to the artist to be sent to our offices at 334 Sutter street at the earliest moment."

"1915—San Francisco" will be sung in vaudeville throughout the West and be featured wherever possible on the Pacific Coast. With the unusual amount of publicity the song will receive, it is certain that the writers will realize an amount in royalties from publishing and mechanical rights that will prove a prize of most substantial proportions.

The judges held several meetings in the music room of the Orpheum Theater before being able to decide upon the winning song, and the accompanying illustrations show Mr. Gray standing at the piano listening to the prize song as played by E. M. Rosner, the talented musical director of the Orpheum Theater in this city.



Judges of San Francisco Prize Song Contest.

Left to right: Charles K. Field, George H. Perry, W. S. Gray, W. R. McArthur, Miss Bessie Beatty and P. H. Beck. At the piano, Charles

and his brother Samuel, of 3747 Clay street, the former writing the music and the latter the words.

The judges of the contest were: George Hough Perry, publicity director of the Panama-Pacific Exposition; Edmund M. Rosner, musical director of the Orpheum Theater; Charles K. Field, editor of Sunset Magazine; W. R. McArthur, sales manager of the Eilers Music Co.; P. H. Beck, manager of the talking machine department of the Kohler & Chase Music Co.; Mrs. D. E. F. Easton, prominent club woman and experienced leader in amateur theatricals; Miss Bessie Beatty, of the Bulletin.

Walter S. Gray, Pacific Coast manager for the Columbia Graphophone Co., took particular interest in the contest, and before the prize song was selected made plans whereby it is to be recorded on Columbia records, and thus be featured throughout the country.

In order to add as much as possible to the popu-



E. M. Rosner at Piano, W. S. Gray, Standing. larity of the song, Mr. Gray made the following public request, which met with steady response:

"The Columbia Graphophone Co. realizes that this is the people's song, chosen in a popular contest. Accordingly we would welcome suggestions

**COMPANIES TO DISSOLVE.**

(Special to The Talking Machine World.)

TRENTON, N. J., September 28.—The Edison Business Phonograph Co., capitalized at \$300,000, and the Mexican National Phonograph Co., capitalized at \$25,000, both New Jersey corporations, filed articles of dissolution with the Secretary of State to-day. Thomas A. Edison was the principal stockholder in both companies.

Harry F. Miller, a director in Thomas A. Edison, Inc., in answer to an inquiry said that the two companies had practically been owned by Mr. Edison, and that for purposes of business economy they had been dissolved so that they might be absorbed by Thomas A. Edison, Inc. All of their business, he said, would be carried on by this company.

**DECLINE IN PHILIPPINE TRADE.**

In an interesting article listing the imports and exports of the Philippine Islands, published in a recent issue of the Daily Consular and Trade Reports, it is pointed out that the imports of talking machines from the United States to that country for the year 1913 decreased more than 50 per cent., as compared with the figures for 1912. In 1913 the value of the phonographs imported from this country totaled only \$20,591, while in 1912 the figures reached \$43,169, indicating that this market was neglected by the American manufacturers last year.

**VICTORS IN "ENGLISH BROWN."**

The Victor Talking Machine Co. sent out to its dealers recently the following announcement:

"The new shade of mahogany finish known as 'English Brown' is gaining much favor generally. We have therefore decided to add this to our special finishes in styles IX, X, XI, XIV and XVI. The delivery of this finish will be subject to the usual special finish delay, but we will now accept orders through our distributors for this finish and will make a special effort to fill the first orders a little more promptly than we have been able to fill regular special finish orders in the past."

With a lot of chaps Opportunity's knock proves a knockout.

**STOP!  
READ!  
ACT!**

Are you interested in an attractive business proposition?

We say attractive—yes, exceptionally attractive.

We rank among the largest producers of pianos and player-pianos in the world.

There are a good many piano prospects which enter your store, Mr. Talking Machine Dealer—a good many. Why let them get by you into a regular music store?

We can tell you how to stop them and at the same time stop the dollars which get away from you when the trade leaves your store.

We have an ideal proposition for the talking machine dealer.

Take it up with us, will you? It will only require a small part of your store and practically little or no trouble.

**H. P. NELSON COMPANY**  
816 No. Kedzie Avenue, Chicago, Ill.

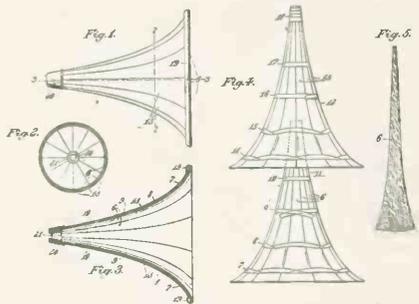
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 10.—PHONOGRAPH HORN. Adolph G. Soistmann, Camden, N. J. Patent No. 1,100,849.

The object of this invention is to provide a horn of wood or other fibrous material having a flaring or bell-shaped mouth. The object is to produce a horn which shall be extremely light in weight and which shall be so constructed as to maintain its shape and so that its component parts shall be held firmly together without being affected undesirably either by changes in temperature or other atmospheric conditions and also to produce a horn which shall have satisfactory acoustic properties. It seems to be well recognized in the art that the wooden horn is the most satisfactory horn for phonograph purposes both from acoustic considerations and also for considerations of appearance where different kinds of wood may be used to match other parts of the machine. It has also been found that the flaring or bell-mouthed formation is the shape of the horn which is now universally demanded, and consequently which must be supplied by successful manufacturers and dealers.

The flaring horn, made of tapered strips, requires that each tapered strip be bent in one direction to secure the circular cross-section of the



horn, while a large part of its longitudinal extension must be bent in the transverse direction to secure the flare of the horn. This double or transverse bending of a normally flat piece of wood sets up internal stress in each strip of wood, tending to cause said strips to return to their normal flat condition. This tendency, if not counteracted, would result in separation of the strips forming a horn of the bell or flaring shape.

The wooden horn which has had the most extended success up to the present time is made of a plurality of horn shaped layers, each layer composed of separate composite strips of cross-grained veneer, and the flare is made by separating the strips at the flaring end of the horn and inserting filling pieces. It has been found, however, that a much less expensive horn can be made in which the component parts will afford sufficient reinforcement to each other to overcome the internal stress above referred to, to maintain the structure in good condition and without employing separate composite strips of cross-grained veneer, and without employing filling pieces between the separated strips at the flaring end of the horn.

Referring to these drawings, Fig. 1 is a side elevation of the horn. Fig. 2 is a cross-section on line 2-2 of Fig. 1 with the rim 19 omitted. Fig. 3 is a longitudinal section on line 3-3 of Fig. 1. Fig. 4 is an elevation of the two co-operating horn shaped shells, one adapted to superimpose the other, the view showing one shell partly inserted within the other. Fig. 5 is an elevation of a tapered strip.

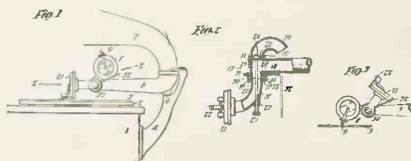
PHONOGRAPH. Walter H. Miller, Orange, N. J. Patent No. 1,108,208.

This invention is preferably embodied in an attachment to a phonograph of well known form which is in common use and which is normally equipped with a reproducer adapted for reproducing from a sound record the record groove of which is of constant depth and laterally undulating. The reproducer point for playing such records is

ordinarily known in the art as a "needle" and such needle and the reproducer or sound-box of which it forms a part are not adapted for playing records of other types, as for instance, the type of record in which the sound groove is vertically undulating. Records of the character last referred to, however, could be reproduced upon the phonograph without any change therein other than the substitution of a reproducer adapted for such records in place of that with which the machine is normally equipped and which carries a reproducing stylus of the needle type. In accordance with this invention a second reproducer is provided for this purpose. It is desirable that the attachment of such second or additional reproducer for the purpose of adapting the phonograph to play a different type of record shall be made as simply as possible and in particular that there be no necessity of doing machine work upon the phonograph to adapt it for the attachment of the additional reproducer, as there are large numbers of such machines of the type in the hands of users, who are not equipped to make such changes themselves and who would not go to the expense and trouble of having alterations made in their machines. The inventor has devised a means whereby an additional reproducer may be applied to such phonographs in an extremely simple manner and without the necessity of making any changes whatever in the machines now in existence beyond the simple removal of a nut and its replacement by other parts which may be furnished with the additional reproducer.

Among the objects of this invention are the provision of novel means whereby a phonograph may be adapted for the reproduction of records of different types, the making of an attachment for the purpose named in such form that it can be readily attached to the phonograph without derangement of the parts thereof and without the necessity of doing machine or similar work upon the phonograph, the provision of means whereby the sound may be conveyed either from the reproducer with which the machine was originally equipped or from the reproducer of the attachment without loss or interference, and the provision of means for supporting the additional reproducer of the attachment in inoperative position where it will be out of the way when not in use.

In the drawings forming a part of this specification, and wherein the same reference numerals are uniformly applied to designate the same parts



throughout, Fig. 1 is a fragmentary side elevational view of a phonograph of the type with which the attachment is adapted to be used, equipped with a second reproducer and embodying the invention; Fig. 2 is a view, partly in horizontal cross section, of the parts illustrated in Fig. 1, the sectional portion being taken on the broken line 2-2, Fig. 1; and Fig. 3 is a fragmentary side view similar to Fig. 1, but showing the two reproducers arranged in reverse relation from that shown in Fig. 1.

TALKING MACHINE. Clinton E. Woods, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,108,301.

This invention relates to the sound-conveyor employed in talking machines for connecting the sound-box with the amplifying horn. This conveyor is frequently referred to in the art as a "tone-arm."

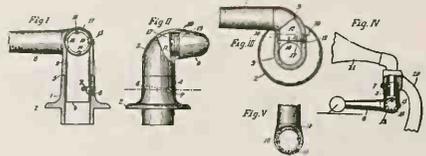
One object of the invention is to produce a tone-arm that is correctly designed, from an acoustical point of view, and with a continuous and unobstructed passageway for the sound waves from the vibrating diaphragm to the horn.

Another object is the production of a tone-arm which shall be free from vibration and free from

rattling of the parts, yet capable of universal movement.

A further object is the production of a standardized tone-arm; that is, one which can be used to equal advantage on a "visible horn" machine or a "concealed horn" machine, at the same time being simple and efficient in construction and attractive in appearance.

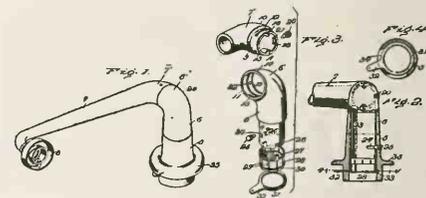
Fig. 1 is a side view of a portion of the so-called "tone-arm" or sound conveyor, mounted for use



with "concealed horn" talking machine so-called, showing the mounting therefor in vertical section; Fig. 2 is an end view of the same, looking from the right of Fig. 1, and partly in section; Fig. 3 is a plan view of Fig. 1, partly in horizontal section; Fig. 4 is a side view showing the tone-arm in connection with a "visible horn" machine, and Fig. 5 is a sectional view showing details.

TONE ARM FOR TALKING MACHINES. Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,108,302.

The present invention relates to tone-arms for talking machines, the object of the invention being to provide a device of the character described which will permit the sound-box to have an universal movement, which will be as nearly as possible perfect acoustically and mechanically, and in which the possibility of sympathetic vibration will be reduced to a minimum. Briefly stated, these objects are attained by providing in the tone-arm a continuous, constantly expanding uninterrupted passage, to the end that the sound waves are delivered with an increased volume; and in reducing to a minimum the number of parts and uniting the



several members of the tone-arm by smooth, tight, practically frictionless joints which obviate the possibility of rattling and the introduction of any extraneous sound.

The improved tone-arm is provided with a horizontal section and a vertical section, and the horizontal section is preferably secured to the vertical section by a bayonet joint connection which is entirely concealed and thoroughly effective and durable.

The present invention is such that, while the volume of sound is increased, the size of the tone-arm is largely decreased over those heretofore employed.

Fig. 1 is a perspective view of the tone-arm; Fig. 2 is a vertical section, partly in elevation; Fig. 3 is a detail showing various coating parts separated, and Fig. 4 is a section on line 4-4 of Fig. 2.

PHONOGRAPH. Charles P. Trundy, Boston, Mass. Patent No. 1,110,165.

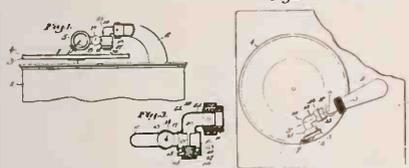
The present invention relates to an improvement in phonographs. In machines adapted for reproducing sounds from hill-and-dale cut records, the sound box is rigidly supported on the end of the tone tube which is fed laterally across the record as the needle point travels along the record groove. The spacing of the grooves is not always uniform with the feed of the tone tube, and provision is made for inequalities between the feed demanded by the record groove and the feed of the tone tube by mounting the needle upon the sound box in such a way as to permit slight movements of the needle support with respect to the tone tube in order that the needle may correctly adapt itself to the sound groove. Machines of the hill-and-dale type impart vertical vibrations to the reproducing needle and

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

they are not, therefore, adapted to reproduce sounds from lateral cut records in which the sound vibrations are represented by lateral undulations of the sound groove. These records impart lateral vibrations to the needle point and the needle arm transmits these vibrations to the diaphragm which is mounted in position to receive the lateral vibrations imparted to it by the record through the medium of the needle and needle arm. In order to adapt the hill-and-dale machine to reproduce sounds from lateral cut records it is necessary that it be provided with a lateral cut record sound box and a flexible connection between such sound box and the tone tube.

The object of the present invention is to produce a connection tube for hill-and-dale phonographs for connecting the sound box to the tone tube so as to adapt it to use lateral cut records.

In the accompanying drawings Fig. 1 is a side elevation of a portion of a hill-and-dale machine

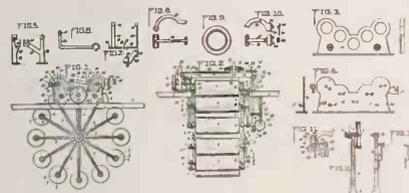


provided with the connection tube of the present invention; Fig. 2 is a plan of such machine, and Fig. 3 is a longitudinal section of the connecting tube between the tone tube and the sound box taken on the line 3-3 Fig. 2.

**SOUND REPRODUCING MACHINE.** Hyman E. Markle, Nashville, Tenn. Patent No. 1,111,716.

This invention relates to sound reproducing machines generally, but more particularly to the multiple cylinder machine wherein are employed a series of cylinders with means to bring the cylinders successively into operative relation with the reproducer, and it is the object of the invention to improve and simplify this type of machine.

In the drawings Fig. 1 is a side elevation of a phonograph embodying the invention. Fig. 2 is a front elevation of the same. Figs. 3 and 4 are side



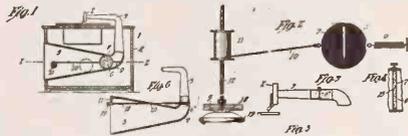
elevations of the castings constituting the gear housing. Figs. 5, 6, 7 and 8 are detail views. Fig. 9 is a top plan view of the carriage. Fig. 10 is a top and side view of the arch bar which supports the front of the carriage, the pawl being shown in position for assembling with said bar. Fig. 11 is a detail elevation of the trip mechanism. Fig. 12 is a detail sectional view through one of the arms of the star wheel and cylinder. Fig. 13 is a similar view of opposite star wheel and one of its hinged sections.

**SOUND MODIFIER.** Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,110,382.

This invention relates to devices for modifying or varying the volume or loudness of sound produced by a phonograph or talking machine. Such devices as commonly used comprise a metallic part, such as a butterfly valve, located at some point in the sound conveyer, which valve is opened to a greater or less extent to vary the area of cross section of the conveyer through which the sound reproducer passes. Such a device is objectionable because of the sharp angular deflection of the sound from the metallic surface. A sound modifier should be of such nature as to permit the sound vibrations to pass through the same without deflection even when the modifier is in closed position, the intensity or amplitude of the vibrations being, however, lessened by their passage through the modifier.

One of the objects of the invention accordingly is to produce an efficient and serviceable device of this character.

Fig. 1 represents a vertical central section through a talking machine provided with a modifier embodying this invention, certain parts being shown in side elevation; Fig. 2 represents on an enlarged scale partly broken away of a cross section on line 2-2 of Fig. 1; Fig. 3 is a fragmentary view showing in side elevation and section a portion of a sound conveyer provided with a modification of the sound modifier; Fig. 4 is a detail sec-



tion view showing the sound modifier of Fig. 3 on an enlarged scale; Fig. 5 represents in section another modification of the device adapted to be used in place of the modifier shown in Figs. 3 and 4, and Fig. 6 represents a partial section through a sound conveyer similar to that shown in Fig. 1, provided with a sound modifier similar to that illustrated in Figs. 3 and 4.

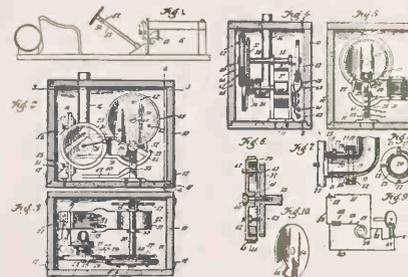
**SIGNAL.** Albert L. Maillard and Louis H. Crook, Washington, D. C. Patent No. 1,109,684.

The invention relates to signals and more particularly to that class of signals known as alarms and has for an object to provide a signal for producing the sounds of instruments and the like or for reproducing the voice.

The invention embodies more particularly a signal adapted for use on vehicles such as automobiles and the like or on motor boats and ships and wherein it is desired to provide a means whereby the voice or voices of a human being or beings can be reproduced to act as a signal, the device being also adapted for use in producing musical or other sounds.

The invention further embodies a device in which use is made of a record adapted to contain a wave line and similar in many respects to the usual phonograph record, the device being preferably electrically operated whereby, when the record is rotated, a stylus carried by a reproducer operates over the wave line to produce the desired sound.

Fig. 1 is a fragmentary side elevation of a vehicle having our device attached thereto; Fig. 2 is a vertical sectional view of the casing in which the signal is arranged, showing the various parts of the signal in side elevation; Fig. 3 is a horizontal sectional view of the casing, taken on the line 3-3 in Fig. 2, showing the various parts of the signal in plan; Fig. 4 is a vertical transverse sectional view of the casing, taken substantially on the line 4-4 in Fig. 2; Fig. 5 is a fragmentary vertical sectional view taken on the line 5-5 in Fig. 4; Fig. 6 is a fragmentary enlarged vertical sectional view of the



drum, showing the record supported thereon; Fig. 7 is a fragmentary enlarged vertical sectional view, showing the manner of supporting the reproducer in position to convey sounds through the horn; Fig. 8 is a vertical transverse sectional view, taken on the line 8-8 in Fig. 7; Fig. 9 is a diagrammatic view, showing the electrical connection for the device, and Fig. 10 is a perspective view of a modified form of circuit closing member.

**BURGLAR ALARM.** Alex Stahl, Chicago, Ill. Patent No. 1,111,190.

This invention relates to burglar alarms characterized by a talking machine which is started to give an alarm in the event of a window or door being opened by an intruder.

The invention has for its object to provide novel

and improved means for controlling the talking machine.

Fig. 1 is a perspective view of the apparatus, and

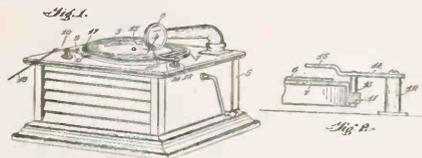
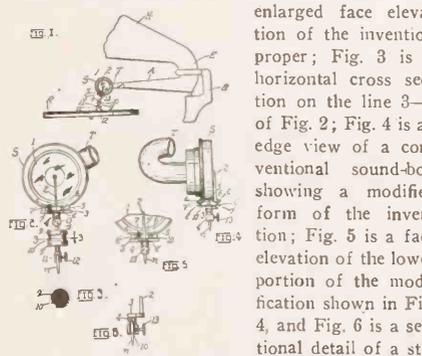


Fig. 2 is a cross section showing a portion of the controlling mechanism.

**SOUND REPRODUCING MACHINE.** Archibald S. B. Little, Nashville, Tenn. Patent No. 1,108,451.

This invention has relation to improvements in sound reproducing machines and it consists in the novel details of construction more fully set forth in the specification and pointed out in the claims.

In the drawings Fig. 1 is a side elevation of a disc sound reproducer showing the application thereto of one form of this invention; Fig. 2 is an enlarged face elevation of the invention



proper; Fig. 3 is a horizontal cross section on the line 3-3 of Fig. 2; Fig. 4 is an edge view of a conventional sound-box showing a modified form of the invention; Fig. 5 is a face elevation of the lower portion of the modification shown in Fig. 4, and Fig. 6 is a sectional detail of a still further modification.

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DANCE RECORDS FOR NOVEMBER.

Table listing dance records with columns for No., Title, and Size. Includes records like 'Mighty Lak' a Rose' and 'Old Folks Rag'.

POPULAR SONGS FOR NOVEMBER.

Table listing popular songs with columns for No., Title, and Size. Includes records like 'When You're a Long, Long Way from Home' and 'Ev'rybody Loves Rag'.

NEW RECORDS OF TWO FAVORITE HOME SONGS.

Table listing new records of two favorite home songs with columns for No., Title, and Size.

OTHER PATRIOTIC RECORDS OF THE WARRING NATIONS.

Table listing other patriotic records of the warring nations with columns for No., Title, and Size.

GREAT BRITAIN.

Table listing records from Great Britain with columns for No., Title, and Size.

GERMANY.

Table listing records from Germany with columns for No., Title, and Size.

FRANCE.

Table listing records from France with columns for No., Title, and Size.

RUSSIA.

Table listing records from Russia with columns for No., Title, and Size.

MISCELLANEOUS.

Table listing miscellaneous records with columns for No., Title, and Size.

NEW FOREIGN RECORDS.

Table listing new foreign records with columns for No., Title, and Size. Includes records like 'Clayton's Grand March' and 'Because (Poem by Edward Teschemacher)'.

EDISON BLUE AMBEROL RECORDS.

REGULAR LIST.

Table listing Edison Blue Amberol records with columns for No., Title, and Size. Includes records like 'Die Wacht am Rhein' and 'First Love'.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE DISC RECORDS.

Table listing Columbia Graphophone records with columns for No., Title, and Size.

Table listing records from Ave Maria to Blue-Label Double-Disc Records.

NOVEMBER SONG HITS.

Table listing November Song Hits with columns for No., Title, and Size. Includes records like 'The High Cost of Loving' and 'California and You'.

DOUBLE DISC RECORDS.

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Kranich & Bach have taken on the Victor talking machine line in their store on 125th street.

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