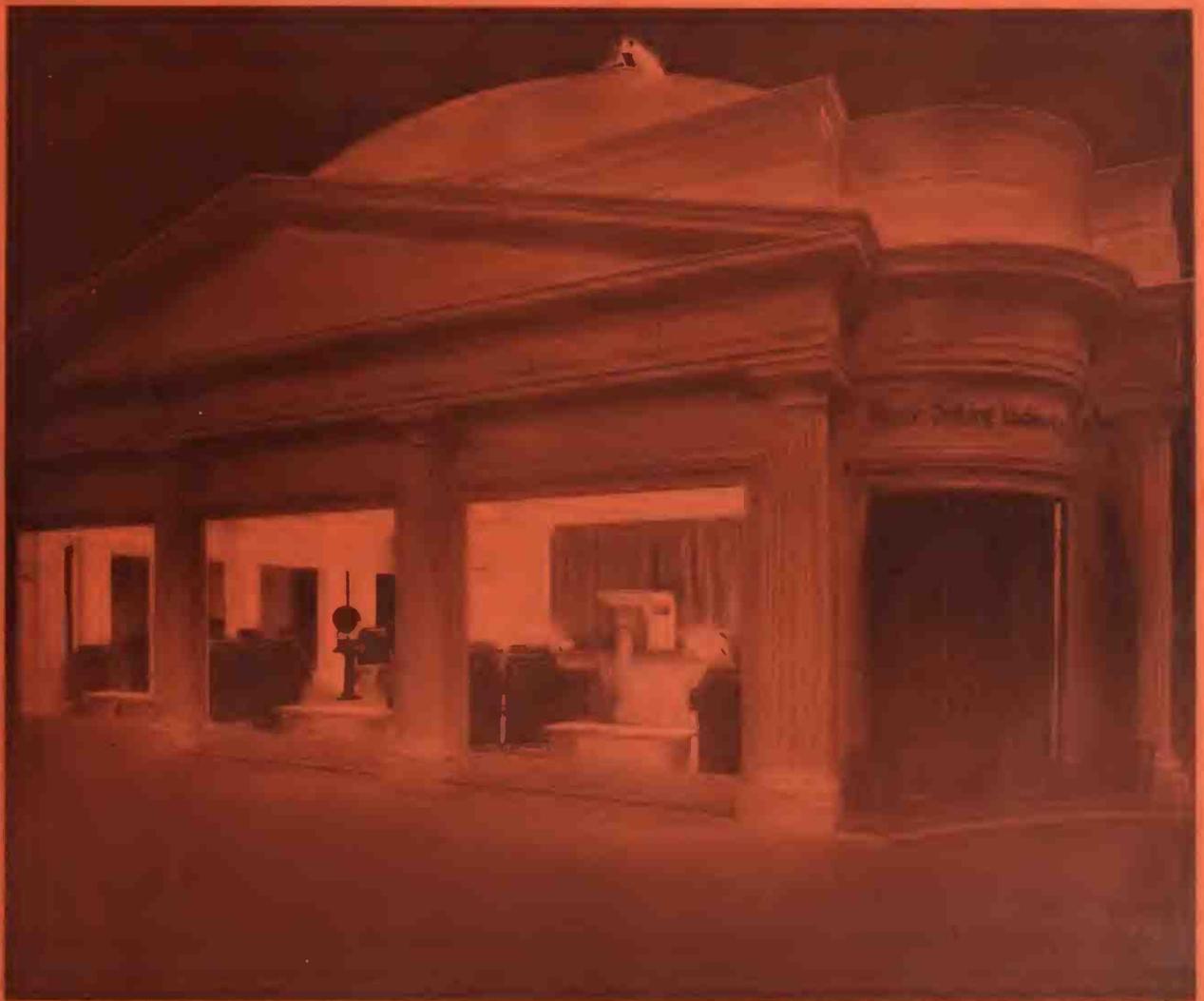


The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The Victor Temple of Music at the Panama - Pacific Exposition

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

Since the opening of the Exposition, some nine months ago, there have been more than 500,000 visitors to the Victor Temple, and the attendance has been as high as 5,000 on one single day.

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



Leading Jobbers of Talking Machines in America

1856 **WURLITZER** 1915

VICTOR

DISTRIBUTORS
VICTORS EXCLUSIVELY

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

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

NEW ENGLAND
JOBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Sherman, Clay & Co.

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

Chase & West DES MOINES, IOWA



Victor Distributors

All orders shipped the same day received

Service to all points

The Chicago Edison Jobber

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

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the December List.



Where Dealers May Secure

COLUMBIA

Product

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

- Distributors*
- Atlanta, Ga., Columbia Graphophone Co., 63 Pryor St.
 - Baltimore, Md., Columbia Graphophone Co., 805-307 North Howard St.
 - Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
 - Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
 - Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
 - Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
 - Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
 - Cleveland, O., Columbia Graphophone Co., Kinney Levan Building, 1375 Euclid Ave.
 - Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
 - Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
 - Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
 - Hartford, Conn., Columbia Graphophone Co., 719 Main St.
 - Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
 - Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
 - Lincoln, Neb., Grafonola Company, 1541 O St.
 - Livingston, Mont., Scheuber Drug Co.
 - Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
 - Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
 - Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
 - Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
 - New Haven, Conn., Columbia Graphophone Co., 25 Church St.
 - New Orleans, La., Columbia Graphophone Co., 933 Canal St.
 - New York City, Columbia Graphophone Co., 89 Chambers St.
 - Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
 - Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
 - Portland, Me., Columbia Graphophone Co., 550 Congress St.
 - Portland, Ore., Columbia Graphophone Co., 371 Washington St., Eilers Music House.
 - Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
 - Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
 - Sacramento, Cal., Kirk, Geary & Co.
 - Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
 - San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
 - Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
 - Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
 - Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
 - St. Louis, Mo., Columbia Graphophone Co., 1003 Olive St.
 - St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
 - Tampa, Fla., Tampa Hardware Co.
 - Terre Haute, Ind., 640 Wabash Ave.
 - Toledo, O., Columbia Graphophone Co., 229 Superior St.
 - Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

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

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

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

Southern Victor Dealers

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

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

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

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

OLIVER DITSON COMPANY

Largest VICTOR Talking Machine Distributors East of Chicago.

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

BOSTON

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

VICTOR & EDISON
Distributors

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

GATELY-HAIRE CO., Inc.

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

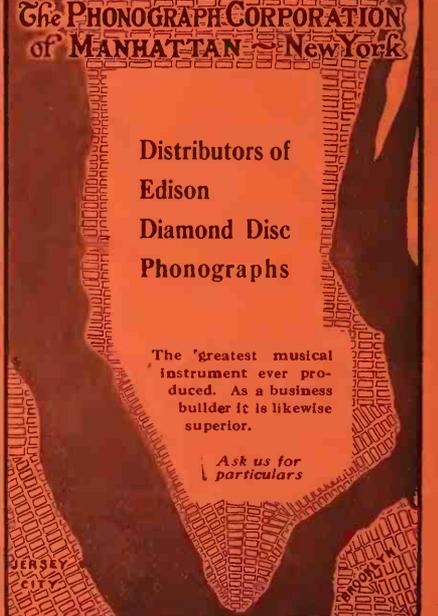
ALBANY, N. Y.

The PHONOGRAPH CORPORATION
of MANHATTAN New York

Distributors of
Edison
Diamond Disc
Phonographs

The "greatest musical instrument ever produced. As a business builder it is likewise superior.

Ask us for particulars



The Talking Machine World

Vol. 11. No. 11.

New York, November 15, 1915.

Price Ten Cents

THE STEVENS BILL SHOULD WIN HEARTY TRADE SUPPORT.

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

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

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

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

He denied that the bill was contrary in any way to public policy and declared that 90 to 100 per cent. of the retailers of this country are in favor of price maintenance.

Dr. Galloway said that one of the effects of the Stevens bill would be to eliminate the greatest weapon of monopoly, price-cutting. "The retailer," said he, "is serving his own interests when he supports the measure. It will save the merchant the trouble of going to bed fearing that the next morning he will see in his competitor's window a sign offering goods at a price at which he cannot make a profit. As to the manufacturer, the bill has resolved itself into a guarantee that the manufacturer may retain his property in a trade-marked name."

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

Full Text of Measure Known as the Stevens Bill.

A Bill to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trade-mark or special brand, hereinafter referred to as the "vendor," it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, or with foreign nations, or in any Territory of the United States, or in the District of Columbia, or between any such Territory and another, or between any such Territory or Territories and any States or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any State or States or a foreign nation or nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold: Provided, That the following conditions are complied with:

(A) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination, or understanding with any competitor in the production, manufacture or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or to the public.

(B) Such vendor shall affix a notice to each article of commerce or to each carton, package, or other receptacle inclosing an article or articles of commerce covered by such

contract of sale stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such article to the public, and the name and address of such vendor, and bearing the said trade-mark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages or other receptacles inclosing the same.

(C) Such vendor shall file in the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by such vendor in respect of such article or articles of commerce to be covered by such contract of sale, and also, from time to time, as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale, and the uniform price of sale thereof to dealers at retail from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of \$10. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendee shall be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special conces-

FIRE NO HANDICAP TO SUCCESS.

How Harrison & Dalley, of Nyack, N. Y., Triumphed Over Disaster, Thanks to the Efforts of the New York Talking Machine Co.

The accompanying photographs will give a fair idea of the enterprise and aggressiveness of the New York Talking Machine Co., New York, Victor distributor, and its desire to extend its dealers every possible service and co-operation, regardless of the handicaps it may be obliged to surmount.

These pictures were taken shortly after a disas-



Photographed After the Fire.

trous fire had totally destroyed the department store of Harrison & Dalley, Nyack, N. Y., which had maintained a good-sized and successful Victor department. The store was an absolute loss, not one article being saved throughout the building, which had been a modern one, consisting of two floors and basement.



Temporary Showroom a Few Hours Later.

As soon as the New York Talking Machine Co. was advised of the fire it arranged for J. J. Davin, of the company's staff of traveling representatives, to make a hurried trip to Nyack, N. Y., and stay

sion or allowance, or by the payment of any rebate or commission, or by any other device whatsoever.

(D) Any article of commerce or any carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract and in possession of a dealer may be sold for a price other than the uniform price for resale by such dealer as set forth in the schedule provided in the next preceding paragraph (C): First, if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have become bankrupt, or a receiver of the business of such dealer shall have been appointed, provided that such article or articles of commerce shall have first been offered to the vendor thereof by such dealer or the legal representative of such dealer by written offer at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, or, second, if such article of commerce or contents of such carton, package, or other receptacle shall have become damaged, deteriorated, or soiled: Provided, That such damaged, deteriorated, or soiled article shall have first been offered to the vendor by such dealer by written offer, at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, and that such damaged, deteriorated, or soiled article shall thereafter only be offered for sale by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated, or soiled, and that the price thereof is reduced because of such damage.

there until the store's Victor department had found suitable temporary quarters.

Mr. Davin followed his instructions to the letter, and, as the footnotes on the photographs indicate, had succeeded in arranging a Victor showroom the day after the fire occurred. The two pictures, showing the scene on the morning of the fire and the display of Victor products that same afternoon, speak volumes for Mr. Davin's untiring energy.

W. H. Fisher, manager of Harrison & Dalley's Victor department, who may be seen in the photograph with Mr. Davin, is a live-wire Victor enthusiast, and although his department is now a mass of ruins expects to close quite some business in the temporary store near by the old building. Incidentally, the store's Victor department was the first department to locate quarters and open for business after the fire.

NEW STORE IN PROVIDENCE.

J. W. McCabe to Handle Large Line of Crescent Machines and Records.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 9.—J. W. McCabe, for years identified with the Providence piano trade, will open a new piano and phonograph store on Empire street. He has purchased a big array of the Crescent line and will open up all ready for a big talking machine business, which his position on the new street should bring him.

INVOLUNTARY PETITION FILED

Against the Houston Phonograph Co.—Alleged Concern Committed an Act of Bankruptcy.

(Special to The Talking Machine World.)

HOUSTON, TEX., November 5.—An involuntary petition in bankruptcy has been filed against the Houston Phonograph Co., of this city. The petitioning creditors are the St. Louis Bank, K. H. Easter and J. A. Forsythe. It is alleged that the concern committed an act in bankruptcy by transferring all of its assets to a committee of trustees for the benefit of its creditors. In addition to talking machines the Houston Phonograph Co. also handled automatic pianos and musical merchandise.

The Parkinson Piano House, Providence, R. I., is the latest entrant into the talking machine field in that city, handling the Crescent talking machines. Manager Avery, of the new department, is planning a strong local campaign.

A certificate of corporate amendment has been filed under the laws of Delaware to increase the capital stock of the Pathé Frères Phonograph Co., of New York, from \$750,000 to \$900,000.

"EDISON WEEK" A BIG EVENT IN SAN FRANCISCO.

Visit of Great Inventor to Exposition Centered Special Interest in This Occasion in Which Many Dealers Participated—Delay in Shipments Owing to Panama Canal Slide—Victor Co. Presents "I Pagliacci" in Pantomime—New Sonora Agents—News of Month.

(Special to The Talking Machine World.)

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

Celebration of Edison Week.

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

T. A. Edison Visits Downtown Shops.

While in San Francisco Mr. Edison visited the downtown talking machine establishments, at all of which handling Edison products special window displays were featured. Mr. Edison spoke enthusiastically regarding the outlook for holiday trade. He said he thought there would be ample Edison records, but he was afraid the machine supply would hardly be sufficient for all requirements. In speaking of his future plans, he said: "We are going to have scientific music next. I am going to produce all the symphonies of Beethoven by phonograph, so that one can hear them as perfectly as if listening to a big philharmonic orchestra. I am constructing a huge concrete bowl, forty-two feet in diameter, arranged with wires which will catch all the sound waves. I will place all the musicians underneath this bowl, and not a single sound wave will escape reproduction. As it is now, many sound waves get away."

Another feature of Edison Week was a private hearing on Friday evening of Miss Christine Miller in a number of her favorite songs at the Scottish Rite Auditorium. On that occasion Miss Miller consented that Edison's recent laboratory recreation of her voice be heard in comparison.

Chas. K. Haddon a Visitor.

Charles K. Haddon, vice-president of the Victor Talking Machine Co., was a recent visitor to San Francisco and the exposition, and word has been received that President Johnson and Mrs. Johnson will visit the Pacific Coast shortly, probably arriving here the latter part of November.

Getting Victor Goods by Rail.

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

Give "I Pagliacci" in Pantomime.

The Victor Talking Machine Co., in co-operation with the Panama-Pacific Exposition, presented Mlle. Louise Le Gai and company in the pantomimic form of Leoncavallo's masterpiece, "I Pagliacci," and, for divertissement, "La Tzigane," in Festival Hall, on the exposition grounds, Wednesday evening, October 27. Lovers of the beautiful in ballet there enjoyed an evening of music and

dance unique in its beauty, superb in its perfection of detail, and exceeding in elegance even the high standards previously established by Victor productions arranged under the supervision of Manager Everett Worthington, of the Victor Temple. The production attracted so much attention that it was repeated the following evening with even greater success than on the opening night.

W. S. Gray Back from the East.

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

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

Hale Bros. Enlarge Department.

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

H. C. Capwell Co. Opens Edison Department.

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

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

New Sonora Agents.

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

Very Sorry, We Haven't That Record In Stock

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

"WHY WE LIKE EASTERN SERVICE"

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

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

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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

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

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

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

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

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. Gately-Haire Co., Inc.
 Altoona, Pa. W. F. Fredericks Piano Co.
 Atlanta, Ga. Elyea-Augstell 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, Inc.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 Brooklyn, N. Y. The M. Steinert & Sons Co.
 American Talking Mch. Co.
 G. T. Williams
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Bros.
 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 Collister & Sayle Co.
 The Eclipse Musical Co.
 The Perry B. Whitsit Co.
 Columbus, O. Sanger Bros.
 Dallas, Tex. The Hext Music Co.
 Denver, Colo. 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. Waltz Co.
 Galveston, Tex. Thos. Goggan & Bro.
 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, Nebr. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Milwaukee, Wis. Badger Talking Machine Co.
 Minneapolis, Minn. Beckwith, O'Neill 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 Mach. Co.
 Charles H. Ditson & Co.
 Landay Bros., Inc.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega Jr., Inc.
 S. B. Davega Co.
 Greenhut Co., Inc.

Omaha, Nebr. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buchn Co., Inc.
 C. J. Hepp.
 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.
 Providence, R. I. J. Samuels & Bro., Inc.
 Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, U. Consolidated Music Co.
 The John Elliott Clark Co.
 San Antonio, Tex. Thos. Goggan & Bro.
 San Francisco, Cal. Sherman, Clay & 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.
 Washington, D. C. Robt. C. Rogers Co.
 E. F. Droop & Sons Co.



Stewart Talking Machine Co.
Victor Goods Exclusively
Indianapolis



NEW BUEHN HOME IN PITTSBURGH.

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

(Special to The Talking Machine World.)

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

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

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

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

The W. F. Frederick Piano Co. is enlarging its Victrola department by the addition of five sound-proof booths, which will be completed within the next few weeks. Through the responsiveness of the public to the charm of the Victrola and Victor records the number is being increased to thirteen. This department of the W. F. Frederick store now

occupies the entire main floor for display and demonstration purposes and the third floor for warerooms. Manager George Hards has added a number of experienced salespeople to his force recently.

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



Hamilton's Special Edison Window.

ants in the Pittsburgh district, all of whom made highly creditable showings.

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

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

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

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

CONCERTAPHONE CO. INCORPORATED.

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

PATHE DISTRIBUTING AGENTS.

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

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



METAL BACK ALBUMS

Give 300% More Service Than
Any Other Album



NYACCO ALBUM WITH SOLID METAL BACK

THEY ARE PATENTED

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

Send for Sample

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



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

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

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas.

We get the people thinking “Victrola,” and then it is easy for you to get action.

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

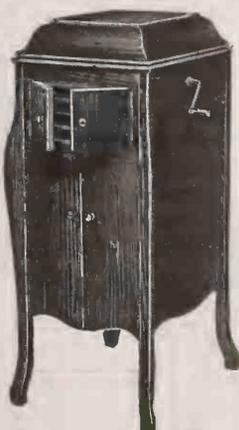
With every Victor dealer doing his part, the volume of Christmas business will be unprecedented even for the Victor.



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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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



EDWARD LYMAN BILL, - - - Editor and Proprietor.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

NEW YORK, NOVEMBER 15, 1915.

DURING the concert, or musical, season talking machine men would do well to feature their business in such a way that they could take advantage of the publicity which the great artists are receiving.

Window featuring could be made an effective part of the advertising campaign, and it may be truthfully stated that the window display feature is growing steadily in this trade. It shows after all the result of educational work and what steady pounding means.

We have seen more beautifully decorated windows in the talking machine trade in the past six months than any previous six months since the industry has been established. That shows that the talking machine dealers are realizing more than ever the advertising advantages of what the best space in the store means to them.

We say the best space—that is, the window space. Many have attractive window displays of a most original and effective character. It is impossible to enumerate the special windows to which our attention has been drawn, but certainly the dealers are showing resourcefulness in the development of this feature of their business. This is going to tell more than ever during the musical and approaching holiday season.

New plans are going to be developed so that the advertising advantages of the show window will be utilized more effectively than ever before. It is the kind of work which will bring the talking machine into favorable notice before hundreds of thousands of people whose attention might not otherwise be drawn to it. It is the kind of work which should be encouraged in every possible way, and the entire trade, from Maine to California, is now becoming thoroughly aroused to the advantage of an attractive window display as a business building force.

The talking machine affords the introduction of many novel features in a window environment and gives the imagination an opportunity for play which is resultful in creating some decidedly attractive shows.

Here is a feature of the business that cannot be overdone, and ideas in this direction can be translated into good, cold cash.

THE opponents to price maintenance are active and every reader of The Talking Machine World should understand fully that the interests supported by the cut-rate advocates are using strenuous efforts to defeat the Stevens Bill, which will be presented to the next Congress.

Various arguments are being prepared, some of which to the superficial reader seem fair and plausible.

The cut-raters are carrying on an extensive campaign, and every man who believes in price maintenance should realize that he must do something to counteract this systematic work, which is country-wide in its influence, that is being carried on against price maintenance, as typified in the proposed law.

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

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

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

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

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

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

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

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

The court said: "The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut prices by the sale of other articles, at, or above, their reasonable price. It is a fallacy to assume that the price cutters pocket the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence."

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

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

It is not a question to ignore, because it is most vital, and every man who reads The Talking Machine World should call upon his Congressman personally if he can. If not, wire him his opinions why the Stevens Bill should be supported. It is a question of self-protection to himself and to the public, and one which should not be ignored and passed along to someone else.

We do not care whether a man is located in a small town or a large one—whether in the densely populated East or on the great plains of the West—the principle is the same everywhere, and the

interests of talking machine men are alike involved in price maintenance.

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

Act now!

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

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

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

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

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

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

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

Certainly the talking machine business is a live one from every

viewpoint. It is moving constantly ahead and the indications point to a vastly increased output through the enlargement of the physical properties of the various companies.

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

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

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

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

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

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

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

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

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

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

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

PEARSCALL
VICTOR
SERVICE

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

TRADE NEWS FROM TORONTO.

A. G. Farquharson with Western Gramophone Co.—Competing with Mail Order Houses—J. P. Bradt a Visitor—I. Montagnes & Co. Become Sonora Distributors.

(Special to The Talking Machine World.)

TORONTO, ONT., November 5.—The resignation of A. G. Farquharson as manager of the Columbia Graphophone Co.'s business in Canada came as a great surprise to Columbia retailers and distributors. Since coming to Toronto in 1912 he has made many warm personal friends in and out of the trade, who will regret his removal from this city. Mr. Farquharson has accepted the management of the Western Gramophone Co., Winnipeg, distributor of the Victor lines in western Canada, and after familiarizing himself with the lines and factory policy will remove his family to that city. Mr. Farquharson came to Canada from Los Angeles, succeeding James P. Bradt, now the company's general sales manager, with headquarters in New York. He is an Englishman, and spent a number of years in the States. As mentioned before in these columns, he is a member of a British military family. One brother, Lieut. Charlie Farquharson, of the London Scottish, was killed in action in France last November. His oldest brother, Col. D. H. Farquharson, served as liaison to the French and British staffs at the Dardanelles and was present at the landing at Gallipoli. He was rewarded with the French Military Cross and recommended for the Legion of Honor. Two other brothers are in France, one a staff officer, the other a captain in the trenches, while still one other is serving with the India Army. A sister is nursing in the British Military Hospital.

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

There is every indication of the mail order system of doing business in Canada, already well established, growing at a rapid rate. Rural delivery and the parcel post are a couple of the interests at work to advance the schooling that has already been done in this respect. There is no getting away from the fact that the large department houses have been immense factors in building up a liking for and a faith in mail order buying. Their policy of money back if dissatisfied and their reputation for giving the customer more than promised, rather than less, makes the parcel post fit quite naturally. The rural telephone is another influence that makes fewer trips to town necessary, even though the automobile may make these trips more easily accomplished. But in spite of the automobile, or perhaps partly because of it, the smaller town merchants complain of fewer visits by the farmers. They accept the departmental merchant as a competitor that they cannot meet, even though the rural mail carrier also delivers parcels. Whether the talking machine merchant likes it or not, he is face to face with more serious competition from mail order houses. The talking machine lends itself to the mail order business, and the records, too, for they can be sent by parcel post. It is for the retailer to get in ahead of it and educate the people in his territory to do business with him by mail or telephone, delivering the goods to their homes as the distant merchant does.

James P. Bradt, general sales manager of the Columbia Graphophone Co., with headquarters in New York City, visited the Canadian branch at Toronto to see the new Canadian manager, Ralph Cabanas, installed in succession to Mr. Farquharson, resigned. Having been manager of this same branch and traveled several times from coast to coast, Mr. Bradt takes a personal interest in the development of his firm's business in this country. He has also many warm friends in and out of the trade who are always glad to learn of his progress. "The continued increase in demand for Columbia products in the United States and Canada is highly gratifying," said Mr. Bradt, "and is taxing to the utmost our manufacturing resources, although these are being constantly increased. A forecast of jobbers' demands indicates that a phenomenal Christmas trade is being anticipated." Mr. Bradt spent a couple of days with his firm's local branch and the Ontario distributors, Sabine & Leake, proprietors of the Music Supply Co., before returning to New York.

The Music Supply Co., Columbia distributor in

Toronto, is preparing for an extraordinary Cohen demand, one Toronto dealer figuring on a special sale to account for 1,000 records.

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

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



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

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

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

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

GATELY-HAIRE COMPANY

John L. Gately, President

James N. Haire, Treasurer

Albany, N. Y.

Albany—for CAPITAL Service

UNICO DEMONSTRATING ROOMS

Sound-Proof

Elastic

Dust-Proof

COMPLETELY FINISHED, GLAZED AND FITTED BEFORE SHIPMENT

NO NAILS

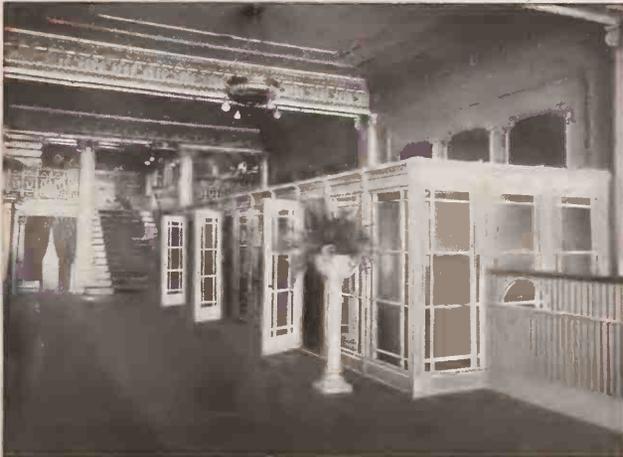
PATENT SECTIONAL UNIT CONSTRUCTION

NO SCREWS

NO EXPERT LABOR NECESSARY FOR QUICK INSTALLATION

IMMEDIATE SHIPMENTS FROM STOCK

YOU CAN ORDER BY MAIL—BUT WRITE TODAY



Design No. 3—\$184.50 upwards

BUEHN PHONOGRAPH Co., Inc.
EDISON DISC AND CYLINDER MACHINES
RECORDS AND SUPPLIES
713 PENN AVENUE
PITTSBURGH, PA.

October 28th, 1916.

The Unit Construction Company,
31st & Chestnut Streets,
Philadelphia, Pa.

Gentlemen:

We are fitting up a retail store and we want to install four hearing rooms 9 ft. by 9 ft. of your design No. 3, made of Birch, finished in Gray Enamel. We are enclosing an order for the necessary parts. We are going to use the wall for one side, as is shown in No. 113.

Trusting you will ship at once, we beg to remain
Yours very truly,
Alberta Buehn
Treas.

THIS DEALER WROTE

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



Design No. 5—\$142.00 upwards

THE UNIT CONSTRUCTION COMPANY
31ST AND CHESTNUT STREETS
PHILADELPHIA
October 21st, 1916.

REPLY TO
Messrs. Gotts & Company,
Court & Livingston Streets,
Brooklyn, N. Y.

Gentlemen: Attention Mr. Ritzscheimer.

We beg to confirm herewith order placed today by your Mr. Ritzscheimer for demonstrating room equipment for your new-store building, Livingston Street east of Court Street, as follows:

4 Demonstrating Rooms 9'0x9'0
2 Demonstrating Rooms 7'0x9'0
1 Record Room 6'0x9'0

In accordance with plan submitted by you, finished in gray enamel in our design #6, as selected, for the sum of \$1660.00., you to advise us shipping date.

Thanking you for placing order with us and assuring you that it will have our very careful attention in all details, we are,
Yours very truly,
RCS.R. THE UNIT CONSTRUCTION COMPANY,
Kyrinus Clark Smith
President.

THIS DEALER CALLED

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

UNICO DISTRIBUTORS

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

BALTIMORE, MD.
E. F. Droop & Sons Co.

BANGOR, ME.
Andrews Music House Co.

BOSTON, MASS.
Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steiner & Sons Co.

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

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

BUTTE, MONT.
Orton Bros. Music House.

CHICAGO, ILL.
Lyon & Healy.
The Talking Machine Co.

CINCINNATI, O.
Rudolph Wurlitzer Co.

CLEVELAND, O.
Eclipse Musical Co.
W. H. Buescher & Sons Co.

COLUMBUS, O.
Perry B. Whitsit Co.

DALLAS, TEX.
Sanger Bros.

DENVER, COLO.
Knight-Campbell Music Co.

DES MOINES, IA.
Chase & West Talking Machine Co.

DETROIT, MICH.
Grinnell Bros.

INDIANAPOLIS, IND.
Stewart Talking Machine Co.

KANSAS CITY, MO.
The Phonograph Co.
Schmelzer Arms Co.

MILWAUKEE, WIS.
Badger Talking Machine Co.

MINNEAPOLIS, MINN.
Beckwith, O'Neill Co.

NEW HAVEN CONN.
Henry Horton.

NEW ORLEANS, LA.
Philip Werlein, Ltd.

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

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

OMAHA, NEB.
A. Hospe Co.
Nebraska Cycle Co.

PEORIA, ILL.
Putnam, Page Co., Inc.

PHILADELPHIA, PA.
Louis Buehn Co.
H. A. Weymann & Son, Inc.
Penn Phonograph Co.

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

PORTLAND, ME.
Cressey & Allen, Inc.

PROVIDENCE, R. I.
J. Samuels & Bro., Inc.

ST. PAUL, MINN.
W. J. Dyer & Bro.

SALT LAKE CITY, UTAH.
Consolidated Music Co.

CANADA.
Music Supply Co., Toronto, Ont.



The Unit Construction Co.

121-131 South 31st Street, Philadelphia, U. S. A.



UNICO DEMONSTRATING ROOMS

You Order
Today

We Ship
Tomorrow

You Install
Without Delay

*The dealer with Unico Equipment will
secure the holiday trade*

YOU CAN ORDER BY WIRE—BUT WIRE TODAY



Design No. 4—\$75.80 upwards

CLASS OF SERVICE SYMBOL		WESTERN UNION TELEGRAM		CLASS OF SERVICE SYMBOL	
Day Message	Day	WESTERN UNION TELEGRAM <small>NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, VICE-PRESIDENT SELVIDERE BROOKS, VICE-PRESIDENT</small>		Day Message	Day
Night Letter	N.L.			Night Letter	N.L.
Night Message	N.M.			Night Message	N.M.
Day Letter	D.L.			Day Letter	D.L.

Form 1208

RECEIVED AT RE 3042 CHESTNUT ST., PHONE PRESTON 56

27P WEC 12 1 EXTRA

ST LOUIS MO 1 PM.OCT 28 15

THE UNIT CONSTRUCTION CO
PHILA

SHIP FOUR BOOTHS DESIGN 4 NINE BY TWELVE MAHOGANY

LETTER FOLLOWS

FAMOUS AND BARR CO
237PM.

THIS DEALER WIRED

YOU CAN ORDER BY PHONE—BUT PHONE TODAY



Design No. 1—\$124.50 upwards

All NEW YORK Orders Under 65 lbs. Have Securely Packed and Send to NATIONAL PACKING & SHIPPING CO., 120 West 20th St. Before 5:30 P. M., and They Will Be Forwarded The Same Day.

Form 121

No 25

To Messrs. *Unit Construction Co.*
Address *131 S. 31st St. Phila.*
Time of Delivery *as soon as possible*

For Dept. *Erison Home*
Ship Via *Express*
Terms *2-10-1*
Dating

Book No. *276* 10/21/1914 216

Baltimore, Md.

THE HUB

RULES FOR SHIPPERS.
All invoices must be prepared in accordance with the conditions of Order.
Mark Department on all cases of Packages.
All goods sent in crates, or different than samples on which this order was placed, will be returned at the expense of the shipper.
All goods sent must with the first shipment be to be prepaid.
GOODS SHIPPED CONTRARY TO TIME OF DELIVERY STATED, OR TO THE ABOVE RULES, WILL NOT BE ACCEPTED, AND WILL BE RETURNED AT SHIPPERS' EXPENSE.

NO ORDER VALID UNLESS CONFIRMED BY A MEMBER OF THE FIRM OR GENERAL MANAGER

Three Unico Demonstrating Rooms - one 8x6 - two 6x9
Design #1, diagrams 111 and 71 Ivory Enamel.
881.75

This is a confirmation of telephone order placed by our Mr. *Frank* Per *M. S. BECHT.*

THIS DEALER PHONED

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

UNICO DISTRIBUTORS

AUSTIN, TEX. The Talking Machine Co., of Texas.
BALTIMORE, MD. E. F. Droop & Sons Co.
BANGOR, ME. Andrews Music House Co.
BOSTON, MASS. Oliver Ditson Co. Eastern Talking Machine Co. M. Steinert & Sons Co.
BROOKLYN, N. Y. G. T. Williams Co.
BUFFALO, N. Y. Neal, Clark & Neal.
BUTTE, MONT. Orton Bros. Music House.
CHICAGO, ILL. Lyon & Healy. The Talking Machine Co.

CINCINNATI, O. Rudolph Wurlitzer Co.
CLEVELAND, O. Eclipse Musical Co. W. H. Buescher & Sons Co.
COLUMBUS, O. Perry B. Whitsit Co.
DALLAS, TEX. Sanger Bros.
DENVER, COLO. Knight-Campbell Music Co.
DES MOINES, IA. Chase & West Talking Machine Co.
DETROIT, MICH. Grinnell Bros.
INDIANAPOLIS, IND. Stewart Talking Machine Co.
KANSAS CITY, MO. The Phonograph Co. Schmelzer Arms Co.

MILWAUKEE, WIS. Badger Talking Machine Co.
MINNEAPOLIS, MINN. Beckwith, O'Neill Co.
NEW HAVEN, CONN. Henry Horton.
NEW ORLEANS, LA. Philip Werlein, Ltd.
NEW YORK, N. Y. Blackman Talking Machine Co. C. Bruno & Son, Inc. I. Davega, Jr., Inc. New York Talking Machine Co. Silas E. Persall Co.
NASHVILLE, TENN. O. K. Houck Piano Co.
OMAHA, NEB. A. Hospe Co. Nebraska Cycle Co.

PEORIA, ILL. Putnam, Page Co., Inc.
PHILADELPHIA, PA. Louis Buehn Co. H. A. Weymann & Son, Inc. Penn Phonograph Co.
PITTSBURGH, PA. Frederick Piano Co. Standard Talking Machine Co.
PORTLAND, ME. Cressey & Allen, Inc.
PROVIDENCE, R. I. J. Samuels & Bro., Inc.
ST. PAUL, MINN. W. J. Dyer & Bro.
SALT LAKE CITY, UTAH. Consolidated Music Co.
CANADA. Music Supply Co., Toronto, Ont.



The Unit Construction Co.

121-131 South 31st Street, Philadelphia, U. S. A.





The three electric Columbia Grafnolas at \$150, \$200 and \$250 are dependable in every respect, and appeal to a wide market all their own. Ask for the circular describing them.



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

Columbia Graphophone Company
Woolworth Building, New York

NEW TALKING MACHINE MAKES DEBUT IN CINCINNATI

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

(Special to The Talking Machine World.)

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

The Crystola is a new phonograph, the invention of Dr. A. J. Swing, of this city, and contains some interesting features. One of the most unique is the one from which the machine derives its name, is that the tone arm and tone chamber are molded out of crystal glass, on the theory that smooth polished and rigid surfaces will reflect the sound and give to the listener an exact reproduction of the original sound quality as transmitted to the disc. The inventor says: "In the usual method of constructing phonographs, a sounding board is used to augment and bring the tone out into the air in a manner similar to the sounding board in violins and pianos. In these latter instruments, however, the sounding board wall is put into vibration by the string which has great power, and in this way brings the tone into the air. In the phonograph the sound is already in the air, and if a sounding board is used, a certain amount of the vitality of the sound wave is exhausted in bringing the sounding board into vibration as happens in all the other phonographs, as now generally constructed." There are also departures in a number of details from the conventional phonographs, all of which will be fully covered in a booklet about to be distributed in favor of the Knabe-Crystola. By using a glass rigid surface, like the

crystal glass tone chamber in the Crystola, the tone waves are reflected and given to the listener in almost their original quality. Another feature in this machine is that the sound box is in a horizontal position and carries in addition to the needle a diamond or sapphire point, so that by simply turning the sound box one-quarter of a turn either hill and dale or lateral cut records can be used. Another vital point is that the needle arm is mounted in ball bearings, and although rigidly held, it will freely revolve in the direction assumed by the tone waves as recorded on the record, and will therefore gather up many of the thousands of over tones and partial tones."

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

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

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

R. J. Whelen, local manager of the Columbia Graphophone Co., when asked about conditions in Cincinnati, said that October had established a record that was hard to beat for record business, and machines sales were a close second. He further said: "While competition in our business is

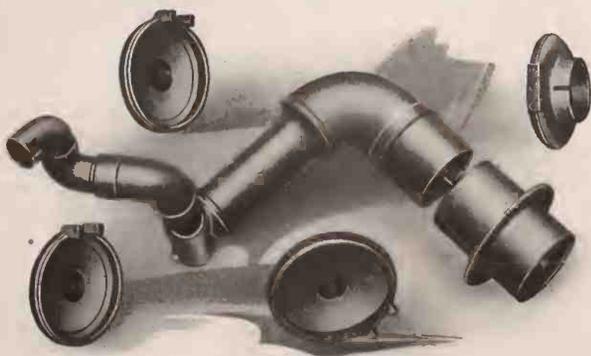
very keen in this city, the Columbia is more than holding its own, and all indications point to a larger winter business than the company has ever known. The dealers, if we can judge by the way they are ordering, are doing a good business throughout the Cincinnati territory, and we are piling up orders for future delivery."

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

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

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

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



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

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

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

DOEHLER DIE-CASTING CO.

Court and Ninth Sts.

BROOKLYN, N. Y.

WESTERN PLANT: TOLEDO, OHIO

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

New Edison Dealers Are Chosen Carefully

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

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

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

Suppose You Were One

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

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

Write for Particulars.

THOMAS A. EDISON, Inc.

279 Lakeside Ave., Orange, N. J.

Mr. Talking Machine

Buy for



Model B 450 Louis XVI
Price \$450

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



Model B 375 Louis XV
Price \$375



Model B 275 Sheraton-Inlaid
Price \$275



Model B 150
Price \$150

Dealer: What Would You Christmas?

What Is the Answer?

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



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

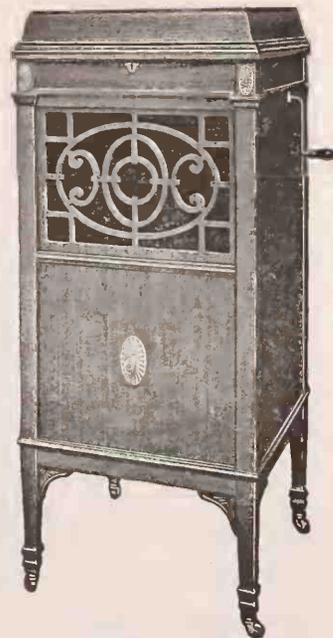


Model A 100 Moderne
Price \$100

A Complete Range of Styles and Prices

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

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



Model C 200 Adam
Price \$200

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

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

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

Pardee-Ellenberger Activity.

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

Business Limited Only by Goods.

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

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

How Meeting of Sales Force Helps.

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

ressed by some competent authority on this fine art of persuading a customer as to what he or she wants, and the fact that everyone is privileged to express his views on this all-important subject and make suggestions accounts in large degree for the success of the large, conveniently-located warehouses at 177 Tremont street. These sales talks have become an important feature of the life of this shop.

Assumes New Post.

William S. Townsend, who has been a retail salesman at the Columbia Co., has been promoted to the post of outside salesman for the foreign record department of the company, while F. E. Mills is in charge of this department on the inside. Both Townsend and Mills are making rapid headway in pushing the sales in foreign records. Henry G. Moeller, who is a good singer and a member of a well-known quartet, has been added to the retail sales force of the Columbia. Daniel F. Welch, another new man with the house, is doing outside work.

Increases His Stock for Holidays.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has largely added to his stock of Columbia, Victor and Edison lines for the holidays, and from his experience a year ago he will need all the stock he can get hold of. There is every indication that this year's increase is to make a much larger showing than for the previous twelve months.

Making Good on the Ground Floor.

John Maguire, one of the able employees of the Eastern Talking Machine Co., has been transferred from the Victor record department to the machine sales force on the ground floor, where he is "making good" with the many patrons of the establishment.

At the George Lincoln Parker's Edison and Victor warehouses business continues at high speed under the management of John A. Alsen.

Demand for Grand Opera Records.

With the approach of the season of grand opera at the Boston Opera House, when the Boston Grand Opera Company and Mme. Pavlowa and her Russian Ballet Russ are to be seen for four weeks, comes an insistent demand upon the Columbia Co. for records of the famous artists who are to sing. Already in the windows the leading singers and records are being featured and the sale is increasing daily.

Pathephone Finding Many Purchasers.

Unusual activity is to be noted at the Henry F. Miller Co.'s warehouses, where Manager Warren A. Batchelder reports that the Pathephone, which the house took on a couple of months ago, is finding many purchasers among intelligent people, who are quick to recognize the merits of this instrument. In the meantime the sales of Victors with this house are forging ahead satisfactorily.

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

M. Steinert Co.'s Great October Business.

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

Forty-five Per Cent. Increase.

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

Utilize Spalding's Concert.

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

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

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

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

"E. D. D. P."

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

Harvey's Enlarged Warerooms.

The enlarged and handsome C. C. Harvey's Edison and Victor warerooms are generally admitted to be among the handsomest in the city. The color scheme of vermilion, black and gold is a daring combination, but the way the scheme has been

worked out is ample justification for the attempt. The rooms are homelike, comfortable and convenient, and ever since the opening Manager Francis T. White and his able staff of salesmen have been as busy as they can be in attending to the largely increased patronage.

ald, James A. White, George A. MacDonald, J. J. Spillane, Mark L. Read, Edward A. Welch, F. M. Kern, M. Price, John F. Maguire, Eastern Talking Machine Co.; George Lincoln Parker, John A. Alsen, Loy S. Eyster, George H. Bishop, Charles E. Moody, Byron H. Dudley, W. E. Crary, Warren A. Batchelder, of George Lincoln Parker; P. W. Baker, T. F. White, Walter J. Gillis, Henry F. Miller & Sons Co.; T. Norman Mason, John T. Shaughnessy, George J. Krumscheid, Fred W. Ballou, John J. O'Hara, W. S. Townsend, J. F. Sullivan, F. E. Mills, Roy J. Sylvester, James J. McDonald, Columbia Graphophone Co.; Frank M. Cunningham, John W. Mahoney, G. L. Foote, M. Steinert & Sons Co.; E. H. Holmes, R. A. MacInnes, F. C. Henderson Co.; W. L. Currier, R. W. Longfellow, Edwin J. Hayes, Andrew F. Lyons, Charles M. Urlass, Chickering & Sons; E. B. Compton, Frank S. Boyd, William A. Gibbs, Pardee-Ellenberger Co.; M. H. Clapp, T. D. Davis, Frank Ferdinand, Inc.; Chester J. Sylvester, W. W. Samuels, C. E. Osgood Co.; Joseph M. Carlson, John W. Canavan, Oliver Ditson Co.; F. J. Griffin, W. & A. Bacon Co.; Harry Rosen, Rosen Talking Machine Shops; C. J. Mason, the Gilchrist Co.; H. J. Arbuckle, Shepard-Norwell Co.; W. D. Blossfield, R. H. White Co.; C. A. Hewett, McArthur Co.

BOSTON TALKING MACHINE MEN FORM ASSOCIATION.

Important Gathering of the Clans This Week When Wm. J. Fitzgerald, of the Eastern Talking Machine Co., Was Elected President—Other Officers and Important Committees Selected.

(Special to The Talking Machine World.)

Boston, Mass., November 5.—Nearly sixty enthusiastic members of the Boston talking machine trade gathered at the Quincy House on the evening of Thursday, October 14, for the purpose of forming a permanent organization, something which has been talked over for a long time. The presiding officer pro tem was William J. Fitzgerald, wholesale manager of the Eastern Talking Machine Co., who at the close of the well-served dinner in one of the upper banquet rooms of the hotel called the com-

panion Mr. Fitzgerald had by far the largest number of votes, and his showing was of such a flattering nature that it was immediately moved to make the election unanimous, which was done amid much enthusiasm. Mr. Fitzgerald well deserves the honor of being the first president of the organization, which it had previously been voted to call the Boston Talking Machine Club, the latter word being used in preference to association, as the members were given to understand that it was to be in every sense a social organization. The other officers elected were the following named: Vice-president, John T. Shaughnessy, of the Columbia Graphophone Co.; treasurer, George Lincoln Parker, and secretary, Wallace L. Currier, of Chickering & Sons.

It was left with the president to make his selections of committee, and he has since made the following appointments: House committee, Vice-president Shaughnessy (chairman), C. A. Hewett, Warren A. Batchelder and R. W. Longfellow; membership, John H. Alsen (chairman), Frank M. Cunningham, Chester J. Sylvester, T. Norman Mason and W. D. Blossfield; grievance, Henry A. Winkelman (chairman), Frederick H. Silliman and H. L. Royer; entertainment, Mark T. Reed (chairman); Charles E. Moody, P. W. Baker, James J. McDonald, Mr. Reid, of the Steinert Co.; E. H. Holmes, R. W. Longfellow, "Ted" Ripley, T. D. Davis and Joseph M. Carlson. It was voted to have a permanent headquarters and the house committee, before the next dinner on Thursday, November 18, will look over the field and report some suitable downtown quarters. The Boston representative of The Talking Machine World was elected an honorary member. Considerable time was given to discussing the creation of bowling teams, of which there are eight, and the bowling committee was named, to consist of Messrs. Moody, Alsen, Hollohan, Mark Reed. Before adjourning the meeting all the men present were urged to interest as many talking machine representatives as possible in the organization and invite them to attend the next dinner.

The full list of the men present and their company affiliations is as follows: William J. Fitzgerald,



Wm. J. Fitzgerald.

pany to order, making specific mention of what had brought the men together. One of the first things in order was the election of officers, Mr. Fitzgerald announcing that it had been decided that no two men from the same company could hold office, as in that way the officers would be more equitably divided among the trade. Several names were placed in nomination from the floor, this purposely being done in the case of each officer in order that those present might vote in an unprejudiced manner. Of the names put in nomi-

C. C. HARVEY CO. GETS PRIZE

For Best Window Display During Edison Week in a New England Store.

(Special to The Talking Machine World.)

Boston, Mass., November 6.—The first prize of \$100 for the best window display during "Edison Week" in a New England store has gone to the C. C. Harvey Co., of 144 Boylston street, this city, whose window in detail is described in another column of this issue. In winning the prize for New England the Harvey Co. is now in line for competition for the grand prize to be awarded for the best decorated Edison window in the country. For the display and its splendid results the greatest credit is due to Winthrop A. Harvey, the head of the company; Francis T. White, the manager of the Edison and Victor departments of the Harvey Co., and to E. A. Cressey, the store manager, all of whom had a part in working out the idea.

BOSTON BOWLING TEAMS BUSY.

Talking Machine Men of "The Hub" Showing Their Skill in the Ancient Game.

(Special to The Talking Machine World.)

Boston, Mass., November 1.—The bowling teams organized among the talking machine men at

(Continued on page 18.)

The Need for BAGSHAW Needles

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

63,000,000
needles in
10 days
"count
'em"

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

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

W. H. Bagshaw

Lowell, Mass.

Oldest and Largest Manufacturer. Established 1870

TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 17.)

the first meeting of the Boston Talking Machine Club have started off with the greatest enthusiasm, and on the two nights a week that the teams, of which there are eight, roll at the Boylston Alleys there are so many trade men on hand that they almost monopolize the alleys. The M. Steinert & Co. team just now is in the lead, with that of the Eastern Talking Machine Co. and the Columbia Graphophone Co. close seconds. The highest individual rollers up to this time have been Moody, of George Lincoln Parker's, who totaled 126 a few nights ago; Currier, of Chickering & Sons; Hobbs, of the Eastern, and Bottle, of Henderson & Co., all of whom are averaging more than 95.

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

NEW QUARTERS IN LAWRENCE.

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

(Special to The Talking Machine World.)

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

"EDISON WEEK" IN BOSTON.

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

(Special to The Talking Machine World.)

Boston, Mass., November 6.—Edison Week in and around Boston was made the occasion of some unique window displays, in accordance with the program carefully mapped out in advance as to how the week should be observed. In this city, as doubtless elsewhere, there are Edison dealers who have no window facilities, but those who have did themselves proud. Quite the most notable and ingenious display was that in the large window of the C. C. Harvey Co., in Boylston street, where the idea of the "diamond disc" was taken as the keynote of the display. A large square shadow box of black velvet was set up at the rear of the window, and the four sides of the box angled so

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

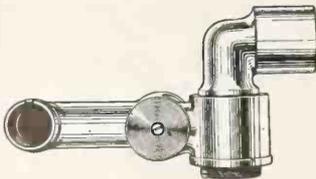
Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

as to show at the extreme rear a large glass diamond, which, through the medium of a revolving colored disc at the back, scintillates in all the hues of the rainbow. Over and below the shadow box in illuminated letters are the words "Diamond Point Edison." Several Edison disc machines were arranged in the window and a large portrait of the inventor was flanked with handsome palms. It is not surprising that the window was the object of a great deal of interest during the week.

The Shepard, Norwell Co., on the Temple place side of its building, showed a window carefully arranged with a group of Edison machines, many palms and a picture of Edison. Extensive draperies of handsome blue plush served to give just the right touch of color to the scene. The F. H. Thomas Co., in the Back Bay, took good advantage of the occasion and made a creditable Edison display, and even George Lincoln Parker, of the Colonial Building, who has no window of his own, arranged with a haberdashery on the ground floor and placed an Edison diamond disc machine in the

window and an announcement that a concert was given at intervals inside, where a machine was operated by a young woman in the balcony. A good many persons found time to run in and hear the machine. The R. H. White Co. also made an Edison showing, although by reason of pianos being included in it was not in for competition for the prize.

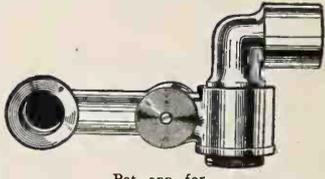
Naturally the Boston offices of the Pardee-Ellenberger Co. were interested in the various window displays during Edison Week, and already the house is in receipt of many photographs of windows which are competing for the prizes offered by the Edison Co. In all the centers where the Edison line is on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



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

"PERFECTION" Ball Bearing Tone Arms Fit All Types of

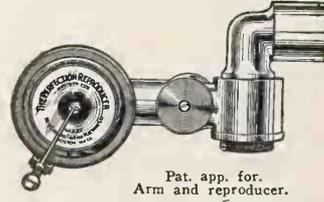
Edison Diamond Disc Machines for playing Victor and Columbia Records. The highest grade arm ever made for this machine. Perfect flexibility in every motion. The ball bearing joint allows the needle to follow any arc, without using feed rake, which renews needle point as the thread on the record carries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



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

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

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



Pat. app. for.
Arm and reproducer.

Price of arms, each \$2.50

Price of reproducer to fit arm No. 1 2.50

Combination arm and reproducer:

Gold finish 5.00

Nickel finish 4.75

SEND CHECK FOR SAMPLE

Special quantity prices quoted on application.



It has been fairly proved that there is positively no instrument in our catalogue, or in any other catalogue, that can sell to the man who has made up his mind to the \$50 Grafonola.



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

Columbia Graphophone Company
Woolworth Building, New York

DECIDELY PROSPEROUS SEASON IN KANSAS CITY.

Dealers Worried Over Inability to Get Machines—This Applies to All Lines—Edison Week and Edison Day Elaborately Celebrated in Kansas City Territory—A. A. Trostler Preparing for Next Jobbers' Convention—Interesting News Budget of Month.

(Special to The Talking Machine World.)

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

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

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

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

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

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

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

The Hall Music Co. has found its location at 817 Walnut street very valuable, and is now definitely established there. The company handles Victrolas exclusively—except for the pianos that it takes in trade. A recent visit to the store revealed a peculiar situation—there were more pianos there than talking machines. Mr. Hall, like many of the dealers, is saying that he cannot get enough machines to keep stocked up.

E. P. Guild, a music teacher of Topeka, Kan., devised recently a very effective use of his display window for showing Victrolas and records. Mr. Guild has a turntable in this window. On the turntable is erected a booth in the shape of a circular room with a door occupying only about 3 feet of the circumference. Inside, and therefore visible only occasionally when the turntable revolved, was a handsome Victrola, bedecked with ribbons and flowers. On the outside of the booth

were arranged records and some of the literary matter used by the Victor Co. in a very artistic manner. The entire display was very attractive.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is planning some big things for the next convention at Atlantic City of the National Association of Talking Machine Jobbers. He is going to help to make it the most interesting and best attended



Arthur A. Trostler.

convention the association has ever held. Mr. Trostler is chairman of the arrangements committee for this convention. He is getting a few ideas in shape already and in January, on a trip East, will take the preliminary steps to put these ideas into effect, so watch for this convention. It will be so well worth attending that the man in business cannot afford to miss it.

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

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

Edison Week and Edison Day were very elaborately celebrated by many Edison dealers throughout the Kansas City territory. The local recognition was perhaps the most elaborate. M. Blackman had arranged effective programs wherein vocalists and instrumentalists performed duets, trios, etc., with the recreated music of the Edison. At Independence, Kan., the Kars & Meinhardt Co. arranged special programs for the week, and at

Olathe, Kan., C. G. Morrison put on very interesting events. Indeed, wherever there were Edison dealers there were special programs.

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

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

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

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

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

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

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

The SILENT PROP

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

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

H. A. Sage Cabinet Works
15 Madison Avenue DETROIT, MICH.

Heineman Motors

"THE MOTOR OF QUALITY"

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

*Write for New
Complete Catalog*

OTTO HEINEMAN, 45 BROADWAY, NEW YORK
2701 ARMITAGE AVE., CHICAGO

TAKES CHARGE AT KNABE'S.

John Y. Shepard Heads Victor Department at Wm. Knabe & Co.—Well Equipped as Executive and Salesman.

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



J. Y. Shepard.

An efficient sales staff is now being assembled by Mr. Shepard, who has already secured the services of Miss Bessie Barnes Steele, former manager of the McCreery Victor department in New York. The Victor department in the Knabe store is one of the most attractively furnished Victor salons in the country, being arranged to cater to a high-

grade, critical clientele. Ten sound-proof booths, finished after the Empire period, are placed at the disposal of patrons, five of these booths being exceptionally large ones and being located on the main floor of the Knabe warerooms.

CHRISTINE MILLER IN LOS ANGELES.

Famous Singer Heard to Accompaniment of Her Own Records on Edison Disc Phonograph.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., November 5.—Something new in the way of musical entertainment was offered at the Trinity Auditorium on Wednesday evening, when Christine Miller, the famous contralto, appeared in a recital with the Edison diamond disc phonograph and gave the audience the unique experience of hearing an artist sing to an accompaniment of her own records.

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

Abraham Bond, violinist, demonstrated the striking perfection of the record's reproduction of numbers made by violinists. The Schubert "Ave Maria," played by Carl Flesch, the famous artist of Germany, was particularly beautiful.

After leaving Los Angeles Miss Miller went to San Francisco to take part in Edison Day.

CLOSE BIG PUBLICITY CONTRACT.

(Special to The Talking Machine World.)

WEST PALM BEACH, FLA., November 8.—The largest advertising contract that has ever been signed in this county, and probably one of the largest between Jacksonville and Key West, was consummated last week between the Daily Tropical Sun and the West Palm Beach Drug Co. This contract calls for 15,000 inches of advertising display space within a year from date. B. B. Freeland, president of the company, executed the contract.

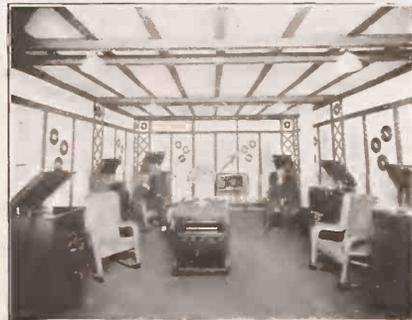
It is safe to assume that a good proportion of this advertising space will be devoted to talking machines and records, as the West Palm Beach Drug Co. maintains a successful Columbia department, displaying a complete line of Columbia Grafonolas and Columbia records.

FINE EXPOSITION DISPLAY.

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

(Special to The Talking Machine World.)

KANSAS CITY, Mo., November 5.—One of the most attractive booths at the recent Merchants and



Columbia Display at Electric Park.

Manufacturers' Exposition, held at Electric Park, was that of the local establishment of the Columbia Graphophone Co., 1112 Grand avenue, a photograph of which is shown herewith. This display won the admiration of all visitors to the exposition, and Manager McMurtry received many letters of praise from out-of-town callers.

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

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

CRESCENT

Tone—Quality

Plays Perfectly Any Type of Record



MARK

Without Change of Mechanical Parts

Service—Satisfaction

PHONOGRAPHS

35c.

D. S.—8 in. Records

(As much music as any 10 in. D. S. Record)

65c.

D. S.—10½ in. Record

A Standard "Sapphire" Record of

REAL MERIT

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

A Ten-Day Special Trial Offer

of any of our products if ordered before December 1st, 1915.

CRESCENT TALKING MACHINE CO., Inc.

99 Chambers Street, New York City

DEMAND FOR RECORDS HELPED BY ARTISTS' RECITAL.

Opera and Concerts in Detroit Prove Great Stimulant—Grinnell Victrola Salesmen Meet
—Association Takes Action on Approval Records—Larger Quarters for Max Strasburg
—H. C. Shea Married—J. H. Goldberg to Move—Wallace Brown is Optimistic.

(Special to The Talking Machine World.)

DETROIT, MICH., November 9.—One short paragraph amply describes conditions in the talking machine business in Detroit: "It could not be much better." The month of October was far above expectations and far beyond any previous business during the same period. Dealers are not thinking about how much business they can do, but how much goods they can get. The fact that there is going to be a shortage this fall and winter, and especially at holiday time, is generally admitted, and the wise dealer is taking advantage of every opportunity to increase his stock. The various recitals given here during the month of October by singers of national prominence, such as Miss Farrar and the Boston Opera Company; also Elman, violinist, and the Anna Pavlova Ballet, all have had a tendency to create interest in music and stimulate the sale of records.

The Cable Piano Co. is organizing a "Christmas Victrola Club" in order to push sales for the holiday season. Manager Harry Zickel reports Victrola business as 100 per cent. ahead of last year.

The marriage of Miss Jessie Baker and Harry C. Shea took place Wednesday evening, November 3, in the rectory of St. Peter and Paul's Cathedral, Detroit. A supper at the Hotel Cadillac followed the ceremony. The bride and groom left that evening for a short trip. Mr. Shea is general manager of the Pathéphone Co., of Detroit, and is well known in business circles.

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

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

C. H. Grinnell has been appointed manager of the wholesale department of the Victrola end of the Grinnell Bros. business, and will make his office at the wholesale warerooms on Cass avenue. Harry Rupp, who formerly had charge of this department, will hereafter give all of his time to the retail end at the main store on Woodward avenue.

The Ecco Talking Machine Co., Peter Smith Building, Detroit, will have its factory at 256 Twenty-first street, and expects to be turning out machines at an early date.

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

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

Henry S. Doran, president of the Doran Phonograph Co., Detroit, celebrated his fifty-first birthday on October 13. He was the recipient of many congratulations.

The new store of the Phonograph Co. of Detroit, exclusive agents for the Edison, will be ready about December 1. It is going to be unique in many re-

spects and one of the finest shops in the United States.

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

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

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

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

R. F. Wright, manager of the Cable Piano Co., 619 South Saginaw street, Flint, Mich., is adding more space to the talking machine department.

Raymond Gould, 193 West Gogouac street, Battle Creek, has taken the Pathé agency.

The Rex Talking Machine Co. has opened a store at 209 Griswold street, this city.

The J. L. Hudson Co. has installed a recital room on the second floor of the piano building. It is in the front part and has fifty theatre seats. At one end is a small stage on which stands a Victrola, and on either side is draped a curtain, making a very artistic effect. There are recitals every day from 11.30 to 2.30, and they are absolutely free.

The regular monthly meeting of the Detroit Music Trades Association was held November 9.

Jacob H. Goldberg, now at 236 Gratiot avenue, has leased the store at 162 Gratiot avenue, where he expects to move as soon as completed. Until after the holidays he will run both stores.

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

Max Strasburg, now in the Sherer Building, Grand River and Farmer streets, Detroit, has taken a long lease on the store at 74 Library avenue, just three doors south of his present location, and is now having same remodeled and put into shape. He will open about November 15. He will continue his present store until the expiration of his lease, April, 1916, after which time he will be located at 74 Library avenue. Mr. Strasburg is installing fourteen booths. He reports that October business was 50 per cent. ahead of the same month last year. He reports the sale of two \$2,500 Grafonola baby grands, one to Senator Robert Ogg for his Detroit residence, and the other to D. T. Crowley, of the Peninsula Stove Works.

Dealers report a big demand for fumed oak talking machines. They say the demand is even greater than mahogany some weeks.

Boston—Oliver Ditson Co. New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

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

Ditson Victor Service

COLUMBIA



RECORDS

Double Disc

Tone—above all, tone! That's what sells Columbia Records!

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

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

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

New Sales Helps for

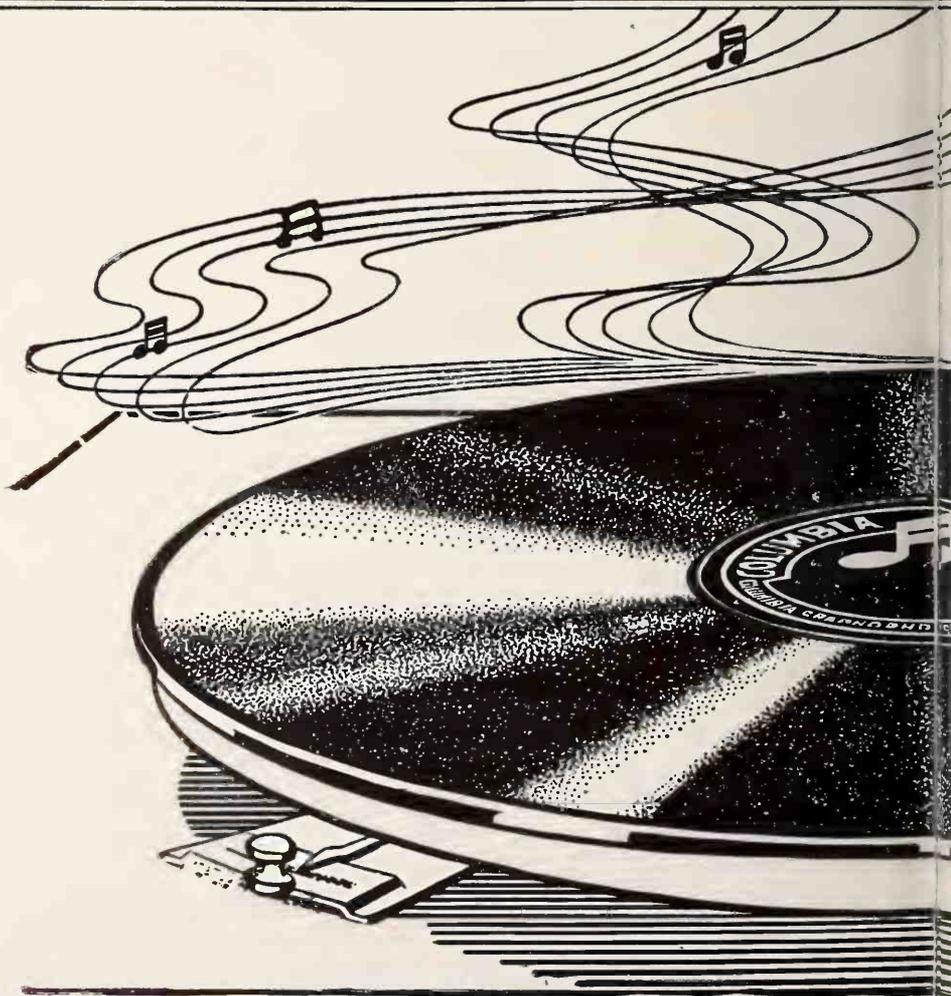
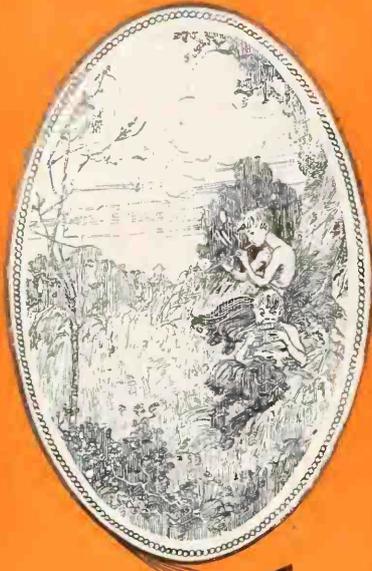
A Bigger RECORD SUPPLEMENT in Brighter, Better Dress

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

Creation of an Ever-Growing Demand

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

COLUMBIA GRAPHOPHONE COMPANY



Columbia Dealers

Record Service— Ever building for the future, new
New Factories— more properly of the large and steadily
increasing demand for Columbia Double Disc Records.

Free Advertising Service and Counsel for Dealers

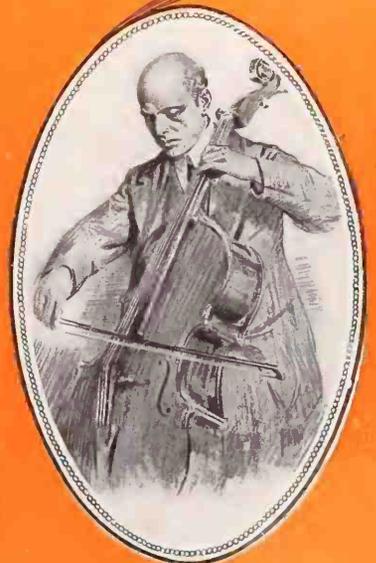
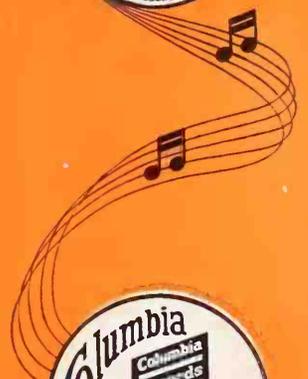
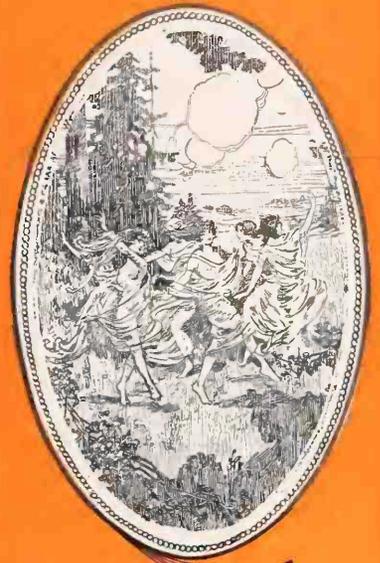
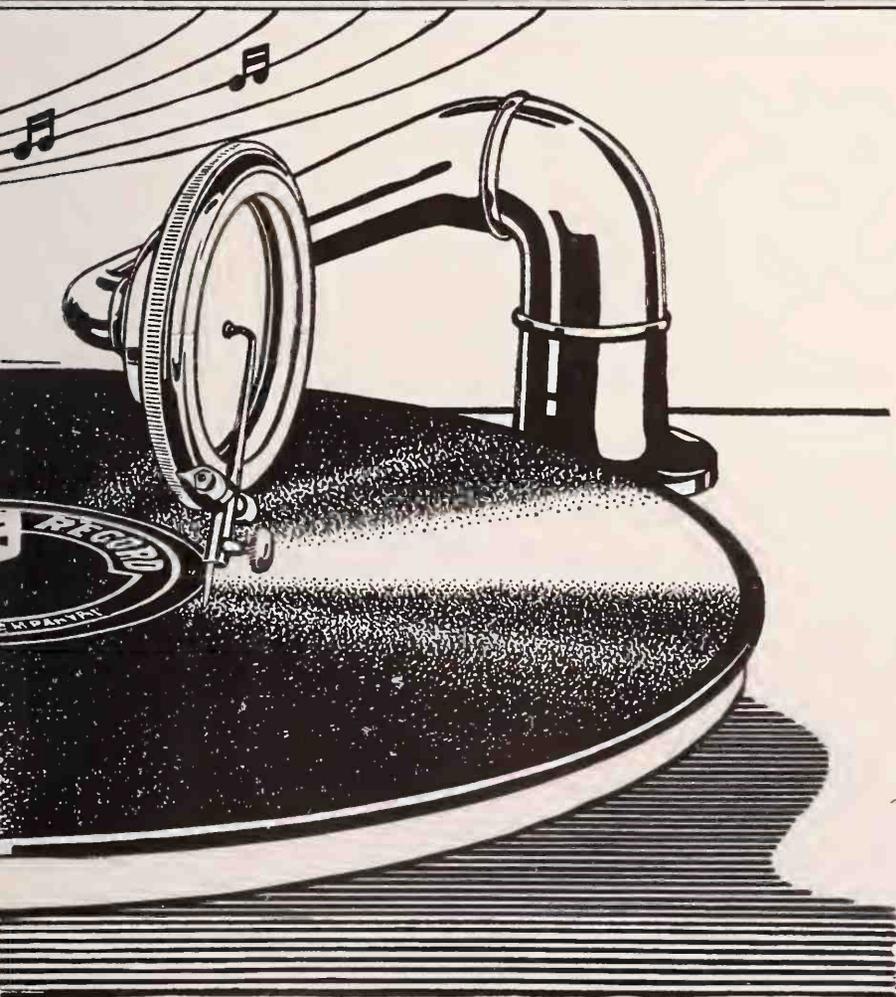
Prepared advertisements, cuts,
and layouts for local display can
be furnished you instantly—ar-
ranged with skill and forethought,
assuring you the most profitable

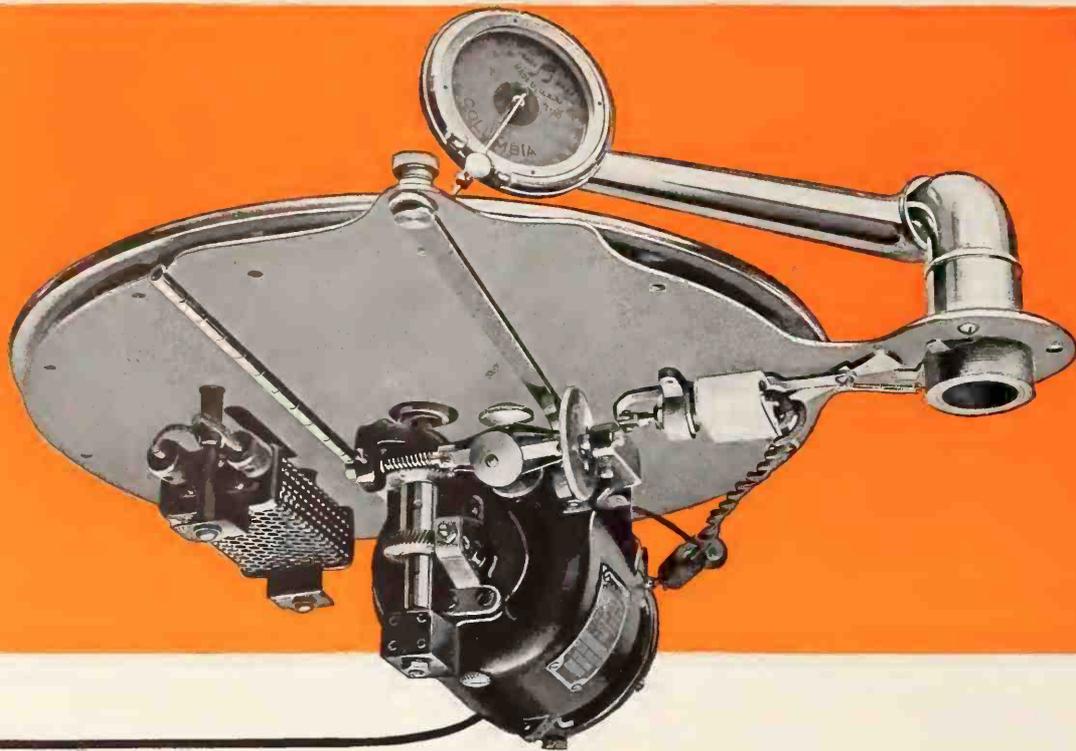
result. Let us send you a catalogue of prepared advertising matter.

Electric Grafonolas

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

WOOLWORTH BUILDING, NEW YORK





An Evolution—The Electric Grafonola!

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

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

The motor mechanism is mounted on a hinged motor plate. This means that by removing the turn-

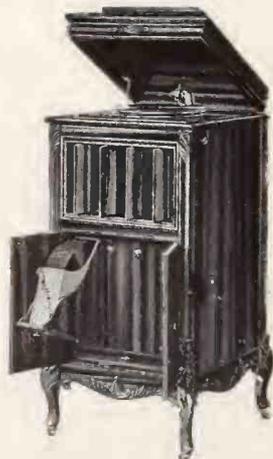
table, the motor plate can be tipped back and the entire motor exposed to view for oiling, cleaning, etc.

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

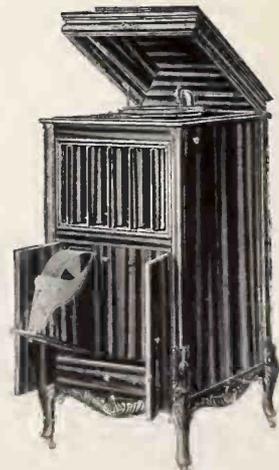
These new Columbia Grafonolas are one of the outstanding opportunities in the talking machine industry to-day.



Columbia Electric Grafonola.
(With Individual Record Ejector) \$160
(With Drop-tray Record Cradles) \$150



Columbia Electric Grafonola, \$200.



Columbia Electric Grafonola, \$250.



TIFFANY MOTOR COMPANY

MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES

BALL BEARING
SELF OILING

75 FULTON ST., NEW YORK CITY

NO GEARS OR BELTS
AUTOMATIC STOP

TIFFANY MOTORS ARE MADE WITH A
CAREFUL REGARD FOR MECHANICAL PERFECTION, WHICH ASSURES
LONG LIFE AND SATISFACTORY SERVICE.

Price complete with square metal motor board and all parts associated with a phonograph motor, including dry batteries, Retail \$25.00. Samples for the trade only—\$15.00 without batteries. Discounts on quantities.

The only electric motor of the efficiency required for operating a phonograph on dry batteries, and therefore the only electric motor which can be used in a phonograph under all conditions of service, independent alike of the crank for winding or outside electric current.

BALTIMORE WILL CLOSE GREATEST "TALKER" YEAR.

This Despite Decided Shortage in Machines—Business in All Lines Has Shown a Steady Trend Toward Betterment—Department and Furniture Stores Take on Talking Machines—Baltimore Dealers to Boost the Stevens Bill—News of Month Worth Noting.

(Special to The Talking Machine World.)

BALTIMORE, Md., November 4.—"More machines, more machines." This is the appeal being sent out from the Baltimore talking machine dealers, and with many of them it looks as though they will have the same trouble they experienced last year, when they were unable to secure enough talkers to supply the great demand.

Some few of the Baltimore dealers, however, have been stocking up for months and will have a much better chance to satisfy their customers.

There are more talking machine establishments in Baltimore at present than at any other time in the history of the trade. Many large department stores and furniture houses have entered the field and are doing well. They are using great amounts of space in advertising and seem to be getting results.

From all indications this year in Baltimore will be greater even than last year, when the phenomenal business was a surprise to everyone and it was the talk of the town. There seems to be more money about this year, and during the past several months Baltimore has become a far more important industrial center than ever before. Even at the present time the demand for machines is far above the average. Last year the machines selling around \$75 and \$100 had the call, but this year the demand is for even better ones, and most of the dealers report that many of their sales are of \$100 and \$150 machines, with far more sales of still higher ones than at any previous time.

A. J. Heath, local manager of the Columbia Graphophone Co., announces that headquarters will not attempt to open any new accounts until after January 1. He stated that business was very good for the month, but would have been a great deal better if there had been sufficient machines to dispose of the large number of orders that are on hand.

Cohen & Hughes, Inc., Victor distributors, report an increase in both wholesale and retail, but raise the general cry of insufficient machines to handle the increased demand. During the month 1. Son Cohen, president of the firm, made a number of trips to the Victor factory at Camden to try to get additional machines.

Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., Victor distributors, is greatly concerned because of the shortage of machines. With this company the machines selling from \$50 to \$100 are in the greatest demand. "If I had them," said Mr. Eisenbrandt, "I would be able to sell 5,000 of them without the least bit of trouble."

W. C. Roberts, manager of E. F. Droop & Sons Co., also Victor distributors, reports business coming in at a rapid rate and predicts a wonderful season for the talking machine business, provided enough machines are supplied.

Jesse Rosenstein, for the National Piano Co., Pathé distributor, reports a big business. He has opened up a number of new accounts, including W. T. Littlepage, Jr., & Co., a West Baltimore furniture house. The National Co.'s store, which was enlarged in the rear, was thrown into one during the week and the front redecorated and painted to harmonize with the new addition. New booths for demonstration have been established.

Joseph Fink, of the Kranz-Fink Talking Machine Co., reports an increase of 35 per cent. in October, compared with the same month last year. He also reports a good sale in both Columbia and Victor records.

A great number of machines are being sold by the Victrola department of William Knabe & Co., which is under the management of Milton Boucher, and is being put on the very highest plane in every particular. For the last month the department has had some excellent window displays which have attracted a great deal of attention.

Preparations for a big Christmas business are being completed in the Victrola department of Stewart & Co. Charles E. Stran, formerly with the Victrola department of H. R. Eisenbrandt Sons, Inc., now manages the department, having succeeded J. L. Gibbons, who has left the local field. Mr. Stran ordered in all the machines which were being held for later delivery, and the result is that the warehouse is well stocked. The playing of records over the telephone has resulted in a great many sales for this company. During the last few weeks the department has been greatly rushed. E. Oliver Rhode, Frank Old and Miss Ressie Heavel have been added to the sales force, and S. Shores has been placed in charge of the stock room. Miss Mollie Griffith again headed the sales force for the month. She beat out all the others by a comfortable margin, and intends to continue.

A big season is looked for by William B. Turlington, manager of the Sanders & Stayman Co. The Victrola and Grafonola departments already

are pretty well rushed and the store is pretty well stocked with machines of all prices.

Leon Rosenstein, of the Hub Piano Co., which handles Columbia machines, is much pleased with the business which is being done, and looks for a large Christmas business.

The Hub, the largest ready-to-wear store in the city, which has just established a talking machine department with Edison and Columbia lines, came out with big advertising announcements during the month, and announced big demonstrations in its recital hall of the Edison diamond disc. D. J. Crowley, who has been for a number of years in the talking machine business, is manager of the department. Mr. Crowley still maintains his business on Saratoga street, where he handles the Victor and Columbia lines.

Announcement was made this week of the opening of the new talking machine department of the Leader, a department store carrying the Columbia and Pathé lines. James C. Haas, formerly in the Victor department of Stewart & Co., is in charge of the department.

The Howard furniture store, a large housefurnishing house on North Howard street, has established a talking machine department with the full Columbia line. Conrad Hofmeir is in charge.

The Rosenstein Piano Co. reports a good month's business in both Edison and Columbia lines.

The Hammann-Levin Co. reports a big business in Victrolas, and expects to do the biggest business next year in its history.

The Baltimore talking machine dealers met on Wednesday night and devoted most of their meeting to a discussion of the Stevens Bill, which is before Congress. Each of the members decided to write to the Maryland Senators and Congressmen urging them to support the measure. Milton Boucher, manager of Knabe's department, was elected secretary to fill the vacancy caused by the resignation of Mr. Gibbons, who has left the city.

If you Really Want

Record Service

Service that gives you

What you Want

When you Want it

Try

Standard Talking Machine Co.

Victor Jobbers

Wholesale Only

PITTSBURGH, PA.

CLEVELAND CONTINUES TO BE A BUSY TRADE CENTER.

Greater Momentum to Business—The Eclipse Musical Co.'s Great Expansion—New Sales-rooms for Euclid Music Co.—Wade H. Poling Doing Well—Buescher's Clever Window Publicity—New Pathé Dealers—Columbia Co. Augments Its Agency List.

(Special to The Talking Machine World.)

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



Standing, J. F. Quinn, Philadelphia; P. J. Towell. Sitting, C. K. Bennett, E. B. Lyons, of Eclipse Musical Co.

sequently a willingness of the working class to purchase talking machines and records.

The numerous recitals, demonstrations in churches, etc., helped to incite more public interest in talking machines during the past month.

Many dealers are already complaining about the shortage of goods, although they have put in large orders during the summer months. Goods seem more scarce than for the same month a year ago.

The Stearn Co. has recently taken on the entire Pathé line. C. H. Johnston, manager of the department, and formerly of the Fischer Piano Co., Pathé distributors, is very optimistic, and states that he has the finest equipped Pathé department

in the city. With the fine location and unique window displays, Mr. Johnston anticipates good results.

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

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

The Euclid Music Co. has just completed additions to two more handsome salesrooms. This makes a total of eight beautiful rooms. A. W. Witter, sales manager of the company, is beginning to reap the benefits of his strenuous efforts derived from his house-to-house canvassing during the



Wade H. Poling Earl Poling.

summer. James G. Card, president of the company, is very optimistic concerning the winter prospects.

October business was the largest the company has experienced during any month this year.

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



Buescher's "Hello, Frisco" Window.

and enjoyed hearing the rendition of his own records. Mr. Ellis, of Boston, also called at the store.

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

The Victrola department of the William Taylor & Sons Co., under T. A. Davies' managership, has expanded to such an extent that it is considered one of the biggest Victrola studios in the city.

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

The Columbia Graphophone Co. has again in-

Jobbing Victor Product Exclusively

Efficiency

ECLIPSE

Promptness

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND

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

The same report of increased business for October is made by the Grafonola Co., retail Columbia dealer, through Manager C. A. Routh.

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

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

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

SAN FRANCISCO MEN ORGANIZE.

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

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., November 3.—There has been considerable agitation in the local trade for several months looking toward the organization of a talking machine dealers' association, which has finally resulted in the formation of such an organization. The dealers held a preliminary meeting on Wednesday, October 20, at which time a committee, composed of P. H. Beck, J. J. Black and F. B. Travers, was appointed to draw up a constitution, by-laws, etc., and to report the following week, arrangements having been made for the holding of another meeting on October 27. Formal organization was effected at the second meeting. The new association will be known as the Talking Machine Dealers' Association of San Francisco and Bay counties. Officers were elected as follows: P. H. Beck, who conducts the talking machine department of Kohler & Chase, president; J. J. Black, manager of the Wiley B. Allen department, vice-president; A. A. White, manager of the Em-



PROGRESSIVE BUSINESS MEN

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

ATLAS 3-PLY VENEER PACKING CASES

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

NELSON & HALL COMPANY

MONTGOMERY CENTRE

VERMONT

New factory at Camden, New Jersey

porium talking machine department, secretary and treasurer. About thirty were present at the meeting, all the downtown houses being represented as well as several dealers from the outside districts. Much enthusiasm is shown in the new organization and everything starts off very harmoniously. All dealers in the bay cities will be invited to join. J. J. Black, J. Raymond Smith, Fillmore street dealer, and J. J. Baley, manager of the Edison Shop, were appointed a committee to call on the different dealers. The association will hold monthly meetings—the second Wednesday in each month—unless otherwise arranged.

TO MAKE TALKER NEEDLES.

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

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

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

BUSINESS ACTIVE IN WINNIPEG.

The Various Houses Handling Talking Machines Are Exploiting Them with Considerable Success and the Outlook Is Good.

(Special to The Talking Machine World.)

WINNIPEG, MAN., November 3.—The talking machine branch of the music business in Winnipeg has a prominent place on the business stage and the various houses are exploiting this line with considerable success and energy. The opening of schools and the advance of autumn are developing the customary seasonable interest in music, with, of course, less apparent effects than if money were more plentiful. The Winnipeg Piano Co. states that Columbia Grafonolas and Edison disc phonographs are showing the greatest activity, and they fully expect with the approach of the musical season that pianos also will again come into their own.

Mr. Fitch, Western manager of Babson Bros., Edison dealers at Winnipeg, has been on a week's visit to his firm's headquarters at Chicago. G. H. Gillman, who has been associated with Mr. Babson for some years, is now assuming entire charge of the retail store. This will enable Mr. Fitch to devote more time to the mail order business.

G. L. Stanwood, late manager of the Doherty Piano Co., has opened parlors, Stanwood's, Ltd., at 390 Portage avenue, this city, and is handling a complete line of Columbia graphophones and records.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

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

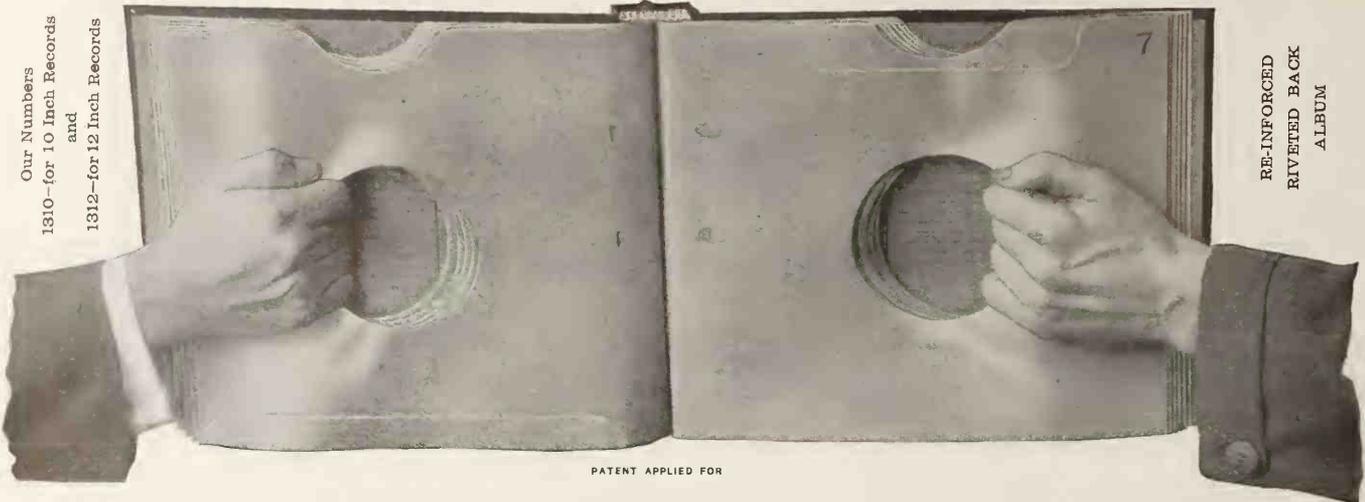
Talking Machine Cabinet Manufacturers

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

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

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



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

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

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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

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

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

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

UTILIZING THE ARTISTS' VISITS.

How Cecil Fanning's Visit to Columbus Was Taken Advantage of by the Columbia Department of the Dunn-Taft Co.

(Special to The Talking Machine World.)
COLUMBUS, O., November 8.—The Columbia department at the Dunn-Taft Co.'s store is closing



Cecil Fanning at Dunn-Taft Co.'s Store.

a splendid fall business, due in a measure to the fast growing popularity of Columbia Grafonolas and the many aggressive plans instituted by the store to secure business. Although the department has only been open since September 1, it has already built up a profitable clientele.

At frequent intervals Columbia artists are invited to visit the Dunn-Taft Co.'s store and spend some time in the Columbia department. This plan has worked out very successfully, aiding the sale of records materially. A recent visitor was Cecil Fanning, the well-known baritone, whose Columbia records are very popular and whose concert a few weeks ago at the Southern Theatre attracted a capacity audience. The Dunn-Taft Co. took advantage of Mr. Fanning's concerts to use good-sized space in the local newspapers, advertising his records, which produced excellent results.

A NEW USE FOR RECORDS.

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

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

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

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

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

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

It is very probable that the artist will desire more than casual demonstration of the record and in the majority of cases will buy. It will depend on the talking machine dealer or his clerk whether the visitor buys more of the latest records. In any

event the publisher cannot lose, for the singer can learn to sing the song properly and thus make it more popular, and if he does buy the record the publisher gets two cents royalty from the record manufacturer. Not a half bad scheme.

EDWARD D. EASTON LEFT \$700,000.

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

SELLS OUT TALKER DEPARTMENT.

(Special to The Talking Machine World.)
READING, PA., November 9.—W. S. Hollenback, the well-known piano and music dealer of this city, has sold his entire stock of Columbia graphophones and records to the Metropolitan Talking Machine Co., 727 Penn street, this city, who will make a specialty of that line. Mr. Hollenback will continue his piano business as formerly.

INCORPORATED IN WASHINGTON.

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

HEINEMAN MOTORS
"The Motor of Quality"

BIG DEPARTMENT IN ST. PAUL.

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

(Special to The Talking Machine World.)

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

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

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

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

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

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

Thomas A. Edison, returning to his home in the East from the Panama Exposition, stopped in Indianapolis long enough Saturday afternoon, November 6, to visit the Edison Shop with Walter E. Kipp, proprietor and jobber for the Edison disc phonograph. Lavish praise for the new store was given by Mr. Edison. He was delighted to

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

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

Send for 6 of these cabinets for your holiday business.

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

The Udell Works
1205 W. 28th St.
Indianapolis

The Udell Works
1205 W. 28th St.
Indianapolis



see his favorite invention in such beautiful quarters. Mr. Edison spent only a few hours with Mr. Kipp and then resumed his journey in his special car. At the urgent request of Mr. Edison, Mr. Kipp kept quiet about the great inventor's intention to make a brief stop in Indianapolis.

VICTOR CHRISTMAS LITERATURE.

Excellent Publicity for the Holiday Season Just Sent to the Jobbers and Dealers—Should Serve to Stimulate Record Sales—New Edition of the "Victor Book of Opera" More Complete Than Ever, Now Ready.

The Victor Talking Machine Co. sent out to its dealers this week a batch of special Christmas literature which comprises some of the finest and most artistic publicity material that has made its appearance in the talking machine trade for some time. The Victor Co. has for many years forwarded its representatives appropriate and timely Christmas literature, but this year's set is far ahead of any previous advertising helps in both contents and design.

This publicity matter, which is intended for use

in the dealer's store and window, comprises the following: Special hanger for Christmas records, poster outlining a Christmas suggestion, long streamer (window trim) lithographed in Christmas colors (red, green and gold), with the wording: "Will There Be a Victrola in Your Home This Christmas?" large wreath with wording: "There Should Be Music in Every Home on Christmas Morning," small wreath with trade-mark.

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

Accompanying these Christmas publicity helps was a special poster featuring the new edition of the "Victor Book of the Opera," one of the most popular publications ever issued in any trade. This new edition contains 558 pages, 700 illustrations and 110 stories of operas, and is one of the most valuable of books in an educational way.

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

L and a y
BROS

The House of Victor Service Exclusively

563 Fifth Avenue, New York

The Knabe-Crystola

The World's Best Phonograph



Model No. 10. Price \$100

A WONDERFUL PHONOGRAPH

built along absolutely
new lines

SPECIAL AND EXCLUSIVE FEATURES

NO SOUNDING BOARDS

—but a *Tone Chamber* made of *Moulded Crystal Glass*, reflecting all the original quality.

NO CRUDE BEARINGS

—but a needle arm mounted in a ball bearing, allowing all the delicate tone waves to pass.

NO MORE SCRATCHING NOISE

—but playing ALL records with absolutely no change.

NO RECORD LIMIT

—but playing ALL records with absolutely no change.

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

The Knabe Bros. Co.

Cincinnati, Ohio

INAUGURATION OF GIGANTIC VOCALION CAMPAIGN.

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

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

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

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

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

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

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

In addition to these special features there are others which add to Vocalion attractiveness.

Some of the Aeolian-Vocalion designs are shown elsewhere in this publication and are worthy of close inspection. They are built upon aesthetic lines.

Whenever the Aeolian Co. maps out a program it is invariably of generous proportions, and an advertising campaign is now under way of wide scope, in which the phonograph will be featured in a most interesting manner as a musical product.

The attention of millions of readers each week

will be drawn to the Aeolian phonographic product. The campaign will be educational and will give in detail the effects possible to produce with the Vocalion, and of course will be reinforced with original and striking illustrations.

It is evident from a study of the publicity campaign which is now well under way that the Aeolian-Vocalion will be exploited in a national sense, so that the advantages of a business connection with this product will be fully impressed upon dealers everywhere.

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

INTRODUCES NEW ELECTRIC MOTOR.

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

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

Another particularly interesting feature is that the motor has been so simplified that the cost of manufacture has been materially reduced, which

makes it possible to offer it at a price comparable with spring motors of the better grades. The demonstrations of the motor have proved most interesting to those privileged to witness them.

VICTOR DEALERS VISIT NEW YORK.

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

Among these visitors were Messrs. Cressey and Fickert, of Cressey & Allen, Victor distributors, Portland, Me.; J. G. Corley, Sr. and Jr., J. G. Corley Co., Richmond, Va., Victor distributor; Mr. Kneupfer, Kneupfer & Dimmock, Lawrence, Mass., Victor dealers; Julius Frank, A. D. Frank & Sons, Ogdensburg, N. Y., Victor dealers, and Mr. Scadden, Danville Music House, Danville, Va.

All of these Victor representatives spoke enthusiastically of the business outlook in their respective territories and the steadily increasing demand for the better class of machines.

INTRODUCE THREE NEW TYPES.

The Columbia Graphophone Co. announced this week three types of Grafonolas equipped with electric motors. These new electric machines are the Grafonolas De Luxe, Nonpareil and Mignonette, and they will retail at \$250, \$200 and \$150, respectively, or \$50 more than the selling price of the regular models. The Mignonette with electric motor is also furnished with the record ejector for \$160. Sales Manager Bradt, in a letter to the trade, announcing these electric machines, stated that the company had been delayed in merchandising these types until tests of every conceivable condition and over a long period of time could justify the company having entire confidence in the product. The Grafonola electric will work on any kind of current.

NAKED Phonographs

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

LANSING KHAKI Moving Covers



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

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

Made for All Sizes of Phonographs

Write for Booklet

E. H. Lansing, Mfr., 611 Washington St., BOSTON, MASS.

GENERAL TRADE INCREASE REPORTED IN ST. LOUIS.

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

(Special to The Talking Machine World.)

St. Louis, Mo., November 8.—There is a strong suspicion that if the talking machine dealers of St. Louis would publish their sales statements stock in their companies would become as popular as "war brides" on Wall Street, but with a much greater assurance of continued profits. That the business is better none will hesitate to say. All dealers are talking of increases over a year ago and the year before that. The Silverstone Music Co. has more than doubled previous records. Manager Noon, at the Stix, Baer & Fuller Dry Goods Co., says the totals run 400 per cent. above previous efforts. Others do not quote figures, but they talk of unprecedented sales.

Just now it appears to be a question of stock. The Columbia Co. admits a temporary shortage in some styles, but is assured of a liberal supply within a few days. At Aeolian Hall the shortage of Aeolian-Vocalions is apparent, but relief has been promised within two weeks.

Late reports indicate that there are in the neighborhood of seventy-five talking machine dealers in St. Louis, about fifty of whom sell Columbians, thirty-five Victors and twelve Edison disc dealers, and several others who still carry cylinder machines. Several of the dealers handle second-hand machines. With this number of dealers, practically all of whom are bidding for the record trade, it is not surprising that this feature is one of widespread interest. The jobbing business in records for city delivery has become a large interest in itself, and the retail trade has become an important factor in the outside trade districts as well as in the downtown shopping district.

The Smith-Reis Piano Co. in a few days will be demonstrating records in its commodious, attractively arranged main floor rooms.

Manager P. R. Oelman has been open for business in the household annex of the Nugent Bros. department store for several days. He is selling Edison disc and Columbia machines.

The talking machine business at the Famous & Barr store persistently outgrows its quarters. When the Edison line was added to the Victor line the space was enlarged and the two lines were combined. Then the quarters were cramped and it became necessary to divorce the two to obtain satisfactory demonstration rooms. Now more room is necessary.

The Artophone Co., of 454 North Boyle avenue, has been organized in this city to make talking

machines by Amelia Cone, president; Florence E. Cone, secretary; Florence S. Cone, treasurer. R. H. Cone, Sr., is manager and wholesale salesman. The company will be incorporated within a few days. J. B. Fitzgerald is the retail sales agent. The local agency has been placed with the Thiebes Piano Co.

The October business was very pleasing to Manager Irby W. Reid, of the Columbia warerooms, especially in the wholesale department. Both country and city trade made unexpected gains as viewed from the first of the month. Several excellent dealers were signed during the month, one being the Nugent Bros. department store in this city, which also handles the Edison disc; the May-Stern Furniture Co., one of the largest time payment houses in this community, and the Gil Blas department store of Little Rock. Ike Kentor, of the last store, came to St. Louis to place his first order, and expressed himself highly pleased with the Columbia line.

C. R. Salmon, in charge of the city wholesale department, said: "The national advertising campaign for advertising our records is one of the best pieces of work I have had any experience with. I can see the effect of these advertisements the day after the weekly papers that carry them reach St. Louis. The drafts made upon our stock for the special numbers advertised is felt the next day, both through our retail department and through the jobbing orders throughout the city."

J. J. Bennett, the country trade pioneer for the Columbia line, is in Tennessee, headed for Arkansas, and is leaving a trail of new dealers along his route, due, of course, to the prosperity of the South at this time.

Richard Odell, formerly in the service of the Columbia warerooms here, has returned from Los Angeles to take his old place as floor salesman.

Manager Ching, of Aeolian Hall, has announced the appointment of Robert Hallahan, of the sales staff, as manager of the Aeolian-Vocalion department, both wholesale and retail. This is the first step toward an aggressive selling campaign on a larger scale than has heretofore been attempted. The basement rooms that have been the home of the talking machine department will be devoted entirely to record sales, and the second and third floors of Aeolian Hall will be converted into phonograph display rooms. A large outside sales staff will be organized at once and there will be a special house sales force, an organization to

compare favorably with the piano selling force.

Mr. Hallahan was being introduced to his new work, beginning with the first of November, by Mr. Segar, of the home office wholesale staff, who remained here the first half of the month to assist in forming the organization. Concerning his new duties Mr. Hallahan said:

"I am confident that this is to be a big business season, and from my observation of the Vocalion business that I have seen here since the machine was introduced, I am confident that we will do a large share of the talking machine business. For the present we will be handicapped by lack of stock, but that soon will be overcome. The magnificent phonograph that we are to sell has caught on wonderfully well in St. Louis."

Mr. Hallahan has been in the piano business in St. Louis eleven years, and has been at Aeolian Hall four years.

"Edison Week," although designed especially for the electric light folk, proved a gala occasion for the Edison disc talking machines in this community. Both the Stix, Baer & Fuller Dry Goods Co. and the Famous & Barr department store observed the week by making special displays of Edison instruments and by giving special recitals in their department halls.

The biggest event of the week, however, was the invitation recital at the Victoria Theatre by the Silverstone Music Co., Edison jobbers, at which Miss Elizabeth Spencer sang with her own records and Prof. Charles A. Kaub, one of the first violinists of the Symphony Orchestra, played with violin records on Edison phonographs. The special numbers by these two artists were interspersed with regular record selections and it was hard to tell which numbers the audience of more than 2,000 persons applauded the most. It was amazing to see a house crowded until the manager closed the doors because of the fire law restrictions, perfectly quiet and full of attention as number after number was played on the machine, and responding generously with applause.

The recital was announced as a "tone test," and this consisted of Miss Spencer's singing with her own records in such a way as to confuse the audience as to whether she was singing or not. While the lights were on the audience watched her closely to determine, and the tight closing of her lips as some of the high notes were reached, again as they were past, and other demonstrations of that kind brought applause. But when the lights were put out during the last verse of "Silver Threads Among the Gold," and when they were turned on and it was found that the human singer was gone, there were gasps of amazement.

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

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

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

THREE GREAT SELLERS

IN RECORDS, ROLLS OR IN SHEET MUSIC FORM

"Keep the Home-Fires Burning"

(Till the Boys Come Home)

Words by Lena Guilbert Ford

Music by Ivor Novello

Keys: F, G and Ab

"Land of the Long Ago"

Words by Charles Knight

Music by Lilian Ray

Keys: Eb, F and G

"The Perfect Song"

Words by Clarence Lucas

Music by Joseph Carl Breil

(The Love Theme from "The Birth of a Nation")

Keys D, Eb and F

Be Prepared to Meet Your Share of That Demand. For Particulars Address:

CHAPPELL & CO., Ltd.

Music Publishers

347 Yonge Street, TORONTO

41 East 34th Street, NEW YORK

HEINEMAN MOTORS
"The Motor of Quality"



An Important Statement to Music Dealers and other Progressive Merchants

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

AEOLIAN-VOCALION

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

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

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

Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

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

An Epochal Achievement in Phonograph Development

The AEOLIAN-VOCALION

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

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

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

The Aeolian - Vocalion is typically representative of Aeolian standards and ideals. As in its other activities, this great concern has taken up the work of musically developing the phonograph where other manufacturers have left off.

Those who hear the Aeolian-Vocalion for the first time realize this. They listen in amazement to new tones, new musical effects. They are confronted with a phonograph which for the first time

in the history of this extraordinary instrument, holds up the mirror with *absolute fidelity* to every musical instrument and every human voice.

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

The Sound Box

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

The Graduola

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

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

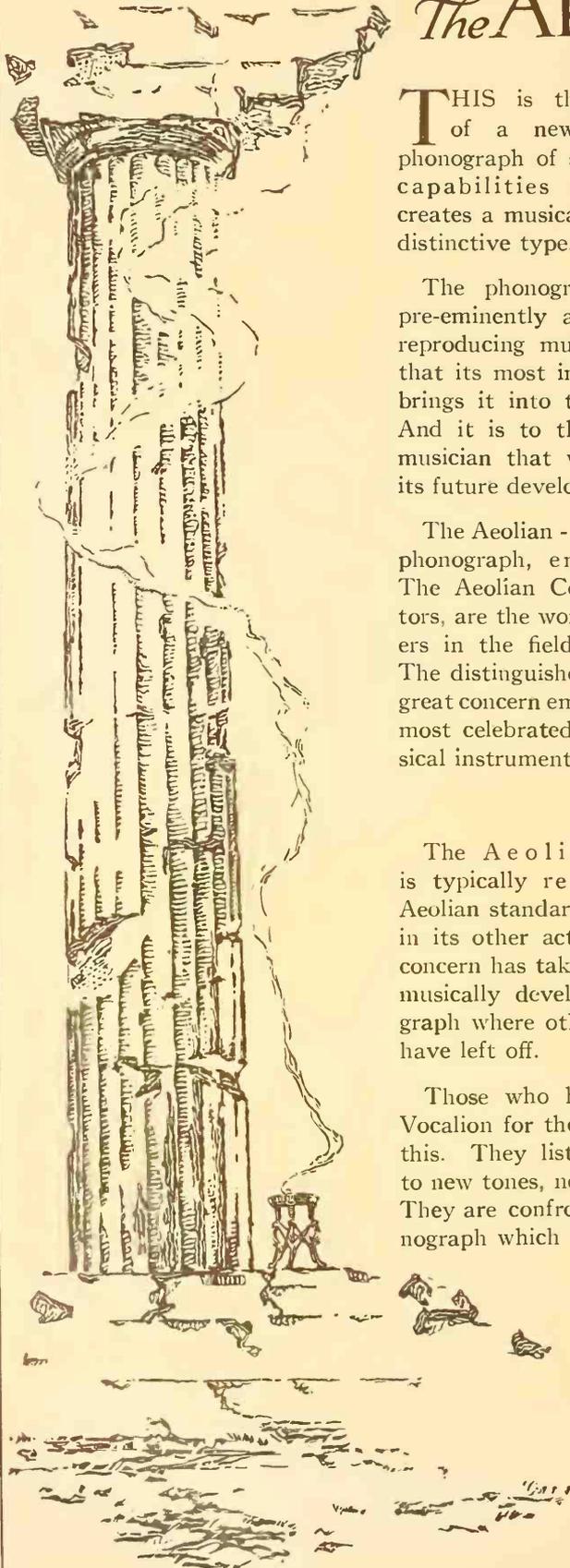
The Symphonetic Horn

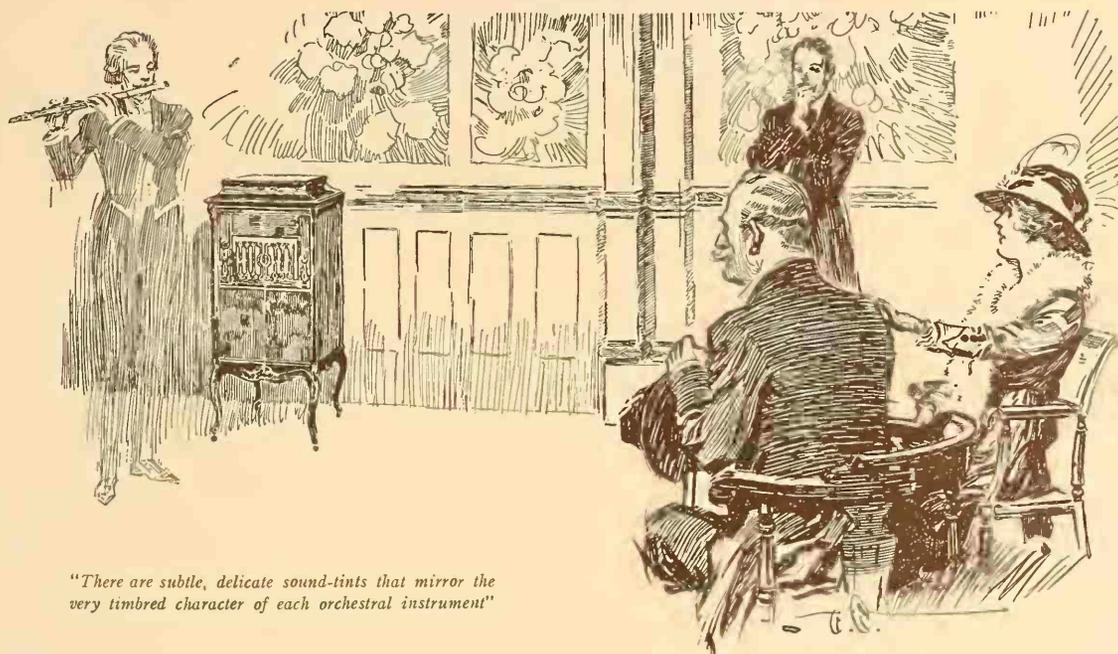
A special composition horn of entirely new design based on the most advanced knowledge of acoustics. Patented and exclusive with the Aeolian-Vocalion and largely responsible for its incomparable beauty and distinctiveness of tone.

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

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

Only from such a personal experience can the real significance of this new and





"There are subtle, delicate sound-tints that mirror the very timbred character of each orchestral instrument!"

epoch-making development of the Phonograph be fully realized.

The Phonograph that calls forth Hidden Beauties from a Record

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

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

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

Now the wistful flutes throat un-

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

But there is yet even a stranger "miracle of sound." Under your simple pressure of the Graduola device—an exclusive feature of the Aeolian-Vocalion—a remarkable effect occurs.

To the exact proportion of your pressure the music softens. You find you are actually shading your music to your mood. You are literally pressing your feeling into it with the spontaneity with which you "hum an air." Notes, phrases, passages, melt at your will

into softened, liquid ecstasies of sound. You are bringing unexpected color, inspiring variety into a record that you thought was "set!"

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

Not one invention—many.

Thus the Symphonetic Horn, whose use is to preserve even the subtlest

character of instrumental tones, is but one characteristic of the Aeolian-Vocalion.

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

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

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

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

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

THE AEOLIAN COMPANY
Aeolian Hall New York

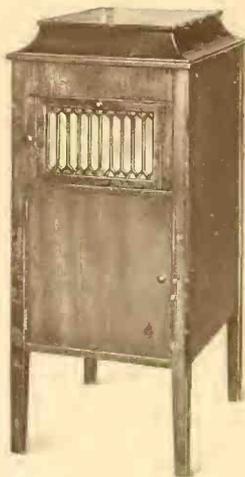
Makers of the world-famous Pianola and the largest manufacturers of musical instruments in the world



Aeolian-Vocalion Style K
Simple elegance in design, coupled with beautiful case-woods and rich depth of finish distinguish all models of this superb instrument

AEOLIAN- VOCALION

MODELS



AEOLIAN-VOCALION
STYLE F
\$75

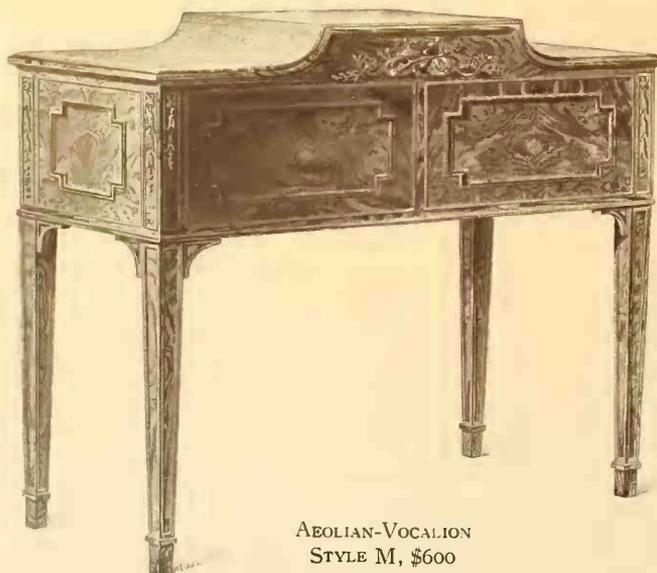
THE Aeolian-Vocalion line comprises the most complete, comprehensive and attractive group of phonographs now in the field. In planning this line, The Aeolian Company had the advantage of a wide experience in *retailing* phonographs. As a result of this experience and this Company's unequalled equipment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



AEOLIAN-VOCALION
STYLE K
\$300

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

THE AEOLIAN CO.



AEOLIAN-VOCALION
STYLE M, \$600



A personally selected list of records which you should have in your home. Kindly mark any you would like to hear, and it will be a pleasure for us to play them for you.

11141	How Do You Feel About It?	25	12251	Home Sweet Home	25
11142	How Do You Feel About It?	25	12252	Home Sweet Home	25
11143	How Do You Feel About It?	25	12253	Home Sweet Home	25
11144	How Do You Feel About It?	25	12254	Home Sweet Home	25
11145	How Do You Feel About It?	25	12255	Home Sweet Home	25
11146	How Do You Feel About It?	25	12256	Home Sweet Home	25
11147	How Do You Feel About It?	25	12257	Home Sweet Home	25
11148	How Do You Feel About It?	25	12258	Home Sweet Home	25
11149	How Do You Feel About It?	25	12259	Home Sweet Home	25
11150	How Do You Feel About It?	25	12260	Home Sweet Home	25
11151	How Do You Feel About It?	25	12261	Home Sweet Home	25
11152	How Do You Feel About It?	25	12262	Home Sweet Home	25
11153	How Do You Feel About It?	25	12263	Home Sweet Home	25
11154	How Do You Feel About It?	25	12264	Home Sweet Home	25
11155	How Do You Feel About It?	25	12265	Home Sweet Home	25
11156	How Do You Feel About It?	25	12266	Home Sweet Home	25
11157	How Do You Feel About It?	25	12267	Home Sweet Home	25
11158	How Do You Feel About It?	25	12268	Home Sweet Home	25
11159	How Do You Feel About It?	25	12269	Home Sweet Home	25
11160	How Do You Feel About It?	25	12270	Home Sweet Home	25





Record Delivery Envelopes | Perfection Record Holders
 Record Stock Envelopes | Long Cabinets
 Catalogue Supplement Envelopes | Needles
 Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

HOW AND WHERE SUGGESTION BECOMES EFFECTIVE.

The Need to Search the Caller's Mind—Salesmen Should Learn All They Can Regarding the Would-Be Customer's Likes and Dislikes—The Value of Suggestion Emphasized—Public Always Most Appreciative of Good Service in Talking Machine Stores.

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

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

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

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

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

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

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

anxious to please and to see that the purchase made is the one that will result to the greatest advantage, you are suggesting something that has a value.

The public appreciates service. It gets none too much of it even at the best stores. Too many people are afraid to step in and look at goods because

PURCHASE BOSTON T. M. CO. ASSETS.

Wonder Talking Machine Co. Takes Over Machinery, Patents, Models and Other Property of Bankrupt Boston Concern—Not Decided as to Location of New Plant.

Hugo S. Radt, secretary of the Wonder Talking Machine Co., New York, returned Thursday from a trip to Boston, Mass., where he closed arrangements by which the company purchases from the receiver in bankruptcy all the assets of the Boston Talking Machine Co., of that city. These assets include valuable machinery, copyrights, models, patents, etc., in addition to about 50,000 records and a large stock of talking machine parts of all descriptions. At the present writing the company has not decided whether it will continue the plant

they doubt the dealer's willingness to supply attentive service to anyone who is not ready to buy.

Salesmanship may be as simple as A B C and as easily learned. If you follow that kind of salesmanship you will get that kind of results and you will work for a salary in proportion. On the other hand, you may recognize the fact that there is more to selling, a greater depth to salesmanship, a science that is beyond the A B C stage just as there are studies in language far beyond the learning of the alphabet. If you want to go on to the top you will set about learning the higher grade of salesmanship instead of stopping satisfied with its A B C.

at Boston, although a decision as to the disposition of the plant will be made in a few days.

As a further indication of the success which the Wonder Talking Machine Co. is achieving, H. B. McNulty, president of the company, announced this week the consummation of a deal whereby the "Wonder" factory and salesrooms will be located in the Fish Building, 113-119 Fourth avenue, New York. More than 35,000 square feet of floor space will be occupied at this address, which is a vast increase over its present facilities, and gives the company sufficient room for its fast growing manufacturing activities. According to present plans the factory will move the end of this month, and the executive offices of the Wonder Talking Machine Co. will be continued at the present address, 102 West Thirty-eighth street, New York, for a short while at least.

The Best Known
 TRADE MARK
 IN THE AMUSEMENT FIELD
 THROUGHOUT THE
 ENTIRE WORLD.



A PATHÉ AGENCY
 IS A
 VALUABLE FRANCHISE!
 Write for Catalogue and
 Dealer's Proposition.

6 Models

\$15 to \$300

Exclusive Jobbers of

**PATHÉ
 PHONOGRAPHS**

No Needles to Change—Plays All Makes of Records—Largest Record Library in the World.
 Mr. Dealer—Are you going to share in the millions of dollars spent this Christmas for Pathé Phonographs and Pathé Records?
XMAS
 Be a live wire! Wire us today at our expense. We will make you a Pathé Dealer tomorrow. Our motto, "Service," always at your command.

The Southern Pathé Phonograph Co.
 SOUTHERN DISTRIBUTORS

WRITE US TODAY

426-28 ELM ST., CINCINNATI

ORGANIZATION COUNTS

THESE MEN HEAD
THE BLACKMAN ORGANIZATION
 Meet them and know them



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



J. NEWCOMB BLACKMAN,
 Pres't & Treas.



JAMES F. ASHBY,
 Ass't Treas.



JOHN SPILLANE,
 Ass't Sect'y.



FRANK ROBERTS,
 Sect'y.

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

"SATISFACTION MEANS BLACKMAN SERVICE"



Blackman
TALKING MACHINE Co.
 97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
 "EXCLUSIVE VICTOR DISTRIBUTORS"



VOICE CULTURE BY RECORDS.

New Method of Instruction to Be Exploited Through Medium of Retail Trade in General—Some of the Features of the Herman Klein Phono Vocal Method.

The practical study of languages through the medium of talking machine records has long been an accomplished fact, and the value of such study is thoroughly appreciated. The latest development in the art of instruction, however, through the medium of talking machine records is set forth in the Herman Klein Phono Vocal Method, which has for some time been put into successful practice by a concern that has developed language teaching.

Under the Herman Klein Phono Vocal Method as put forth by the Music Phone Method, with headquarters at 2 West Forty-fifth street, New York, the student is supplied with ten double disc records, representing twenty lessons in all, and also with a large, carefully edited and detailed book of instruction. The records carry the student from the primary scales to elaborate exercises gradually and in a manner which he can understand. The records are made by accomplished vocalists and the system used is that of Manuel Garcia.

The system has been introduced in the talking machine trade through various dealers with complete success and it is now planned to increase the distribution of the method through the retail talking machine trade in general. It is believed that the exploitation of the course of singing instruction through the medium of records should appeal particularly to that class of dealers who look upon the talking machine as a high-class musical proposition, and number local professional and amateur artists among their patrons and friends.

It has been the experience of those who have featured the course that the student of a certain voice soon shows a particular desire to possess as many records as possible of great singers in that particular voice, and that the handling of the course has proven an asset to the business rather than merely a side line.

IT PAYS TO READ THE WORLD.

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

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

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

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

CRESCENT SALES CO. FORMED.

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

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 10.—To make the Crescent machine and records known in New England, a company has been organized to be known as the Crescent Sales Co. Through its sales man-

ager, Frank R. Witman, this concern will have complete charge of the Crescent wholesale business in New England, and will also maintain a retail salesroom in Providence.

A big advertising campaign is planned, and Manager Witman says he looks for a phenomenal fall trade. He reports inquiries from all over the country as a result of last month's announcement in The Talking Machine World. Mr. Witman was formerly with the C. F. Wing Co., of New Bedford, and is a talking machine man of experience.

INCORPORATIONS IN DELAWARE.

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

CREDITORS TO HOLD MEETING.

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

SMALL SIZE VICTOR CATALOG.

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

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



No. 100 Felt-Lined Filing Cabinet
Excellent construction and finished to match machines.

is our No. 750 style. This is made along Colonial lines and harmonizes handsomely with various Premier styles. Is equipped with simple and accurate index system. Finished in any style wood.

EDISON DEALERS

Will be glad to know that we can now make immediate deliveries on our new style No. 100 Filing Cabinet for use with the **New Edison A.100** Disc Machine. We are also offering our new No. 150 Inner-Rack for use with the **New Edison C.150** Machine.

The first is fastened to the shelf of the machine by four screws and offers a secure and convenient place for records. The felt-lined compartments hold 32 Edison Discs.

Our No. 150 Inner-Rack is placed right in the regular filing space, is securely fastened and offers 32 Felt-Lined Spaces for records.

Both are of highest quality throughout.

Another Handsome Cabinet

That is Especially Suited to

The Premier Machine

No. 750 Salter Cabinet
Felt-lined compartments. Hold 90 records. Also wood rack holding 152 records.

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



There is a big demand for Columbia product in your territory—that's a certainty. We are giving an unequalled line of product, and every dealer doing business under the sign of the "Twin Notes" knows it.



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

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

NEW HEINEMAN CATALOG.

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

Otto Heineman, 45 Broadway, New York, has just issued a new and complete catalog of Heineman motors and other talking machine supplies, which is well worth the careful consideration of all members of the trade for its completeness and numerous distinctive features. This catalog was in course of preparation for some time, Mr. Heineman determining to compile a book which would be of practical information to the trade.

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

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

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

TAKING CARE OF RECORD ORDERS.

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

R. H. Morris, head of the American Talking Machine Co., the well-known Victor distributor at 368 Livingston street, Brooklyn, N. Y., expresses himself as being thoroughly satisfied with the pres-

ent trend of business, although naturally he is somewhat uncertain as to the effect of machine shortage which already is said to exist in some sections of the country.

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

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

The new TRITON No. 2



Guaranteed
For 1 Year

We guarantee you against
legal complications.

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

Retails for \$15

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

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

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

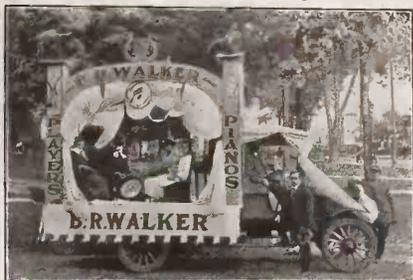
TRITON PHONOGRAPH CO. 41 Union Square NEW YORK

B. R. WALKER'S FINE DISPLAY

At the Annual Fall Festival Given by the Retail Merchants' Board of Trade in Ashtabula.

(Special to The Talking Machine World.)

ASHTABULA, O., November 7.—Among the participants in the annual fall festival recently given by the Retail Merchants' Board of Trade, of this city, was B. R. Walker, who handles the Columbia graphophone and Grafonola and record line, as well as pianos, in this city. He opened his store for the convenience of visitors and had lady attendants in evidence who made it a point to check



B. R. Walker Float in Parade.

everything the visitors wished to leave. He also took part in the parade, having a float, an illustration of which is shown herewith, which scored a second prize. In the picture B. R. Walker stands in front of the machine with his hat off, while his father sits in the truck. Four young ladies hold various musical instruments, while B. R. Walker played a Richmond player-piano during the five miles of the parade. The entire affair was a splendid advertisement for the Walker house.

CONVENIENT FOR POCKET USE.

A machine "stretcher," all ready for mailing, has just been issued by the advertising department of the Columbia Co. for use by Columbia dealers. This stretcher shows in compact form all the types of Columbia Grafonolas in the catalog, accompanied by illustrations and adequate text. Another recent publication issued by the Columbia advertising department is a four-page folder for use by new Columbia representatives in announcing the opening of their new Columbia departments.

R. K. SMITH APPOINTED.

R. K. Smith has been appointed advertising manager of Landay Bros., 563 Fifth avenue, New York, well-known Victor distributors. Mr. Smith will have entire charge of the Landay retail activities, and will also be at the service of the firm's Victor dealers. Mr. Smith is prominent in advertising circles, having been advertising manager of a number of successful and long-established department stores and specialty concerns.

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

BRANCH OFFICES:

- Chicago
160 No. Fifth Ave.
- San Francisco
164 Hansford Bldg.
- Los Angeles
224 Central Bldg.
- Minneapolis
3416 Second Ave., So.
- Detroit
David Whitney Bldg.

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N. Y.

Talking Machine Toys

For Your

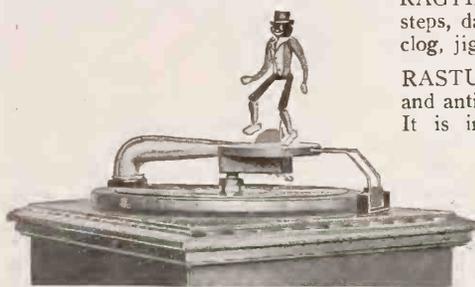
Christmas Trade

Dancing Darkies and Boxing Coons

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

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

The Boxing Darkies scrap like a couple of human beings and with more life than any boxers you ever saw. They'll fight morning, noon and night, and the best ringside seat is only \$1.25.



RAGTIME RASTUS
PATENTED MARCH 16, 1915

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

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

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

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



THE BOXERS
PATENTED MARCH 16, 1915.

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

We offer this novelty for immediate shipment.

These toys in action are great window displays—good sellers—great fun makers, and bring new customers into your store.

Every dealer who has seen these specialties demonstrated has ordered for holiday trade. To the trade RAGTIME RASTUS \$8 doz.—the BOXERS \$10 doz.—COMBINATION RAGTIME RASTUS and BOXERS \$12 doz. F. O. B. Boston 2% ten days, 30 days net.

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

Letter from dealer in Tennessee: "Send enclosed order, Rastus, by express. The last ones sold like wildfire. Kindly quote prices in lots of fifty or more."

From a dealer in Illinois: "Send via American Express enclosed order, Ragtime Rastus. KINDLY RUSH. Best thing we have ever handled."

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

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

Everyone who has seen the BOXING DARKIES is buying.

National Toy Co.
Manufacturer of Toys and Specialties
30 Federal St., BOSTON, MASS., U. S. A.

**Cou-
pon**

National Toy Co.
30 Federal Street
BOSTON, MASS.

Enclosed is \$1.00 (check, bill, money order or stamps). Send one Combination Ragtime Rastus and Boxing Darkies, prepaid and subject to return in 10 days and money refunded.

Name.....
Address.....



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



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

Columbia Graphophone Company
Woolworth Building, New York

BAMBERGER DEPARTMENT MEETING WITH SUCCESS.

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

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



Talking Machine Department of L. Bamberger & Co., Newark, N. J.

machine field, who will occupy the post of assistant buyer.

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

BEST SELLING TYPES OF MACHINES

Are Those Which Retail from \$50 to \$100 the Staples of the Graphophone Line, Declares H. C. Grove, of Washington, D. C.—Wane of Dance Craze Shown in Record Demand.

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 8.—"What type of machine is likely to be accounted the 'best seller' in the trade? The question was put to H. C. Grove, manager for the Columbia Graphophone Co. at Washington, because Mr. Grove, a veteran in the business, has the reputation of being an exceptionally shrewd observer of general conditions in the trade. And, indeed, Manager Grove ought to be able to take the pulse of the buyers of sound-reproducing instruments pretty accurately, for he is at once the head of a large retail store and a distributor supplying more than a dozen outlets in the District of Columbia and part of Maryland.

"My judgment," said Mr. Grove, "is that the machines retailing at prices from \$50 to \$100 each must be accounted the staples of the graphophone field. This is no hasty conclusion. Not only this past year but likewise the year before these models were the ones that found most ready sale, and I believe that this status is permanent. Whatever changes time may bring in models, I think that we will find in the majority among our customers all the while the men and women who are perfectly willing to pay as much as \$50 for an instrument that suits them, but hesitate about laying out more than \$100, even if the sale be on the installment plan."

The outstanding feature of the record market, according to Mr. Grove, is that the dance craze is waning. Not that there is not a good market and doubtless always will be for dance music, but the extreme enthusiasm of the past couple of years seems to have lapsed. "People are getting back," commented the Columbia executive, "their appetite for the good old-fashioned ballads and the other stand-bys of the trade, which is, after all, the most satisfactory and dependable class of business. It may be a little early to predict just how much the agitation for grand opera in English is going to do for the record trade, but I do know that a tremendous and instantaneous success has been made in my territory by the Columbia Co.'s new popular-price double-sided record of the sextet from 'Lucia' and the quartet from 'Rigoletto.'"

The Griswold, Richmond Clock Co. has purchased the talking machine business of John J. Cone, Jr., 51 Main street, Meriden, Conn.

Fulton, Bowman & Son, Allentown, Pa., have secured the local agency for the Edison diamond disc phonograph.

THORPE ELECTRIC MOTORS

For Talking Machines

The Latest Wonder of the Industry

Simple, Compact and Fool-Proof

Occupies Less Space Than a Double Spring Motor

Powerful, Smooth Running and Noiseless

Prices Compare With Those of Good Worm Gear Motors

(Quantity Prices Particularly Attractive)

WALTER THORPE

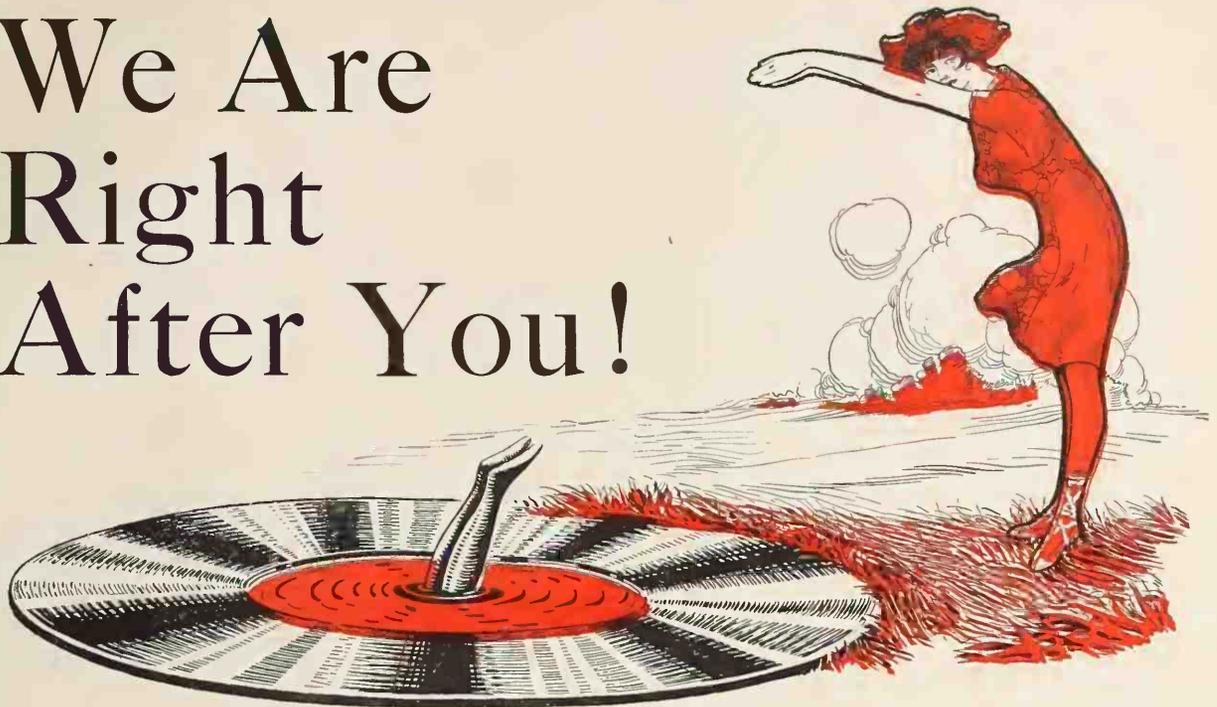
29 West 34th Street

NEW YORK

HEINEMAN MOTORS

"The Motor of Quality"

We Are Right After You!



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

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

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

Koerber-Brenner Company



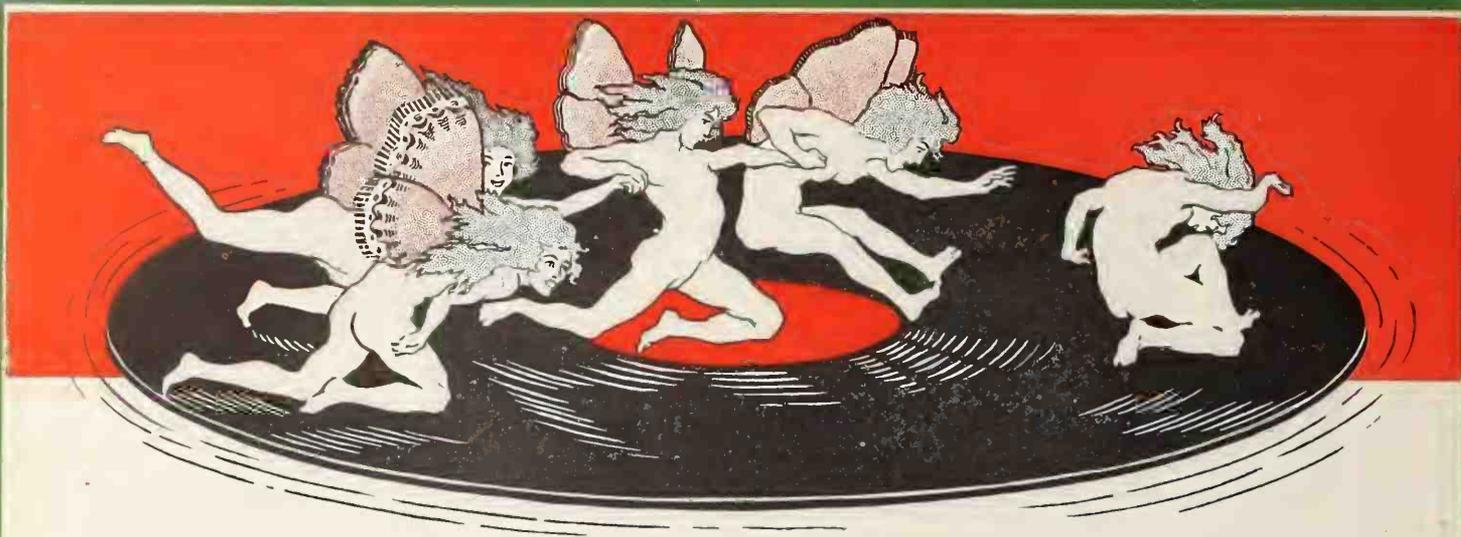
Harry G. Koerber
President & Treasurer

Victor Distributors

Saint Louis



Edwin C. Rauth
Vice-President & Secretary



Quick Action!

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

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

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

Koerber-Brenner Company



Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

THE FOUR ESSENTIAL FACTORS IN SALES SUCCESS

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

Discussing the four factors in sales success—the store, the salesman, the window and the follow-up—Hayward Cleveland, the well-known manager of New York, takes up the matter of salesmanship in a recent issue of the Columbia Record and expresses himself as follows:

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

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

Personality.

Look for a salesman's personality as shown in his address, speech, apparel, cleanliness, politeness. Your salesman must be fair—fair to the customer, seeing that he receives good value; fair to the house, guarding against profitless deals and unwise risks; fair to competition, praising where he can, never condemning.

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

Machine Selling.

The prospective customer should be met in the fore part of the store, greeted cordially and courteously questioned as to his wishes. Sometimes a machine catalog is asked for and the inquiry seems to be most casual. Here is where the wide-awake salesman gets busy. He should grasp the slightest clue—make an opening by asking questions—persuade the inquirer to listen to a demonstration. Good judgment should be shown in making this demonstration. The salesman should not only give but get exclusive attention. He should isolate his customer and get him as far from the door as circumstances will permit.

Having ascertained the customer's preference as to type and price of machine, he should proceed to demonstrate that machine and the one next highest in price, with a record that will appeal to the customer's musical tastes. The first record often decides the issue. A machine demonstration should not be too long—by stopping a record half way at the moment of expressed appreciation, a winning attack can frequently be made. He should awaken interest and appetite—an appetite to be satisfied after the machine is sold and in the customer's home. There comes the moment of hesitancy, the psychological moment when it is time to strike for a sale. This is where the good salesman wins.

If accompanied, the customer should not be given too much opportunity to discuss the merits of the goods in the salesman's absence. He should be present when any discussion is going on.

Failing an immediate sale, a home trial should be sought, and failing this, the name and address taken with the thought of a "follow-up."

One thing the salesman should do after failure to make a sale—go over the ground carefully and try to discover the point at which he blundered or failed to take full advantage. A little introspection along these lines will repay him.

The Selling of Records.

This is an art in itself. One that will repay profound study. A record salesman of a studious turn of mind should therefore be chosen, and all other things being equal, one with some musical training. Your record salesman should know the record catalog, the songs, the singers and the stories of the play and operas. He should know the merits and defects of the opposition product. His powers of suggestion should be persistently cultivated. If unable to satisfy with a suggested substitute, he should take order for, and see delivered, the record that is out of stock. Warn your

salesman against the perfunctory playing, and collecting for, the one record the customer asks to hear! The office boy can do that! Best selling can best be conducted in surroundings suggestive of music and that will stimulate record buying. Busts, photos of singers, record bulletins, catalogs and supplements, in the booths, will all help.

Let the idea of selling prevail throughout the entire establishment from manager to office boy. The bookkeeper as he is making entries; the cashier when making change; the stock clerk with his complete stock in good order; the shipping clerk in making deliveries; the repairman on his rounds and the office boy even; in their several capacities, should have keen eyes for selling opportunities—chances for sales of machines or records, or making exchange sales. Then let every letter, every package, convey a selling message in some form and you will have a selling organization that will simply command success.

TO MAKE COMBINATION INSTRUMENT.

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

MANUFACTURERS CAN FIX PRICE.

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

The United States Circuit Court of Appeals decided November 10, that nothing in the Sherman law or the Clayton act prevents a manufacturer from refusing to sell a retailer who reduces prices of the goods.

The decision was on a suit by the Great Atlantic and Pacific Tea Co. to compel the Cream of Wheat Co. to sell its product to it and to enjoin the defendant from requesting the trade not to sell the product to the plaintiff.

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

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

INCORPORATED.

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

The Lynn Phonograph Co., Hackensack, N. J., has been incorporated with capital stock of \$125,000.

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

Your Profit on a Record is 25c. up to \$3.45 Each

Locating this Record Is Finding Money

The Ogden Filing System is Guaranteed to be the Best and sold by

YOUR JOBBER

VICTOR JOBBERS.

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

EDISON JOBBERS.

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



No. 5.
Capacity,
1,500 Records.
Models:
Nos. 1 and 3.....\$50.50
No. 6..... 29.50
Four of these units hold 6,000 Records.
High Grade Cabinet Work.
Glass Doors and Locks.
Matches your fixtures.
Adds dignity to your business.

J. B. OGDEN Lynchburg, Va.

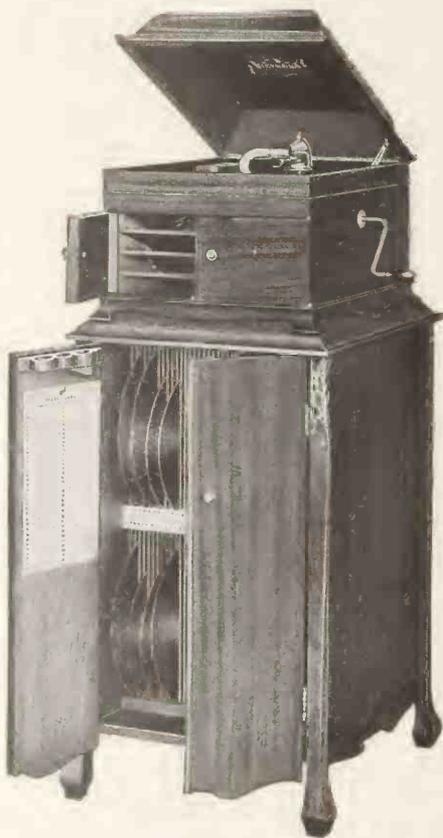
Place order to-day with your jobber for immediate shipment for as many sections as your stock requires. Each section holds 300 Victor, Columbia or Pathé, 130 Edison Records. Manufactured by

ORIGINATORS
OF THE
FELT-LINED
CABINET

VICTOR AND COLUMBIA

ORIGINATORS
OF THE
FELT-LINED
CABINET

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



No. 19 Felt-Lined Salter Cabinet.

Built-up top to form a unit with new Victrola IX. Holds 92 records. Made in any finish of wood to match machines.

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

VICTOR AND COLUMBIA

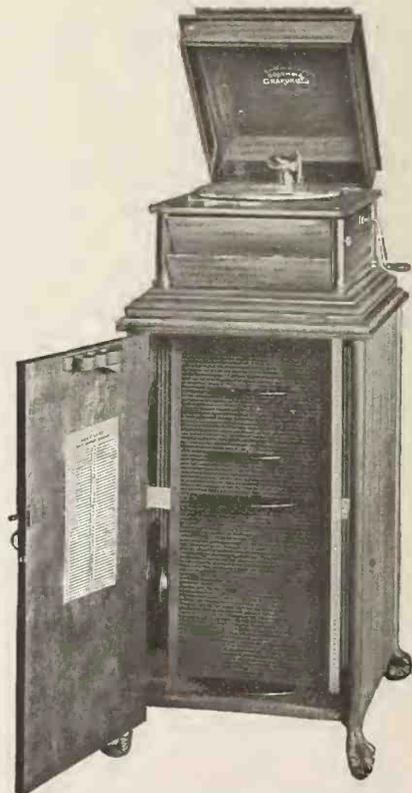
dealers are now making it a point to have a big stock of Salter goods on their floor.

The wise dealer knows that Salter Cabinets are always a good investment

and that as an aid to sales nothing can be better.

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

Catalogs for all lines.



No. 112 Felt-Lined Salter Cabinet.

Matches Columbia "Favorite" perfectly. Compartments hold 100 records. Finished in all woods.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

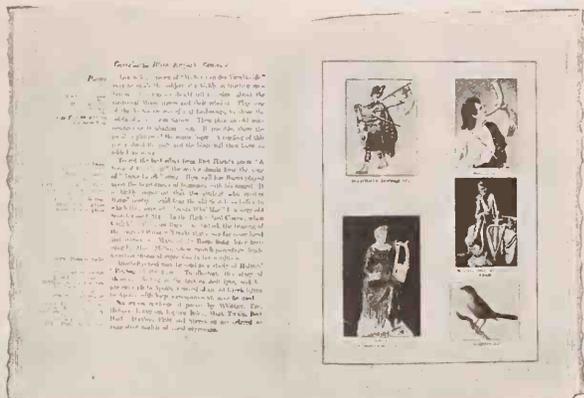
337-39 N. Oakley Blvd.

CHICAGO

PRASE "A NEW CORRELATION."

Victor Dealers Using Second Edition of Educational Booklet to Excellent Advantage in Developing Their General Business.

The educational department of the Victor Talking Machine Co., which is under the direction of



Pages of "A New Correlation."

Mrs. Frances Elliott Clark, is receiving letters of commendation from Victor dealers in all parts of the country relative to its issuance of the new edition of its artistic booklet, "A New Correlation." As announced in last month's issue of The World, the new edition of this booklet was prepared in response to urgent demands from Victor representatives, who recognized in this publication a vital force in the development of Victor educational business.

From cover to cover "A New Correlation" contains material of exceptional import to educational authorities, and Victor dealers who have given the book careful consideration are enthusiastic in their praise of its practical value. The reproduction herewith of two of the pages from "A New Correlation" gives a fair idea of the artistic manner which characterizes the compilation of the book.

NEW SALTER CO. SPECIALTIES.

Handy Record Filing Cabinet for Edison X100 Machine Just Introduced.

(Special to The Talking Machine World.)
CHICAGO, ILL., November 9.—The Salter Manufacturing Co. is bringing out this month two new ideas which should be of especial interest to dealers in the Edison line of machines. John F. Mortensen, president of the Salter Manufacturing Co., has designed a filing cabinet for use with the new Edison A 100 disc machine. This consists of a simple drawer cabinet which is fastened securely to the shelf of the machine. The cabinet offers thirty-two felt-lined compartments for use in filing Edison discs. An indexing system is also provided.

The other Edison device which the Salter Co. is bringing out, and which is illustrated elsewhere, is the Salter No. 150 Inner-Rack, which is designed for use with the new Edison C 150 machine. This device is simply slipped within the regular filing space, where it is securely fastened by the use of four screws. It also offers thirty-two felt-lined spaces for Edison discs. Both of these devices have met with the instant approval of Edison distributors and dealers in all parts of the country, and the Salter Co. is already receiving a very extensive call for these goods.

INCORPORATED.

The Uncle Sam Talking Machine Co., New York, has been incorporated with capital stock of \$5,000 by Abraham Brown and Sarah and Solomon Bernstein.

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

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

"TALKER" SALESMAN IN EMBRYO.

Youngster in Baltimore Whose Amazing Precocity Should Arouse Interest of Talking Machine Managers Throughout Country.

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

"A few days ago I saw a small boy of three who seemed to be possessed of a very exceptional or singular talent or power. The father of the child is English and would easily measure up to the standard of the smart, up-to-date business man. The mother is American, possesses a considerable amount of social culture, is vivacious in temperament and possesses the gifts of wit and repartee.

"The child in question is perfectly healthy and has been healthy since his birth. Apart from the curious power or ability about to be described, he is seemingly not otherwise precocious or abnormal. He exhibits nothing else in the present stage of his physical or mental development that would mark him off or distinguish him from the average child, except perhaps that music has strong attraction for him.

"The curious power that made him an object of lively interest to me, and several others, is:

"He has not learned letters. Indeed he cannot even articulate, or pronounce words distinctly or correctly, pronouncing trisyllabic words as most children are wont to do when emerging from infancy. Yet, by some strange power or ability that will doubtless seem to some incredible, he can take a collection of Edison's phonograph records and read off, or give out, the names of them in rapid succession. He can make known the names as rapidly as a grownup person could, the only difference being that he often mispronounces the consonant sounds in words that contain more than two syllables; having a pronounced tendency to give the sibilant letters a lisp sound.

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

"Indeed, I saw him do something still more remarkable: I and a friend, who stood at the rear of him while he was manipulating the phonograph on the floor, took out one of a collection of records, noted the inscribed title, and he, without looking at it, told us its name before he put it on the revolving disc. Of a collection of thirty-two records that his mother held in her lap he gave us the names, as rapidly and correctly and without a single miss as any grownup person could do, excepting that he mispronounced the larger words, such as 'Mississippi,' as would be natural in undeveloped articulating powers. A few minutes before he accomplished the same feat with a dozen records.

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

"The youngster has been developing this curious ability for the past six months. He may be coaxed but he cannot be bullied into exercising this singular faculty. He has a determined will of his own and when the mood or impulse catches him he will refuse point blank, father, mother and everybody else, to exercise his gift for the entertainment of others. A few moments after, all his opposition has vanished, and he will do as requested, allured by some pretty present. He seems to possess the same power in regard to reading off the names of sheet music.

"The accuracy and correctness of the facts set forth above are attested and vouched for by a number of competent witnesses, who have observed the boy's efforts.

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

HONOR FOR DR. HUTCHINSON.

Dr. Miller Reese Hutchison, chief engineer of the recording department of Thos. A. Edison, Inc., Orange, N. J., was appointed this week to membership on the Naval Advisory Board. Mr. Edison is chairman of this board.

New Construction Methods Make The ARIONOLA



The Greatest of All Low Priced Phonographs

Dealers who handle the Arionola are doing a tremendous business. The public recognizes the superior qualities of the Arionola.

TONE—Reproduction of tone is unequalled due to the wooden sounding-board principle employed. It comes forth clear and un-muffled.

MOTOR—is strong and noiseless. It is capable of playing two 12-inch records without rewinding.

APPEARANCE—The dark mahogany finish—not stained oak—lends an air of quality and refinement to any room.

PRICE—It is the supreme musical instrument at the moderate price of \$15—giving perfect music within the reach of all.

A sample machine will be sent to responsible dealers. Write for full information.

ARION MANUFACTURING CO.

250 Devonshire Street

BOSTON, MASS.

To every talking machine United

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

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

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



Columbia Graph

Woolworth Buil

Machine dealer in the States

THE SATURDAY EVENING POST

November 12, 1915

THE SATURDAY EVENING POST

A Columbia Grafonola this Christmas!

Yes—but see your dealer early!

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

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



Illustrated Catalogue of all Columbia Grafonolas, with complete specifications, can be secured from any Columbia Dealer, and from us by mail. Columbia Double-Disc Records are new and very different from the old 10-inch records. Ask the dealer for the beautiful new November Song catalogue of Columbia Records. Columbia Graphophone Company, Inc. 485 Madison Building, New York.

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

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

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

We urge you to see your dealer early.



All the music of all the world and most of the fun of it too!



ophone Company
ing, New York



HOW THE CLEVER SALESMAN RINGS IN NEW BUSINESS.

Of Interest to Know How the House of John Jones, Inc., Wins Greater Patronage Through the Medium of the Marriage License Column in the Blanktown Gazette—Something New in Trade Stimulants—Well Within the Reach of Every Live Dealer.

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

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

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

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

"Yep! Just thought of something new. In fact, it came to me at breakfast and it seemed so good that I left my second cup of coffee untouched to tell you about it."

"Hum! I appreciate your sacrifice upon the altar of business, son; suppose you end the suspense right now."

The star salesman pulls a Gazette from the side pocket of his coat and, opening it to page four, lays it outspread upon the desk. "See that column, boss?"

"Why, yes; it seems to have to do with marriage licenses. What's the joke?"

"The joke is on us for not thinking of this be-

fore. That column"—tapping the Gazette with his index finger—"contains the names of thirty-five happy couples who are by this time safely launched upon the bright blue sea of matrimony. As this column appears daily with approximately the same number of names, it means that 490 people every week, 2,100 people every month and 25,550 people every year are getting hitched in double harness for the long drive along life's highway. Now, boss, that's some matrimony for a burg the size of Blanktown, and every one of these newlyweds should be invited down to the acoustically perfect auditorium of the Elite Talker Shop and made to understand that a talking machine is the only real musical instrument that will render an obligato to love's young dream, etc.; you know what I mean. It is only natural that, for a time at least, during the first calm stages of the matrimonial journey a musical accompaniment is not only a great addition, but a necessity. In other words, every newly married couple should have a talker, and as we are the firm who can give them what they want when they want it I suggest that beginning with the present moment we use the shears upon every edition of the Gazette, filing the marriage license column as a list of prospective customers.

"I also think it would be a good stunt, boss, to write a personal note in a cordial vein, explaining in concise terms how great an instrument the talking machine is, why it is particularly adapted to their newly acquired position in life and ending by extending to them a cordial invitation to be present at a concert upon a certain date. The matter of the date is an important item, because if you simply issue the invitation in a general way, without setting a definite time, the chances of an acceptance will be reduced to a minimum. It is the date that is marked off in the diary rather than

the event itself that will impress the recipient.

"Every married couple get a certain percentage of their wedding gifts in the form of the coin of the realm, and I feel that it is our duty to make a fair exchange with them to our mutual advantage. I don't know whether or not you realize it, but under the existing conditions most of that aforesaid coin goes into milady's silk stocking as a nucleus for a piano fund. When we can show her that a talking machine has a piano beaten forty ways at a small fraction of the cost, if she is a sensible person—and she is or she wouldn't have married—she will lose no time in acquiring an 'ola of whatever design and price best suits her taste and pocketbook."

John Jones is much pleased with this latest idea of his star salesman—so much so that he congratulates him in a fatherly manner and, as is usually the case at the conclusion of such an interview, invites him to "go to it."

Filled with the satisfaction that a good deed well done brings to one, the young fellow quietly effaces himself from the office with "private" on the door and saunters over to the daintily appointed desk where pretty Miss Keys, the stenographer, reigns supreme. He lays the marriage license column before her and, briefly explaining the situation, asks her to take this circular letter:

"Dear Friends—Now that the wedding bells have ceased their joyful pealing, the honeymoon over and you cozily ensconced in your new home, we are wondering whether you are receiving the right sort of musical entertainment. In other words, have you a talking machine to help while away the hours that somehow grow heavy without the greatest of all enjoyments in the home—good music?"

"If you are not conversant with all that a talking machine will bring you in the way of pleasure we hope you will do us the honor to call upon us at 23 Broad street on Thursday evening, October 21, 1915, at 8 o'clock, at which time we shall not only explain to you the details of this marvelous instrument, but, in addition, play for your edification records by the world's greatest artists in

WE'VE BROKEN A RECORD!

80,000 TALKING MACHINES SOLD IN 4 MONTHS • WHY?

BECAUSE The "Wonder" Talking Machine has "*Made Good*" as a substantial popular priced phonograph.

BECAUSE The price, \$5.00 to \$20.00, appeals to an unlimited number of new customers.

BECAUSE The Tone, Workmanship and Finish meet every requirement of phonograph satisfaction.

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



TELEPHONE, GREELEY 6770.

THE WONDER TALKING MACHINE CO.,

102-104 West 38th Street, NEW YORK

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

"Wishing you every happiness through life and hoping to see you on the evening of the 21st, we are, cordially yours,
JOHN JONES, INC.,
"The Elite Talker Shop, 23 Broad St., Blantown, N. Y."

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

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

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

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

"How about me?"

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

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

* * * *

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

HOWARD TAYLOR MIDDLETON.

ENJOYABLE COLUMBIA REUNION.

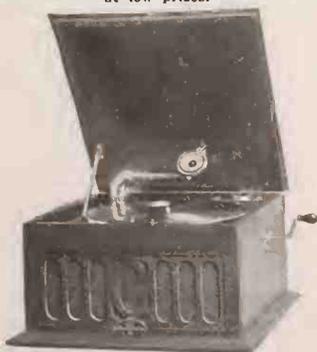
Annual Dinner and Dance of the Employees of the Columbia Co. Took Place Friday Night.

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

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

HIGH CLASS PHONOGRAPHS

at low prices.



Model C. Grandola, net price, \$16.00
Fumed quartered oak, or fine mahogany finish.
Other styles at \$6 and \$9. Send check for sample and become a customer.

GRANDOLA PHONOGRAPH CO.

1260 Broadway

New York

"TALKER" AIDS VIOLIN STUDENTS.

Those Students Located in Smaller Communities Where Facilities for Hearing Good Violinists Are Limited Will Find Talking Machine a Great Boon, Says Writer.

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

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

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

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

This the student tries to imitate with some success.

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

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

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

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

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

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

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

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

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

When I began the study of the violin I was unable to employ a teacher steadily.

I used the phonograph with good success, and I would advise students so situated to try the phonograph, as I am sure they will receive much benefit from it.

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

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

SECURE ST. LOUIS TERRITORY.

(Special to *The Talking Machine World*.)

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

OPEN OFFICE IN CHICAGO.

(Special to *The Talking Machine World*.)

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

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



The Cabinet that
has Proven a Success

The Wagon Cabinet

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

Particularly Suitable for Schools.

Your Stock is Not Complete Without It.

Order a Sample Today and You Will Duplicate Many Times.

Get Our Catalog for the Asking.

Yours for "The Very Best,"

Schloss Brothers

637-645 West 55th St., New York

Phone, Columbus 7947

OPENS EXCLUSIVE VICTOR STORE.

The Wallace Co. Which Recently Opened an Establishment in Schenectady, N. Y., in Which the Victor Line Is Featured Is Building Up an Excellent Business in That Locality—Establishment Neatly Furnished.

(Special to The Talking Machine World.)

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

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

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

UNION

ATTACHMENTS

FOR

Victor, Edison, Columbia and Pathé Machines

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

- Our New Union No. 1 just out, and the best ever, plays Victor and Columbia Records on Edison Phonograph.
- Union No. 2 Attachment plays Edison or Pathé Records on Victor Talking Machine.
- Union No. 3 Attachment plays Edison or Pathé Records on Columbia Grafonola.
- Union No. 4 Attachment plays Victor and Columbia Records on Pathé Talking Machine.

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

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

TO MANUFACTURE "TALKERS."

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

inventor of Sturgis, Mich., was a recent visitor to New York.

The Washington Talking Machine Co., of Philadelphia, Pa., has been incorporated under the laws of Pennsylvania by Edgar Wise, Charles V. Winder and Abraham L. Ashler.

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

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

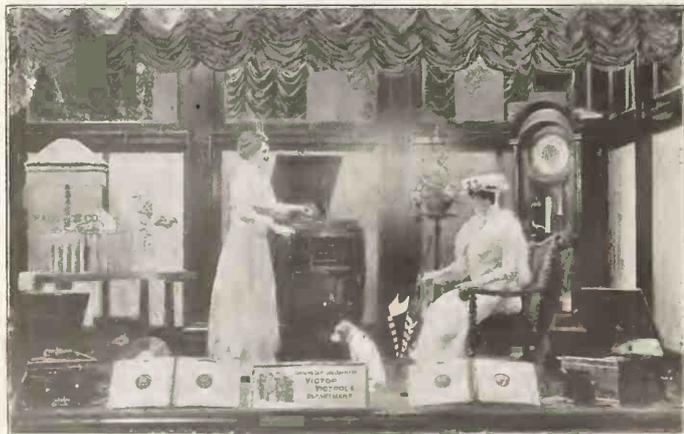
REMOVED.

The branch store of the A. C. Huff Music House in Slatings, Pa., has been moved to the La Bar Building, 632 Main street. The store handles pianos, players and talking machines.

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

L. C. Wiswell, of Lyon & Healy, Chicago, Ill., passed through New York last week on his way to visit the factory of the Victor Talking Machine Co. at Camden, N. J.

E. C. Howard, the well-known talking machine



Victor Window Display of the Wallace Co.

success of the Wallace Co.'s Victor department. The Wallace Co. has also installed a Victor department in its store at Pittsfield, Mass.

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

THE KEY
TO SUCCESSFUL TALKING MACHINE CONSTRUCTION

MICA DIAPHRAMS

USED IN THE BEST MACHINES

WASTED
Cabinet—Motor—Advertising—all the excellent things you put into your machine
UNLESS
a Good Diaphragm be among them.
Mecatone is the Best.

MEIROWSKY BROS.
108 Broadway Jersey City



PERFECTONE
TALKING MACHINE

16 x 17 x 12

EQUALS IN TONE ANY HIGH PRICED MACHINE

Fine mahogany piano finish, heavy non-vibrant spring motor playing two 10 in. records with one winding, 10 in. turntable, all metal parts nicked, highly polished, speed and brake control, weight 12 lbs. Prompt delivery on all orders. Absolutely the best value on the market—perfect in every detail, a really high grade instrument at a moderate price. Other styles up to \$150.00. Correspondence desired with reliable representatives.

\$13⁵⁰
F.O.B. MILWAUKEE
LESS 10%
10 DAYS

MILWAUKEE TALKING MACHINE MANUFACTURING CO.
416-418 FOURTH ST. Office and Factory MILWAUKEE, WIS.

Statement of the ownership, management, etc., required by the Act of August 24, 1912, of The Talking Machine World, published Monthly at New York, for October 1, 1915.

Name of— Post-Office Address
Editor, EDWARD LYMAN BILL... 373 4th Ave., N. Y.
Managing Editor, J. B. SPILLANE... 373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE... 373 Fourth Ave., N. Y.
Publisher, EDWARD LYMAN BILL... 373 Fourth Ave., N. Y.
Owner, EDWARD LYMAN BILL... 373 Fourth Ave., N. Y.
Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: NONE.

AUGUST J. TIMPE, Business Mgr.
Sworn to and subscribed before me this 30th day of [SEAL] September, 1915.
Eugene R. Falck, Notary Public 1053
(My commission expires March 30, 1916.)

THE MANUFACTURE OF RECORDS.

The Differences in the Systems of Manufacturing Talking Machine Records in Vogue Interestingly Defined—An Interesting Process That Always Arouses Inquiry.

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

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

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

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

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

MEN.

A large musical instrument firm, conducting branches in various parts of the United States, are in need of some experienced and successful talking machine salesmen and managers; these positions open excellent opportunities to the right men; write, giving length of experience and capacity in which employed. Address "Box 50," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED.

Experienced talking machine man (VICTOR) to manage large business; one who knows something about pianos and with department store experience preferred; only high-class man wanted; give full particulars first letter. Address "N. O. 2," care The Talking Machine World, 220 So. State St., Chicago, Ill.

POSITION WANTED—"I Can Handle Your Talking Machine Department." Young man, twenty-seven years of age, seven years' experience in the talking machine business with one of the largest concerns, knows and has held positions all the way up to and including manager. Am now employed and desirous of making change for better position and possibilities. Knows wholesale line as well. First class appearance and personality and capable of handling the best trade. Address "Box 51," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE.

5,000 new 10-in. disc records, 10c. each for the entire lot. Deninger Cycle Co., Rochester, N. Y.

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

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

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

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

FROM HERE AND THERE.

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

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

E. M. Warfield, a jeweler of Findlay, O., has built a large addition to his store for the display of Edison phonographs.

The Piano Exchange, 924 Grand River avenue, Detroit, Mich., has taken the Pathephone agency.

At the opening of the new quarters of the Dayton, O., branch of the Aeolia Co., an eighty-eight-note music roll or a Columbia double-disc record was presented to every owner of a player-piano or talking machine who visited the store.

The Laverty Music Co., of Gadston, Ala., is scoring quite a success of the talking machine department of its business.

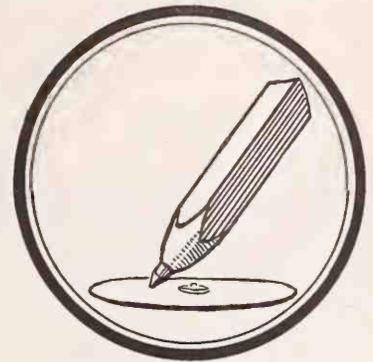
P. T. Legare, Ltd., advises us that all the Columbia models will be handled in the firm's Montreal branch and in the city of Quebec at its retail store, 312 St. Joseph street.

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

HARPVOLA

Manufactured by the

J. H. Collins Talking Machine Co.
Harrisburg, Penna.



Retails for \$1⁰⁰

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

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

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

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

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

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

Sonora Phonograph Corporation

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

GEO. E. BRIGHTSON, President,

57 Reade Street - NEW YORK

FORMAL OPENING OF THE PATHE-PATHEPHONE SHOP.

New Establishment Located Between Forty-First and Forty-second Streets, New York, Promises to Be One of the Most Attractive Phonograph Salons in the Metropolis.

The Pathé Pathephone Shop, 487 Fifth avenue, New York, owned by the French-American Phonograph Distributors, Inc., was formally opened late last month. This store, which is located between Forty-first and Forty-second streets, facing the

the Edison Shop and other well-known retail houses admirably equips him for his new post, and he has already evidenced his signal executive and sales ability in many directions.

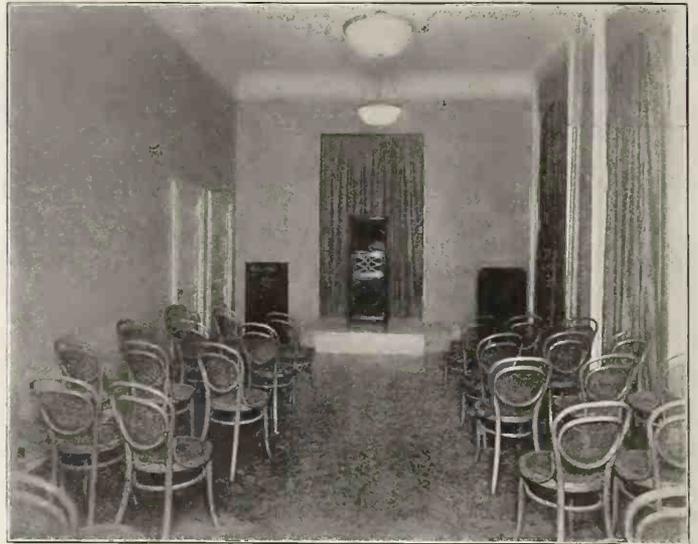
Mr. McCormick has associated with him a com-

and convenience were the prime considerations in planning the new Pathé Shop, and visitors to the warerooms have commented on its home-like and cheerful atmosphere.

The main section of the store is beautifully decorated with hand-painted festoons which harmonize pleasingly with the general color scheme, a delicate blending of green and gray. The four sound-proof demonstration booths are finished in white



Partial View of the Attractive Reception Room.



Partial View of the Recital Hall.

New York Public Library, will handle the products of the Pathé Frères Phonograph Co. exclusively, and all indications point to a splendid fall and holiday trade.

L. S. McCormick, one of the best known members of the talking machine trade, has resigned his position with the Pathé Frères Co. and has been appointed general manager and a director of the French-American Phonograph Distributors, Inc. Mr. McCormick's lengthy retail experience with

petent sales staff, including G. F. Baldelli, R. J. Norris and F. Reynard. All of these salesmen are enthusiastic admirers of Pathephones and Pathé discs and are particularly well acquainted with the Pathé record repertoire, comprising some 96,000 records.

The new Pathé Shop presents a very attractive and artistic appearance, although a considerable portion of its furnishings and decorations, including imported rugs, have not yet arrived. Comfort

enamel, the furnishings being calculated to make the visitor feel comfortable and at ease.

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

RUNNING FACTORY 24 HOURS A DAY.

In order to keep pace with the tremendous orders it is receiving from all parts of the world, the Columbia Graphophone Co. has arranged to run its factory twenty-four hours a day. Notwithstanding these unusual working hours, the company is far behind on its orders, particularly machines, although every effort is being made to supply Columbia dealers with sufficient product to enable them to close all possible sales. Sales Manager

Bradt and his staff of assistants are extending valuable co-operation to the Columbia trade in many respects and are leaving no stone unturned to make the next months a banner period for Columbia representatives.

PHONOGRAPHS IN SOUTH AFRICA.

Phonographs valued at \$128,816 were imported into Southern Rhodesia, British South Africa, during 1914. This represents a very large increase

over 1913 imports, when the total was only \$26,367. The United States secured practically none of the 1914 trade, however, the imports from this country totaling only \$642, even showing a loss from 1913. The great majority of the phonographs for this district are received from manufacturers in Great Britain.

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

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

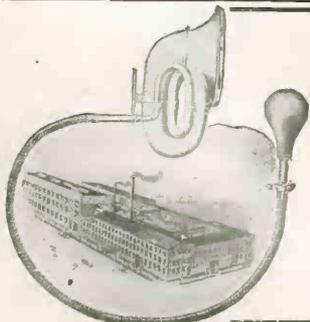
Victor, Columbia, Edison & Pathé Discs

Can all be played with the
"PERMANENT LEXTON ATTACHMENT"

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

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

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



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

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



This Star on a
**Phonograph
MOTOR**

means

"Made in the
U. S. A."

by an organisation peculiarly
fitted to make good motors

THE EMERSON PIANO HOUSE SPECIAL.

Prominent Victor Dealers in Decatur, Ill., Act as Hosts to Three Carloads of Music Lovers on Trip to McCormack Concert in Springfield—An Unusual Exhibition of Progressiveness Which Should Bear Gratifying Results.

(Special to The Review.)

DECATUR, ILL., November 5.—On several occasions in the past The World has been privileged to



The Emerson Piano House McCormack Special.

chronicle some special piece of progressiveness on the part of the Emerson Piano House, 322 North Main street, this city, which is one of the too few concerns who are appreciative of the full musical possibilities of Victorolas and records. The energy of the house in the conduct of its business is indicated by its work in connection with the recent concert of John McCormack, the celebrated Irish tenor and Victor artist, in Springfield, Ill. The Emerson Piano House secured 200 of the best seats in the State Arsenal for the McCormack concert, and sold 153 of them at \$2 and \$2.50, according to location, the price also including carfare on the Emerson Piano House Special.

The three-car special left the I. T. S. station in Decatur at 6.15 p. m., and soon after starting the entire staff of employes, each wearing an Emerson badge, began serving a light lunch, consisting of sandwiches, fruit and coffee. Music was furnished en route both ways by an Angelus player-piano in the first car and a Victor in each of the trailers. McCormack's records and band pieces were played on the Victrola. Just before the cars entered Springfield each passenger was presented with a handsome program of the concert, bearing a portrait of McCormack and presented with the com-

pliments of the Emerson Piano House. Arrangements were made with the traction people to run the cars directly to the Arsenal and return for the party after the concert, thus saving a walk of nearly a mile to the regular station.

On the return trip ice cream, cake and coffee was served and the time was passed with music and cards. As the train reached Decatur each passenger was presented with a souvenir postal card bearing a photograph of the entire train, which proved a most agreeable surprise. The af-

fair was looked upon as a gala event by those privileged to be the guests of the Emerson Piano House, and the company received unbounded praise both from the members of the party and in the local newspapers. The direct results of the trip were evident in the increased demand for McCormack records.

BOOKING MANY LARGE ORDERS.

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

THE RECORD PROBLEM CONSIDERED.

One of the features that is characterizing Bruno service just before the holidays is the matter of record deliveries. Charles F. Bruno, treasurer of C. Bruno & Son, Inc., 353 Fourth avenue, New York, and manager of the Victor department, has

been devoting a great deal of attention to the record problem, and in the matter of stock it is said to be the largest ever maintained by them. Mr. Bruno also calls attention to the fact that this house does not retail anything, every machine and record being utilized for the benefit of the dealer.

MORE ROOM FOR SONORA CORP.

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

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

ISSUE A CLEVER BOOKLET.

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

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

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

Singing Lessons From Records

A Real Practical Course in Voice Culture—Its Possibilities for the Dealer

The Herman Klein Phono-Vocal Method

based upon the famous

School of Manuel Garcia

Complete course consists of ten double sided disc records (twenty lessons) for one voice. Carefully and expertly compiled text book with each course.

Course is sold as a unit, complete, for cash or instalments. No bother of delivering lessons weekly.

Sold from demonstration outfit. All orders filled by us. No stock for the dealer to carry.



No Stock
To
Carry

Method is practical. Tested and successful. Indorsed by leading artists and authorities.

Complete course, \$25 retail price. Particularly interesting discount proposition to dealers with demonstration outfit.

We supply descriptive booklets and other sales promoting literature for general distribution and for mailing with the monthly record supplements.

Every owner of a course becomes a better customer for high class vocal records.

Just the thing for the dealer who goes after the high class trade and features recitals and musicales.

Let us tell you more about this easy money making proposition.

The Music Phone Method 909 Putnam Building 2 W. 45th St., New York

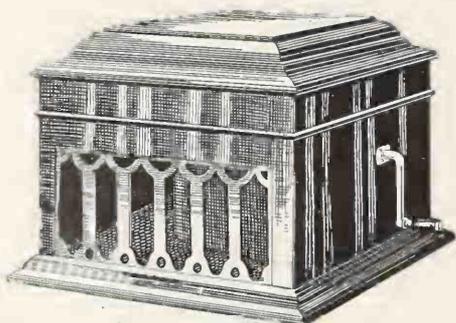
Pathé



No Needles To Change

The Pathé
PLAYS ALL

THE GREAT INVENTION
of the Pathé Frères, of Mov-
ing Picture Fame—Their
Crowning Achievement.



Model 50. Sells for \$50.

Pathephone

PATHEPHONES

Retail from \$15 to \$200
in all woods

PATHE DOUBLE DISCS

Retail from 75c. to \$2.50

The Wonder of the Pathé Sapphire Ball.

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

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

The Exclusive Pathé Wood Sound-Chamber.

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

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

The Beauty of the Pathephone's Tone.

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

PATHE FRERES P
28 W. 38TH STREET



Pathe



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

Popularity

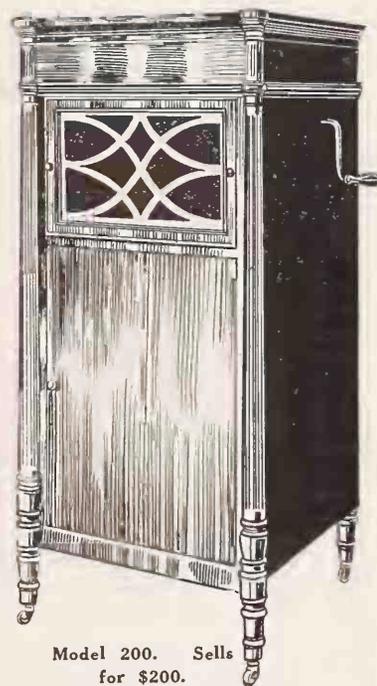
...ps" are being established by enthusiastic dealers in
 248 PATHEPHONES in August and sold them all
 dy average and a third reports that these wonderful
 YER WANTS A PATHEPHONE.

Pathé Pathephone Has All the Good Features

other phonographs and talking machines—it
 o anything and everything that any of them
 apable of doing. In addition, the exclusive
 HÉ ADVANTAGES make the PATHÉ-
 NE *unquestionably superior* to all other
 -reproducing instruments. Aside from the
 points referred to, it has an easily operated
 control suiting every mood of the owner's
 e. The fact that it plays all makes of disc
 ds perfectly makes it the *Universal Phono-*

The Great Pathé Double-Disc Repertory

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



Model 200. Sells
 for \$200.

More Pathé Dealers and Jobbers Wanted

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

PHONOGRAPH CO.

NEW YORK, U.S.A.

RECORD OF ACHIEVEMENT.

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

(Special to The Talking Machine World.)

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



John L. Gately, President.

Gately-Haire Co., Inc., John L. Gately becoming president and James N. Haire, treasurer. Then the work started.

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



James N. Haire, Treasurer.

Another thing in favor of the company is the fact that Mr. Gately knows everyone personally

MANY PATHÉ SALES

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

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



Salter Cabinet No. 166. With Wood Rack Interior

SALTER

MFG. CO.

337-39 N. Oakley Blvd. CHICAGO

throughout this territory, and it might be said that since the new organization took hold the business has jumped by leaps and bounds. Mr. Haire is a thorough financial man, one of those fellows who believes that economy seldom causes failure, and he keeps a watchdog glance over the bank roll. The startling growth in sales, and the career of Messrs. Gately and Haire will be well worth watching.

THE HOME OF "RAGTIME RASTUS."

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

(Special to The Talking Machine World.)

BOSTON, MASS., November 4.—In a portion of the fourth floor of 30 Federal street one may see a busy group of men and women engaged in making miniature figures which, as it eventually develops, are to bring delight into thousands and thousands of homes, as they already have done to very many in the past year. These workers, as one soon sees, are constructing the "Ragtime Rastus," which is now widely known to the owners of talking machines, and "The Boxers," which is comparatively little known and which bids fair to enjoy wide popularity. These amusing devices may be attached to any talking machine. They are manufactured by the National Toy Co. The "Ragtime Rastus" is an automatic dancing darkey doll, and not only delights children but grown folks as

well. "The Boxers" likewise create lots of fun, and as one watches them execute blows, swings, shifts, counters and all the side steps known to the exponents of the manly art, there is unbounded



Corner of National Toy Co.'s Factory, Boston.

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

The Audubon Piano & Phonograph Co., New York, has been incorporated, with a capital stock of \$5,000.

35c.

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

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE

RHODE ISLAND

FOR BEST TONE QUALITY



NEEDLES

5c. THE PACKAGE OF 100 USE NEEDLES ONCE ONLY

Special Prices to All Our Dealers

TAKES ON THE PATHE LINE.

(Special to The Talking Machine World.)

CINCINNATI, O., November 8.—The Southern Pathé Phonograph Co., 426 Elm street, distributors for the products of the Pathé Frères Phonograph Co. in this territory, report the closing of a splendid business, having established a number of important accounts the past few weeks.

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

RECORD OF BOSTON BOWLING TEAMS.

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

(Special to The Talking Machine World.)

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

Team.	Won.	Lost.	Pinfall.	Average.
Steinert's.....	16	0	5,141	428 5/12
Parker's.....	14	2	5,080	423 1/3
Henderson's.....	11	5	4,899	408 1/4
Columbia.....	8	8	4,866	405 1/2
Eastern.....	6	10	5,060	421 2/3
Miller-Ditson.....	5	11	3,596	399 5/9*
Chickering's.....	4	12	4,936	411 1/3
All-Stars.....	0	16	4,372	364 1/3

*Forfeit three strings November 9, 1915.

Ten of the highest individual averages are these: Moody, 95 2-3, Parker's; G. Rosen, 93 2-3, All-Stars; Currier, 92 1-3, Chickering's; Cunningham, 90 7-9, Steinert's; Hobbs, 90 3-4, Eastern; Paul, 83 1-12, Steinert's; MacDonald, 87 2-3, Columbia; Merkle, 87 2-9, Miller-Ditson; Price, 86 2-3, Eastern; Canavan, 86 2-3, Miller-Ditson. High single strings: Moody, of Parker's, 132; Currier, of Chickering's, 112. High three-string totals: Moody, of Parker's, 313; Currier, of Chickering's, 289.

SOME BIG ORDERS BOOKED.

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

AN EVENT IN NEW HAVEN.

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

ENVELOPES

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

AS USUAL

AT THIS TIME OF YEAR

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

WE WANT OUR DEALERS WHO HAVE PATRONIZED US CONTINUOUSLY THROUGHOUT THE YEAR TO KNOW THAT THEIR WANTS WILL RECEIVE OUR FIRST ATTENTION WHEN SHORTAGE OCCURS.

REGULAR CUSTOMERS FIRST—BUT THE BEST POSSIBLE SERVICE TO ALL IS OUR MOTTO.

ORDER LIBERALLY ON DECEMBER RECORDS.

AMERICAN TALKING MACHINE CO.
368 Livingston Street BROOKLYN, N. Y.

A STUNT WORTH EMULATING.

"I want to tell you about a little advertising stunt that I am using, as it may help some dealers in the smaller towns, as it certainly is helping me," writes A. Lustberg, of Huntington, N. Y. "The local moving picture man has a contract with a Chicago firm to furnish him with six illustrated songs and slides every week. I furnish the Victrola and records, and one set of slides and records are used each evening. He bills the town every

day, saying, for instance, 'Come to the Bijou tonight and hear Ada Jones sing "If They'll Only Move Old Ireland Over Here."' Immediately after the song a slide is shown on the screen, saying, 'This record is for sale at Lustberg's Victrola store,' or something to that effect, as the wording of my slide is changed every other day. I can see from my record business every day what a lot of good advertising I am getting, and, best of all, without a cent of cost.' The idea is one that is worthy of emulation.

FAST BECOMING UNIVERSAL



PATENTED APRIL 16, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only last indefinitely and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists. Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

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

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they create talking machine sales.

RETAIL PRICE \$1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

This Tells The Story

ORDER SHEET
THE TALKING MACHINE COMPANY
12 N. Mich

Charge to: _____
Address: _____

Ship via _____

MACHINES	Qty	Selection
VICTOR Jr.	30	16808
0	10	16013
1	5	16020
2	5	058
3	5	058
4	4	0
5	5	1
6	10	
VICTROLA 4	5	
6	10	
8	10	
9	10	
10	10	
11	10	
14	10	
16	10	

5830

ESTABLISHED 1870

Geo. P. Bent Company

MANUFACTURERS OF
ARTISTIC PIANOS



1212 1/2 SOUTH WABASH AVE
CHICAGO, U.S.A.

Oct. 3, 1915.

Talking Machine Company,
12 North Michigan Ave.,
Chicago, Illinois.

Gentlemen:-

We wish to acknowledge receipt of your shipment of our Fall order of records. It is especially worthy of comment in as much as you were able to fill it complete - 100%, a thing which is very uncommon in most ordinary orders, to say nothing of this order, which was for 5357 Victor records.

Thanking you for your prompt and efficient service, we are

Yours very truly,
GEO. P. BENT COMPANY
By *Bourke Cremon*

RBC: EEW.

ORDER SHEET
THE TALKING MACHINE COMPANY
Michigan Ave., Chicago, Ill.

Date: 4/15
Deliver to: W. J. Bent Company
Address: 214 N. Michigan Ave.

RECORDS

Selection	Qty	Selection	Qty	Selection
2122	1	2822	1	3131
5021	5	114	5	1
512	5	205	5	230
0171	10	271	5	165
029	10	295	4	235
053	10	294	4	260
061	10	301	2	275
024	2	265	2	350
155	2	311	2	350
055	2	324	2	350
073	2	327	2	20
390	3	331	2	16000
022	2	373	2	201
08	2	344	1	200
113	1	023	1	201
118	2	454		
27	10	474		
35	10	481		
147	5	493		
18		494		

ORDER SHEET
THE TALKING MACHINE COMPANY
12 N. Mich

Charge to: _____
Address: _____

Ship via _____

MACHINES	Qty	Selection
VICTOR Jr.	4	45913
0	2	45913
1	5	475
2	10	484
3	5	565338
4	5	339
5	10	341
6	10	342
VICTROLA 4	20	344
6	5	345
8	5	34
9	5	34
10	5	34
11	40	6597
14	40	6597
16	10	6707
	10	01
	10	682
	10	682

5830

ORDER SHEET
THE TALKING MACHINE COMPANY
Michigan Ave., Chicago, Ill.

Date: 10/15
Deliver to: W. J. Bent Company
Address: 214 N. Michigan Ave.

RECORDS

Selection	Qty	Selection	Qty	Selection
17410	10	1747	10	25015
1755	5	219	5	25367
10920	5	767	2	367
52110	5	110	5	398
2370	5	121	10	299
346	5	120	10	412
373	5	12	20	410
389	5	195	5	42
397	10	243	10	428
397	10	244	10	430
400	15	245	5	430
401	3	262	10	430
401	3	270	10	441
407	10	270	10	441
411	35	280	5	44
412	15	289	20	445
423	5	306	10	470
423	5	306	10	470
424	5	324	15	48052
425	3	345	5	054
426	5	345	5	054
430	5	345	5	040
434	5	352	5	041
437	5	352	5	041
440	5	352	5	041

Signed by: _____

THE TALKING MACHINE COMPANY
Victor Distributors
12 North Michigan Ave. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., November 11.—Much interest in both the talking machine and piano trades was expressed last month in the introduction by the Melville Clark Piano Co. of a combined electrically-driven player-piano and talking machine. The company has incorporated a talking machine of excellent tonal quality in its Style K Artapallo. There is nothing to indicate the presence of the talking machine, and it mystifies one to know from whence the voice of the artist emanates. The turntable is located at the left side of the tracker box and is reached by a door in the panel. It is connected with the player motor and, as the instrument is electrically operated, no winding is required and the machine is stopped or started by the mere touch of a lever. The horn extends into the tracker box opening and is, of course, invisible. The Style K Artapallo, with the talking machine combination, constitutes a superb instrument which can be used in a number of different ways. It can be used as a piano, as a foot power player, as an automatic electric piano getting its own expression, as an electric piano with expression devices regulated by the operator and as a talking machine. Of course, a record can be placed on the inclosed talking machine and the accompaniment played on the piano if desired, or the accompaniment rolls which have been cut for certain records can be used.

W. William Winberg in New Store.

W. William Winberg, proprietor of the Hyde Park Music Shop, which was formerly located at Hyde Park Boulevard and Lake Park avenue, has moved into fine new quarters at 1461 East Sixty-third street. Mr. Winberg has been very successful in the talking machine business and has a large

following in the exclusive Hyde Park and Kenwood residence districts. Three spacious sound-proof booths have been built in the new store, as well as a large record storage room. At the present time Mr. Winberg is handling the Victor line only.

October Sets Another Record.

"Next to the month of December of last year the best month in the history of the Talking Machine Co. was this past month of October," said R. J. Keith, of the Talking Machine Co., to The World. "The pleasant part of it all is that our stocks both of machines and records are in much better shape. For instance, the other day we filled record orders as large as 5,000 each, and filled them 100 per cent. complete. Machine stocks are a trifle short, but they are better than they were at this time last year. The increase in shipments are due in the most part to the big buildings and their added capacity which are now a part of the Victor plant at Camden.

"We are busily engaged in supplying our dealers with ammunition for the final campaign for holiday sales. We are issuing large quantities of our revised list of standard records. There are about 425 selections contained in this list, and they have all been proven to be the best sellers. The nice thing about it is that we can supply all the records that are listed here. Our envelopes for supplements are also being turned out in big quantities. Our dealers report that they are very excellent things for boosting sales.

"Our new Tamaco record stock book has made a most favorable impression upon our dealers, and this year's book is particularly usefully compiled. Just a year ago we put out the first record stock book that we believe was ever devised for dealers.

Since that time more than a hundred dealers have given it their indorsement. It is designed to show the selling value of individual records and provides for the various entries of inventory, normal stock, last year's sales, this year's sales, and sales by the month. It is a distributor's stock system in miniature. Through its use the dealer can regulate stocks to the best advantage. It shows the exact selling value of every record. It shows actual sales and what are live records and what are dead ones, and thus prevents over-buying of the less popular and under-buying of the more popular selections."

Invents a Phonidograph.

Charles K. Cregier, son of one of the former mayor's of Chicago, is the inventor and promoter of the Phonidograph, which represents a combination of phonograph and moving picture machine. Mr. Cregier's patents were filed at Washington in 1907, but final papers were not issued until a few weeks ago.

Columbia Machine Supply Improving.

Supplies of Columbia machines, which for a time were threatened by the strike at the Bridgeport factories, are now being received in large quantities and dealers are being furnished with stocks as rapidly as possible. In discussing the situation Charles F. Baer, local manager for the Columbia Co., said: "Notwithstanding the strike, machine stocks are in good shape. We felt the effects of that trouble for a while, but it is all over now, and we are supplying our clientele very rapidly. Dealers were very nervous for a while and made great efforts to secure what additional supplies were on hand, but we are now satisfying them pretty well. Record business is in wonderful shape and, fortunately, record stocks are the same. Our figures show that business is just double that of last year, while local dealers are reporting a tre-

(Continued on page 55.)

THE WADE ACCESSORIES for Talking Machines

The Wade



Fibre Needle Cutter No. 1

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



Notice the Patent Dropper.

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



This is the Grease for the spur gears and worm gears, and eliminates the grinding and grinding noise.

The Wade



Fibre Needle Cutter No. 2

The No. 2 Wade Cutter is still as popular as ever, and we absolutely guarantee all our goods.



The Wade Polish leaves a perfectly dry, hard, glossy finish.

Let us submit to you our Proposition on Wade Products

WRITE FOR FULL INFORMATION

WADE & WADE

3807 LAKE PARK AVE.
CHICAGO, ILL.

Are You Selling Fibre Needles?

The Lyon & Healy Fibre Needle Cutter

(THE BEST THING OF THE KIND)



(Simple and Easy to Operate)

Retail
Price
\$1.50



(Correct Leverage for a Perfect Cut)

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

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

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

- 1—The blades are made of the finest tool steel, properly tempered, the upper blade being pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.
- 2—The cutter has a self-acting Stop or Guide that prevents the cutting away of too much of the needle. It also has a receptacle that receives all the waste.
- 3—It is simple and easy to operate and, with ordinary usage, should last indefinitely without sharpening.
- 4—It is invaluable to users of the Fibre Needle, as a needle may be used twelve or more times where one of the cutters is in use.
- 5—It is the result of four years' exhaustive experiments.

GET YOUR ORDERS IN NOW

LIBERAL DISCOUNTS TO THE TRADE

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

Are You Selling Fibre Needles?

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 53.)

mendous increase in the demand from the public.

"The call for dance records is not what it was at one time. In my opinion the dance craze is more or less on the decline. Personally, I am not sorry, because standard songs, operatic numbers and the good popular selections form the real basis of the record business. The demand which the dance records created was founded on a fad, and fads are always temporary.

"This will be the biggest year, taken as a whole, that the talking machine business ever had. All styles of Columbia machines are in demand, and that is a healthy sign. If there is a partiality at all it is probably for our \$75 and \$100 types."

In discussing the local trade Ed Blimke, city salesman for the Columbia Graphophone Co., said: "Business has been very good with our local dealers despite the wonderfully warm weather we have been having for the past month. I expect a great rush of business as soon as a cold snap sets in, for those that have been hesitating will all come in at the same time.

"We have one new local dealer in the case of the Milwaukee avenue store of the Kennedy Furniture Co. This is located at 1968 Milwaukee avenue and is in what may be termed the 'heart' of the foreign district."

C. K. Haddon in Chicago.

C. K. Haddon, treasurer for the Victor Talking Machine Co., passed through Chicago last week on his way to California, where, together with Mrs. Haddon, he will visit both the exposition at San Francisco and the other at San Diego.

New Columbia Agencies.

Some new representatives of the Columbia Graphophone Co. in territory contiguous to Chicago are the E. R. Sanborn Furniture Co., of Milwaukee; I. M. Moreland & Sons, of Farmer City, Ill.; Mueller Drug Co., of Oshkosh, Wis.; L. Goodman, of Gary Ind., and J. W. Zangel, of Spring Green, Wis.

Increased Space for Sonora.

William F. Martin, Western representative for the Sonora Phonograph Corporation, returned this week from a short trip through Illinois. When interviewed at his office at 305 South Wabash avenue, Mr. Martin said: "Our business has grown so rapidly lately that we find it necessary to secure increased space, and we would appreciate it if you would announce to the trade that in the course of a few weeks our wholesale distributing department will be removed to new and much larger quarters on Wabash avenue just south of Harrison street. Here we will have much improved facilities for handling our wholesale business. The retail department will be continued here in our present quarters."

W. R. Everett, in charge of the agency department, has returned from a trip to New York City, where he conferred with George E. Brightson, president of the Sonora Phonograph Corporation.

Wurlitzer Business Booms.

"Our business in the wholesale department is at least 25 per cent. ahead of last year at this time," said Assistant Manager Fred A. Siemon, of Wurlitzer's, to The World. "Although there have been greatly increased receipts from the Victor factory, the shortage is much similar to that of last year. This, of course, is due to the fact that the increase in demand has kept pace with the supply. Both our wholesale and retail forces have been augmented to meet the increasing business that the holiday trade is already bringing to us."

The Six Most Popular Record Sellers.

The six best selling Victor records, according to one of the biggest local retailers, are: "They Didn't Believe Me" (McDonough and Green); "Ragging the Scale" and "Flirting Whistler"; "Fiddle and I" (Gluck); "Hello, Frisco" and "Peach Picking Time in Delaware"; "Serenata" (Kreisler and McCormack); "Flower Song," from "Carmen" (Martinielli).

The six most popular Columbia records are: "Cohen on the Phone" and "Happy Tho' Married"; "Mother Machree" and "Because"; "Floating Down the Old Green River" and "The Mancipation

The "OROTUND" Sound Box

FULL, RICH, CLEAR, MUSICAL TONES

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

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

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

A marvelous feature of the "Orotund" is the elimination of scratch and metallic sounds to a minimum.

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

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

Edison Window Display Winners.

Handicap"; "In Alabama, Dear, with You" and "To Lou"; "Araby" and "I Love to Stay at Home"; "Poet and Peasant" and "Pique Dame."

The six best selling Edison records are: "I Wish I Was" and "Dingle Dangle"; "Bird Imitations" (whistling); "Dance of the Skeletons" and "Porcupine Rag"; "Firefly" and "Over the Hills to Mary"; "Kommt ein schlanker Bursch' gegangen" and "Bedouin Love Song."

International Talking Machine Co. Incorporates.

B. Olshansky, who has conducted the International Talking Machine Co. for some months under a partnership arrangement, has now incorporated the business with a capital stock of \$10,000 and has associated with him B. Reuben, a well-known real estate man of this city. Mr. Reuben is the president of the company and Mr. Olshansky is secretary, treasurer and general manager. The company last month secured new factory facilities at 1216-22 South Jefferson, corner of West Twelfth street, where it has 15,000 square feet of space. It makes its own cabinets and the machines are produced complete on the premises. It has now ready for shipment the International Style 100, which is an attractive instrument finished either in mahogany or oak, and is 50 inches in height, 32 inches in width and 21 inches in breadth. It has a 12-inch turntable and plays any disc record without change of equipment. The retail price of Style 100 is \$75. Other models will be shortly placed on the market ranging from \$50 to \$200. Mr. Olshansky has been in the talking machine business in a retail and wholesale way for many years, and is therefore well equipped to cater to the demands of the trade.

The Edison window display contest for this zone enlisted many responses and the photographs submitted by the various contestants evidenced that immense amount of ingenuity and pains had been exercised in preparation of the "trims." So great was the merits of many of the windows, both from artistic and selling viewpoints, that the task of the judges was not an easy one. Manager C. E. Goodwin, of the Phonograph Co., Edison distributors of this zone, selected as judges J. F. Mattison, of the Brambach Advertising Co.; Charles Daniel Fry, of the Charles Daniel Fry Co., illustrators, and E. P. Van Harlingen, of The Talking Machine World. The first prize was awarded to Wilbur Templin Music Co., Elkhart, Ind., the second to the Tegtmeier Bros., 921 West Sixty-third street, Chicago, the third to the Chappell Furniture Co., of Kendallville, Ind., and the fourth to the Peoria Phonograph Co., Peoria, Ill.

Edison Week at the Phonograph Co. was a remarkable one in every respect. The beautiful recital hall was crowded at the special concerts during the week, and the tone quality tests given by the artists who sang and played in connection with the Edison records made a deep impression on those who heard them, as was evidenced by the many expressions of admiration. The participating artists were Miss Letitia Gallaher, soprano; Mrs. Gertrude Kastholm Darsie, contralto, and Miss Catharine Norfleet, violinist.

"Our Christmas stock of machines are now being received," said Manager Goodwin, "and the

(Continued on page 56.)

STARTLING VALUES

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

VITANOLA

line of up-to-the-minute talking machines. The Vitanola is equipped with all latest features including our original duplex tone-arm which plays all styles of records without change of equipment or extra attachments. The accompanying model will be a big seller this Xmas. Write for a description and special price. You will be surprised. Do it while there's time!

Get our complete Catalog.

VITANOLA
TALKING MACHINE COMPANY
17 N. Wabash Ave. CHICAGO



No. 150.—Dimensions: 48½ inches high, 23 inches deep, 21½ inches wide.
12-inch Turntable, Double Spring Worm Gear Motor (can be wound while playing), Speed Indicator and Regulator, Tone Modifier. All parts highly nickel plated. Mahogany or Oak. Regular equipment includes Jewel Point to play hill and dale records.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 55).

demand is simply phenomenal. The factory is way over sold, and the dealer who does not place his complete holiday orders now will find himself unable to supply his trade."

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

The Wade Accessories.

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

Kreiser Visits Lyon & Healy.

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

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

Schumann Piano Co. Recital Proves Success.

Hundreds of Rockford people who visited the West State street salesrooms of the Schumann Piano Co. Saturday were delighted with the wonderful improvements which have been made in remodeling its headquarters, and all the beautiful appointments came in for a share of praise.

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

The beauty of the new recital hall and accom-

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

Mrs. Maude Fenlon Bollman, soprano, of this city, accompanied by Miss Lila Lund and several Chicago artists, participated in the tone test demonstrations with admirable results. Mrs. Bollman, in a charming group of numbers as announced, gave a recital that of itself was of great beauty and served at the same time to make possible a close comparison with the phonograph tone which was the exacting experiment announced, and one that has never before been attempted outside of the large cities. The Schumann management may well be gratified with the success of the dedication of their beautiful music rooms and with the interest shown by Rockford visitors. The beautiful Schumann pianos on display attracted the attention of every visitor who viewed them, and they were much praised.

Predicts Big Year.

Even Rees, president of the Hamilton Investment Co., buyer of talking machine paper, returned recently from an extensive trip through the East.

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

Crescent Agency Opens.

Offices have been opened in Chicago on the seventh floor of the U. S. Annuity Building at 20 East Jackson Boulevard, by D. J. Clark, who will represent the interests of the Crescent Talking

Machine Co., of New York, in the State of Illinois. Mr. Clark is displaying six different styles, ranging from small size No. 3, which retails at \$12.50, to the large Model 120, which retails for \$150. The Crescent Co. has aroused much interest in its line, and dealers in the Middle West will be glad to know that they will now have the opportunity of inspecting the Crescent machines whenever they are in Chicago.

Edison Traveler Has Good Business.

Thomas R. Johnson, traveling representative for the Phonograph Co., was in Chicago October 30, following a trip through southwestern Michigan and northern Indiana. Mr. Johnson came back with several thousand dollars' worth of orders, which volume of business he had secured in a comparatively short time. Among the new agencies which Mr. Johnson arranged for were Pike & Damon, Hastings, Mich., and the Garrett Music Co., of Garrett, Ind. Mr. Johnson was very reticent concerning his plans for meeting the holiday demand, but we understand that while on a Southern trip he is taking orders for many thousands of dollars' worth of goods.

Had Successful Trip.

H. T. Schiff, president of the Vitanola Talking Machine Co., returned last week from an extended trip through the East, where he completed business arrangements in connection with the Vitanola line of talking machines. Some new agencies were located at Rochester, Syracuse and Buffalo, N. Y., and a number of cities in Pennsylvania.

"My trip was a success in every way," said Mr. Schiff to The World, "and we are now concentrating all our attention upon making prompt deliveries. We are preparing for the holiday rush at this time, and feel sure that our dealers won't be disappointed when the busy season is at its fullest swing.

"We are contemplating adding to our line a new small-sized machine, which will retail at \$25. Of course, on this price the customary generous discount to dealers will apply. Our agents are all expressing their satisfaction with our goods, and especially speak of our Duplex tone-arm, of which we are the originators and by the use of which all makes of records, such as hill and dale cut, can be played as well as lateral cut. This consists of a jewel point set in the needle shank, which operates in the same way as the regular needle with the exception that the jointed tone-arm is turned so as to permit the sound box to assume a horizontal position."

Some Pathé Plans.

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

"They are planning some big things down there," said he to The World, "and I have come home very enthusiastic over the future. They are bringing to this country over 8,000 record matrices, and it won't be long before these will all be at work turning out records. The Pathé catalog will be brought out some time during the winter, and it is safe to say that it will be the largest and most comprehensive."

What They Say— About the Chicago Hinged Cover Support and Balance

November 8, 1915.

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

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

They all say that, both as a practical feature and a talking point, your device should be a winner, as its advantages are so manifest to every prospective buyer. They particularly speak of the fact that only one hand is required to adjust the top, thus leaving the other hand free to handle records. The elimination of the dead weight of the heavy top and the fact that it cannot fall and injure one's fingers also meets with their hearty approval.

It is a very clever idea, and we take pleasure in saying to you that we plan, after the first of the year, to send out all of our cabinet machines equipped with it.

Yours very sincerely,

THE VITANOLA TALKING MACHINE CO.

Per H. T. Schiff, Pres.

Another one says:

Chicago Hinged Cover Support & Balance Co., Chicago.

Gentlemen:—We have recently had installed several Cover Support Springs in our Sonora Phonographs and we are delighted with them.

It is now a pleasure to raise and lower the covers by a touch of the fingers. All noise and clicking, as in the old-style cover, is eliminated in this. We wish you every success with this wonderful and pleasing invention.

SONORA PHONOGRAPH COMPANY OF ILLINOIS.

William F. Martin, Pres.

November 1, 1915.

MODELS WILL BE SENT to interested manufacturers. Also complete information to dealers who wish to equip individual machines.

CHICAGO HINGED COVER SUPPORT & BALANCE CO.
144 S. Wabash Avenue - - CHICAGO

BRYAN'S SUPPLY DEPOT

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

CHARLES BRYAN

25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 56).



STYLE 100—INTERNATIONAL
A wonderful trade winner for progressive merchants.

Unprecedented Value

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

INTERNATIONAL?

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

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

Retail price \$75.

Can you beat it?

Our new factory enables us to make prompt shipment.

Other models will soon be ready.

Also full line of motors, sound boxes, etc.

International Talking Machine Co.
1216-1222 S. Jefferson Street CHICAGO

sive catalog in every way that is issued on the subject of talking machine records to-day.

"We have secured the services of William H. Lynch, who is to act as our traveling representative. Mr. Lynch is an experienced man and knows the talking machine game thoroughly."

Incorporates Talking Machine Co.

John H. Steinmetz, well known to both the piano and talking machine trade, is the president and general manager of the Empire Talking Machine Co., of Chicago, which was incorporated under the laws of Illinois this week with a capital stock of \$10,000. The company will manufacture a line of talking machines. Mr. Steinmetz's long acquaintance in the trade gives him the knowledge of its needs.

Personals and Visitors.

W. C. Fuhri, district manager for the Columbia Co., has returned from a week's trip to the East. While there he divided his time between New York and Philadelphia.

W. H. Sweetland, of Otsego, Mich., was also a visitor recently. He was here making arrangements for stocks for a new store which he is to open at Kalamazoo, Mich.

Henry Boer, of Henry Boer & Sons, of Grand Haven, Mich.; W. H. Aton, of Baraboo, Wis.; E. K. Andrew, Jr., of Detroit; J. E. Meharry, of Tolono, Ill.; C. F. Hess, of Elmhurst, Ill., and August Klatt, of Altona, Mich., were all recent visiting dealers.

Miss Bern, who for a number of years had been with the Columbia Co., is now connected with the sales department of the George P. Bent Co.

Dan Creed, of the Talking Machine Co., is spending a two weeks' vacation at French Lick Springs, Ind. Mr. Creed has not had a vacation for a long time and was unable to get away during the summer. He expresses himself as being just as well satisfied, for to him Indian summer is the best time of the year.

C. A. Grinnell, of Grinnell Bros., Detroit, visited the offices of the Talking Machine Co. last week.

Mr. and Mrs. E. A. Fern are the proud parents of a new baby girl, who arrived October 27.

R. G. Winter and F. A. Tatner, of the Columbia Graphophone Co., motored to Indianapolis recently. They were accompanied by Manager Roos, of the Indianapolis branch.

R. A. Oehlert, traveling ambassador for the Herzog Art Furniture Co., spent some time in Chicago recently. Mr. Oehlert is particularly optimistic over the bright prospects for the holiday trade.

machines. A. T. Boland, retail sales manager at the Grafonola Shop, was in charge of the exhibit and directed the construction and decoration of it. For ten evenings, from October 20 to 30, he was in constant attendance, together with Harry D. Schoenwald and other members of the Grafonola Shop forces.

The Pathe exhibit, which was in charge of Harry



The Grafonola Shop Display.

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



The Pathé Pathephone Shop Exhibit.

Pathé rooster, with which the Chicago public is so familiar.

James I. Lyons, one of Chicago's pioneer dealers, also had an exhibit in which Edison goods were featured. Mr. Lyons also had a large Edison disc machine in the tea room, where it furnished music for the patrons.

Charles F. Winegar, of the Chicago Hinged Cover Support & Balance Co., has been on a very successful trip through Michigan.

EXHIBITS AT CHICAGO HOME SHOW.

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

(Special to The Talking Machine World.)

CHICAGO, ILL., November 8.—To-night was the last evening of Chicago's annual Home Exposition. This affair has come to be of great interest to Chicago, and especially to Chicago women, for everything that can be of service or beauty in the home is placed upon display here.

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

The Columbia display occupied a very prominent position, and visitors to the exposition met with it at the junction of three aisles, so that no one could miss witnessing the beautiful exhibit of

\$60,000.00

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

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

WE CAN FILL YOUR CHRISTMAS TRADE ORDER

Write for contracts and discounts at once

PATHÉ PATHEPHONE CO.
17 NO. WABASH AVE. CHICAGO



ACME DIE CASTING CORPORATION

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

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



VICTOR CO. SUES CHENEY CO.

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

(Special to The Talking Machine World.)

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

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

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

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

AN IMPORTANT ACQUISITION

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

Frank L. Capps, whose appointment as production manager of the Pathé Frères Phonograph Co.,



Frank L. Capps.

New York, was announced in last month's Talking Machine World, is now busily engaged with the re-

sponsibilities of his new post and has already been instrumental in introducing a number of new ideas and plans which will materially enhance the efficiency and production activities of the company.

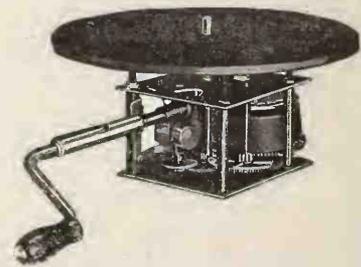
In securing the services of Mr. Capps the Pathé Frères Phonograph Co. has added to its staff one of the best known members of the talking machine industry and a man who has spent many years in perfecting improvements of importance and practical merit. A student of acoustics along broad, progressive lines,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

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

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

WE MAKE

TRITON MOTORS



Price includes Handle, Regulator and Stopper

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

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

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

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

When writing kindly mention quantity required.

Price in quantities \$1.25 each, net cash, F. O. B. New York. Price includes Handle, Regulator and Stopper. Sample \$2.00.

THE TRITON PHONOGRAPH CO., 41 Union Square **New York**



The Columbia "open shop" policy! Anything lacking in that statement? No. Anything overstated? Not a word. Any "come back" to it? Not in a lifetime. Any reason why you haven't written in and asked questions? **You answer.**



(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

FOSTER CO. "EXCLUSIVELY EDISON."

Prominent Providence Concern Makes Interesting and Important Announcement—Well-Equipped to Take Care of Business.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 5.—An "exclusively Edison store" is the announcement now given prominence by the J. A. Foster Co., of this city. For the past year the organization has been building a powerful Edison sentiment in Providence and surrounding cities in Rhode Island with a view to making the move just announced.

The Foster Co. is particularly fitted to handle the Edison exclusively, as its staff is made up of Edison enthusiasts and specialists of wide experience and knowledge of the line.

J. Arthur Clem is manager and treasurer of the company and is ably seconded in his energetic methods by Fred Q. Knight, a man with over fifteen years' experience in the phonograph game. The promotion and sales work is in the hands of Robert C. Peck, a veteran of ten years' service with the Edison line, and who in turn is assisted by Ira E. Askins.

The latest J. A. Foster Co. move has created a most favorable impression on the trade and fulfils the ambition of all its staff. There is no question, it says, that this announcement of an exclusively Edison policy will have a very far-reaching influence. In line with this policy Mr. Peck is redoubling his Edison promotion work, and can be found nearly every evening in the week talking Edison to some prominent church or club. He says there is business enough in sight to keep a crew of men busy driving it in.

SOUTHERN CALIFORNIA NEWS ITEMS.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., November 6.—On the eve of a most prosperous Christmas season the Los Angeles dealers are facing an obstacle that has confronted them so often before, namely, a shortage on machines and records. It seems unfortunate that the talking machine dealers of Los Angeles have to contend with this every season. All local jobbing houses admit that they are up against a serious proposition in supplying their dealers with enough records and machines. Of course, the blocking of the Panama Canal has had a great deal to do with it, as several heavy shipments were caught on the wrong side of the slides and had to be returned to the Atlantic coast and reshipped by rail.

Barker Bros. have enlarged their already commodious talking machine department by the addition of several new record rooms.

One of the most notable events in the history of the talking machine business in southern California was the visit to this city on October 29 of Thomas A. Edison. Mr. Edison, who dislikes publicity of any sort, left the train at Santa Barbara and motored to this city, thus avoiding the crowd which endeavored to meet him at the depot. However, the next morning thousands of people crowded around the Alexandria Hotel, where he and Mrs.

Edison were stopping, to catch a glimpse of America's foremost inventor. His stay was all too short for the populace, as he left for San Diego on the morning of the 31st. While in Los Angeles Mr. Edison made a visit to all of the city schools, and he was very much interested in the development of good music among the children.

NEW DEPARTMENT IN PROVIDENCE.

Columbia and Crescent Talking Machines to be Handled by Dimond's Department Store.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 6.—New and elaborate Columbia and Crescent talking machine parlors have just been opened in Dimond's big department store, this city, with Olinda Marseglia, formerly manager of the J. A. Foster branch store, in charge. Mr. Marseglia, who has been most successful in the handling of Columbia goods and possesses many original business ideas, will be assisted in the management of the new department by Elwood H. Jones. The new department is located on the third floor of the store and is handsomely decorated and furnished.

INCORPORATED.

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

THE VICTOR STIMULATES STUDY.

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

TO HANDLE STARR PHONOGRAPHS.

(Special to The Talking Machine World.)

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

TO VISIT THE RETAILING TRADE.

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

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!



Weis Sectional Music-Room Furniture

is made for Disc Records, Player-Piano Rolls and Sheet Music. Any number of either or any sections may be stacked together to provide easily accessible filing space. Music is filed, not piled.

Disc Records each have individual filing pockets with numerical index. Pocket tilts forward so record may be removed. Pocket stays out until record is returned, after playing.

Beautiful Cabinets of Quartered Oak in Golden or Fumed Finish and Genuine Mahogany. All sections look alike when doors are closed.

A HOLIDAY SELLER **You Ought To Have**

Weis Disc Record Files

for 10 in., 12 in. and 5 1/2 (Little Wonder) Records.

Those shown hold 12 records, have Guide Cards and Index Sheet for easy finding and filing. Deep brown covering. Tops fasten with snap-catch.

Get Catalog "K"

of Music Room and Record Filing Specialties. Interiors for Victrolas Nos. XVI, XI and X to replace cumbersome albums. Investigate.

The Weis Manufacturing Co.
216 Union St., Monroe, Mich. New York Office
75 John St.



No. 1001

No. 1202

?

?

?

The**Baby****Retail Price, \$3.95****Playing three FULL
"Little Wonder" records
with one winding.**

?

?

LOOK FOR RECORD BREAKING TRADE IN MILWAUKEE.

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

(Special to The Talking Machine World.)

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

The shortage of machines in all lines seems to be as serious as ever, and although jobbers are doing their best to fill orders, dealers are much concerned as to how they are going to get their stocks up in shape for the holiday trade. Jobbers seem to be finding it impossible to ship certain styles of machines even at this early date, and there seems to be no other way except for dealers to push the sale of those machines which they happen to have in stock. Victor dealers, for instance, are finding it extremely hard to secure any of the \$200 Victrolas at this time, although they are receiving more of the \$100 and \$150 machines. Jobbers say that they could dispose of twice as many machines as they are able to at this time to dealers here in Milwaukee and about the State.

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

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

W. P. Gensch, of the Gensch-Smith Co., 730 Grand avenue, handling the Victor line, is fast establishing a reputation as a professional whistler. He and the Victrola presented one of the interesting features on the program following the banquet of the annual Past Masters' night of the Lafayette Lodge of Masons on Oct. 29, where Mr. Gensch had the distinction of being the only one on the program who was not a Mason. Mr. Gensch and the Victrola also made a decided hit on the program at the first smoker of the Milwaukee Press Club, held recently.

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

The local agency for the new Starr phonographs has been taken on by the Emil O. Schmidt Piano Co., of 310 Grand avenue. He has arranged attractive quarters.

L. C. Parker, manager of the Victor department at Gimbel Bros.' Milwaukee store, recently completed the erection of a handsome new residence. Among the first guests entertained were Roy J.

Keith and George Cheate, of The Talking Machine Co., of Chicago.

John T. McGrath, expert repair man, has joined the forces of the Flanner-Hafsoos Music House, where he is handling all the work in the house's Edison department. The Flanner-Hafsoos concern has been meeting with a brisk Edison business.

J. H. Becker, Jr., in charge of the Victor department at the Twelfth and Vliet street store of Edward Schuster & Co., has been conducting a series of interesting concerts at the store, featuring the Victrola, accompanied by a player-piano. One of the hits on the program, presented by Mr. Becker, is the rendition of "A Perfect Day," by Evan Williams, accompanied by the player-piano. Mr. Becker says that business is very good in both machines and records.

Lawrence McGreal, Wisconsin jobber for the Pathé Frères line, has moved into new quarters at 350 East Water street, where he has leased the entire fourth floor. Twenty dealers in Milwaukee and about Wisconsin have been signed up to handle the Pathé line.

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

It is safe to say that the 7,000 or more teachers who attended the annual convention of the Wisconsin Teachers' Association, held at the Auditorium, November 4, 5 and 6, left Milwaukee with a most favorable impression of the Columbia Grafonola and Columbia records, as the result of the successful demonstration given before the convention by A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, assisted by Charles Robinson, an expert Columbia salesman, associated with Mr. Kunde, who is now giving particular attention to the schools and general educational work in Milwaukee. Mr. Kunde and Mr. Robinson presented several of the selections by Miss Margaret Wilson, and these made a distinct hit in view of the fact that Miss Wilson herself appeared before the teachers on November 5.

Mr. Kunde established another new Columbia dealer in Milwaukee this month, placing the Columbia agency with Victor Vogel at Twelfth and Walnut streets.

The Edison line received some excellent publicity in Milwaukee on October 12, when Christine Miller, well-known American vocalist, appeared with the Edison machine in an interesting recital, held at the Pabst Theatre before a large audience. On the program were also leading instrumentalists, including Carl Flesch, violinist, orchestral and military band ensembles.

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

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

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

The duet made it possible for the audience to hear the same voice, as another part, and blending in so remarkable a degree as is utterly impossible in real life, where each voice has its own peculiar characteristics, no matter how nearly it may resemble another voice.

Mr. Schmidt was highly pleased with the success of his experiment. "I am glad," he said, "to have had an opportunity to demonstrate to the people of Milwaukee how really wonderful is this pet invention of Mr. Edison's. I feel that it is quite as important and means as much to the general public as was his invention of the incandescent lamp, motion pictures, or his great improvements in the telephone and the telegraph."

Gustave Spankus, the enterprising young manager of the Victor department of the Hoeffler Piano Manufacturing Co., has been attracting considerable attention by the interesting window displays which he has been arranging at the Hoeffler store.

Charles Robinson, now associated with A. G. Kunde, Columbia jobber and retailer, gave an interesting address on the "Educational Value of Music" before the Mothers' Club of Milwaukee at the Third street school on November 1. Mr. Robinson's address was full of helpful ideas, showing the educational value of music in all walks of life. It was a masterly presentation, and shows Mr. Robinson's wide grasp of his subject.

ACTIVE WORK FOR STEVENS BILL.

Committee of National Association of Talking Machine Jobbers Visit Congressmen Adamson and Howard, of Georgia, and Senator Hoke Smith in Its Behalf.

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

The committee who visited Mr. Adamson, in addition to Mr. Blackman, comprised E. C. Rauth, secretary Koerber-Breuner Co., St. Louis, Mo., and George C. Mickel, Nebraska Cycle Co., Omaha, Neb., Victor distributors. These jobbers had been appointed members of a general committee to promote the interests of the Stevens Bill at last month's special meeting of the executive committee of the National Association of Talking Machine Jobbers, but this Southern trip was a special one.

Before interviewing Mr. Adamson the committee of Victor distributors enlisted the support of every merchant and banker in Carrollton, Ga., together with their employes, and secured a petition of 110 names from this one town supporting and favoring the passage of the Stevens Bill. Seven of the leading business men of Carrollton served as a committee of introduction for the visiting Victor men, who spent several hours in conference with Mr. Adamson. Their arguments impressed him considerably, particularly as every merchant in his own city was open in his support of the Stevens Bill.

The committee also spent some time in conference with Senator Hoke Smith and Congressman Wm. S. Howard, of Georgia, and Mr. Blackman also visited Congressman James J. Britt, of North Carolina, on the trip northward.

This Southern trip is but the forerunner of an active, aggressive campaign to be initiated by the National Association of Talking Machine Jobbers to further the passage of the Stevens Bill, which will be introduced in the session of Congress convening next month.



PRACTICALLY 100%

That is how we are filling Victor record orders.

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

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

THE TRADE IN NEW YORK CITY AND VICINITY

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

There is a general shortage in machines of all grades and prices, this shortage having grown considerably during the past month, due, of course, to the steady active machine trade that the dealers are closing, and also in a measure to the fact that quite a number of dealers neglected to order their fall stock well in advance of their usual ordering date, thereby ignoring the suggestions of the factories and the distributors. In common with September's business, the machines retailing in the

neighborhood of \$75 and \$100 are more scarce than the cheaper or most expensive models. This is usually the case when machines are short, the public, as a rule, showing a preference for the moderate priced machines in the fall and holiday seasons.

The record situation is in splendid shape, the dealers receiving practically 100 per cent. of their record orders from their distributors. It was freely predicted early in the summer that the factories would be in a position to handle their record trade with exceptional promptness this season, and these predictions have borne fruit. Standard records are proving the best sellers, with a sprinkling of one-step and waltz records. High-class selections are meeting with a steady sale, and with the start of the operatic season there is certain to be a greatly increased demand for this special class of record.

Great Advertising Campaign.

A feature of local activity in the talking machine trade the past month has been the remarkably large amount of advertising carried by the dealers. This advertising will doubtless continue until Christmas Day, as it has been increasing week by week. The leading and most successful members of the trade are represented in this publicity, together with a large number of smaller dealers, who are securing splendid returns from their advertising. In fact, the number of dealers now advertising in the daily newspapers is far greater than at any time in the past. Every section of the city is represented in this publicity, and advertising solicitors for several of the newspapers have fostered and promoted campaigns whereby a group of dealers may advertise in conjunction with one of the factory's advertisements or in combination together at a very moderate rate. The strength and stability of the talking machine trade is well evidenced in this publicity as differing radically from the publicity used by other retail trades; there is no attempt to knife one another with cut prices and damaging assertions, but straightforward business announcements devoted to the merits of the products advertised or the service which the individual advertisers are prepared to render.

The Benefits of Co-operation.

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

Closed Most Successful Month.

"The October we just closed was far and ahead the best we ever experienced," said R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, New York. "It proved to be the most successful month in the activities of this establishment, showing a gain of more than 15 per cent. over last December, our previous high-water mark. The demand for machines and records is pretty well spread out, the call being evenly divided among the many models in our line. The response to our new form of record supplement which was inaugurated with the November list has been very gratifying, increased record business being the order of the day in all sections of our territory. This new supplement seems to have taken the trade by storm, and a number of our dealers have referred to it in the highest terms of praise, attributing a considerable portion of their increased November record sales to the artistic and sales force of the new supplement. Collections the past few weeks have been unusually good, indicating the healthy financial status of the dealers' affairs."

Celebrate Edison Week.

Edison Week, which was generally celebrated by the trade throughout the country during the week of October 18-23, was fittingly observed by
(Continued on page 64.)

Your Opportunity

No matter what you do you can't get enough machines for your needs.

But record business is unlimited.

You *can* get records *now*.

Don't overlook this opportunity.

Place your orders at once and provide against losing any record business.



C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines
Musical Instruments

351-353 FOURTH AVE., NEW YORK

New December Records



John McCormack
Sings
ADESTE FIDELIS
O, Come, All Ye Faithful



*This record should be in YOUR home
Christmas Morning*

MIGHTY LAK'A ROSE
Sung by FARRAR
With a melodious obligato by KREISLER.
A beautiful Gift-Record that will carry with
it sweet sentiment and be forever appreciated
by your best friend.



The Popular Song Hits of The Month
17874 } *Its Tulip Time in Holland*
When I Leave The World Behind

Richardson M. Co. N.Y.

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

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

PRICE FIFTY CENTS

The drawing for this card alone cost more than the average Dealer would be justified in expending on Feature Cards for a year.

The quantity produced on this and other similar features makes it possible for us to serve the Dealer as he could not possibly serve himself.

NEW YORK TALKING MACHINE COMPANY

119 WEST FORTIETH STREET

NEW YORK

THE TRADE IN NEW YORK CITY.

(Continued from page 62.)

the Phonograph Corp. of Manhattan in its beautiful establishment, the Edison Shop, at 473 Fifth avenue. The company spent considerable money to advertise a special series of Edison diamond disc recitals in honor of Mr. Edison. These concerts were well attended, capacity audiences crowding the auditorium on many days. The programs were prepared with great care and thought, including some of Mr. Edison's favorite records. A feature of the window display at the Edison Shop was a remarkable portrait of Mr. Edison, painted by A. A. Anderson, an artist of international fame, and depicting Mr. Edison with the first model of the Edison cylinder phonograph. The company, incidental to its Edison Week activities, arranged for a window display contest among its dealers, in which more than sixty dealers participated. The prize winners will be announced later. George L. Babson, manager of the Phonograph Corp. of Manhattan, states that during the past few weeks there has been a noticeable increase in the demand for the more expensive types of Edison diamond disc phonographs, the \$250 type now being the most popular seller.

Some Remarkable Window Displays.

Landay Bros., 563 Fifth avenue, New York, Victor distributors, have been presenting a series of remarkable window displays in their various establishments in the leading shopping districts of the city. These displays have represented an expenditure of considerable time and money, although the results they have produced well warranted the efforts expended. Landay Bros. have for a number of years devoted more than passing consideration to their windows and their displays have given a prestige and standing to the Landay institution that is reflected in the steady growth of this successful Victor house. Landay Bros. are ready at all times to offer their dealers any possible assistance in the preparation of displays which will prove profitable in every way.

Advertising That Has Won Praise.

The Aeolian Co., New York, has introduced a

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

Expanding Their Local Trade.

The Pathé Frères Phonograph Co., New York, has succeeded in building up an extensive trade in local circles, due to the aggressiveness of the company's sales division, coupled with the numerous talking points which the Pathéphones and Pathé discs possess. J. F. Collins, sales manager of the company, states that the accounts opened in local territory have far exceeded their anticipations, the dealers arranging to handle the line numbering talking machine concerns, piano houses and furniture houses. One of the most successful Pathé dealers in this section is O. W. Wuertz, the well-known piano concern, who has stores in Brooklyn, N. Y., and New York City.

Open New Store.

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

HAS HER OWN METHODS OF SELLING

(Special to The Talking Machine World.)

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

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU
WILL
SHARE



PROFITS
WITH
US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

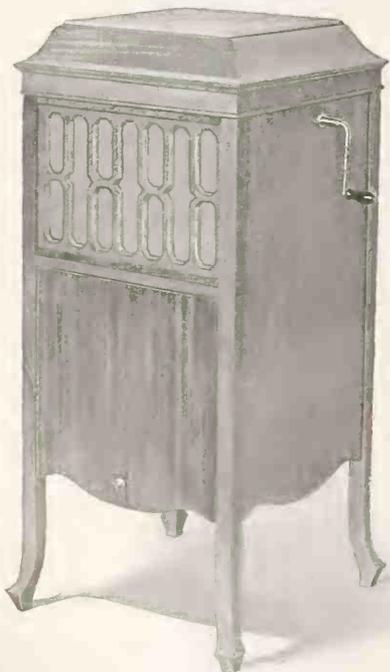
TO LAUNCH "THE BABY."

A new company has just been formed by experienced talking machine men to manufacture and market a new talking machine known as "The Baby." Full details regarding this new machine are not yet ready for announcement, although it is understood that it will be ready for the trade about the 15th of January, and will be marketed to play "Little Wonder" records. It will retail at \$3.95. One of the features of the "Little Baby" machine will be an automatic stop.

C. S. HOTALING APPOINTED MANAGER.

Charles S. Hotaling, the well-known talking machine man, has been appointed manager of the retail department of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y.

Phonograph Cabinets for the Trade



Design No. 75
Made in Mahogany and
Quartered Oak

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

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

☞ We can also furnish complete phonographs with our customer's trade name, attaching labels furnished to us.

Century Cabinet Company
25 West 45th Street
New York City

THE GOOD WORK OF K. R. MOSES.

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

(Special to The Talking Machine World.)

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

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



K. R. Moses.

ARTISTS' VISIT HELP SALES.

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

(Special to The Talking Machine World.)

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

Edison Week was faithfully observed throughout Canada and the Edison diamond disc phonograph windows were the subject of much admiration and comment on the part of the public.

A. J. Freiman, of Ottawa, Ont., has opened a Grafonola department and is featuring the Columbia product in all styles of machines and a complete and up-to-date supply of records.

John McCormack, the celebrated Victor artist, stamped one of his own Victor records at the factory of the Berliner Gramophone Co. during his recent visit to Montreal. An illustration of the same appeared in good-sized space in all the Montreal dailies.

Gourlay, Winter & Leeming, Ltd., who recently opened a talking machine department, in which the Edison and Columbia lines are featured in a very artistic way, have been carrying some very striking advertising in the local papers, in which "the reason why of the new department" is told in a most interesting way.

A transfer of the Edison representation in Truro, N. S., has taken place, and hereafter N. W. Crowe, of Crowe Bros., will handle this line, instead of the Truro Music Store, which has assigned.

As announced in these columns last month, Goodwin's, Ltd., one of Montreal's largest department stores, opened a talking machine department. On the afternoon of the opening day they gave a Grafonola concert, featuring a special program of vocal and instrumental music of Columbia recordings. They also introduced to Montreal the Arinola talking machine at an introductory price of \$15.50.

In Toronto during Edison Week ten moving picture houses played the new Edison diamond disc phonograph.

The Lakeside Craft Shops, of Sheboygan, Wis., of which F. A. Dennett is the head, has begun the manufacture of talking machines.

NEW CONCERN IN COLUMBUS, S. C.

Rustin's Talking Machine Co. to Handle Columbia Line Exclusively.

(Special to The Talking Machine World.)

COLUMBUS, S. C., November 6.—One of the recent additions to the business houses of this city is Rustin's Talking Machine Co., which is opened for business at 1519 Main street, where the company has handsomely appointed quarters, including three soundproof demonstration booths. Columbia graphophones and records will be handled exclusively. The firm is composed of Wallace B. Rustin, general manager, and M. Roy Rustin, sales manager. Both gentlemen were formerly connected with a furniture store in Savannah.

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

RELIC HUNTERS AFTER EDISON.

Make Strenuous Efforts to Get Records Used in Cross Country Demonstration.

Relic hunters have tried to induce Thomas A. Edison to give them the records used in the trans-continental telephoning of greetings by phonograph to him last month. A Boston man offered \$2,000 for the record of greetings made by Dr. Miller Reese Hutchison, while another man has offered \$300 for the Anna Case record, the first music to be transmitted across the continent.

ENTERPRISING HARTFORD HOUSE.

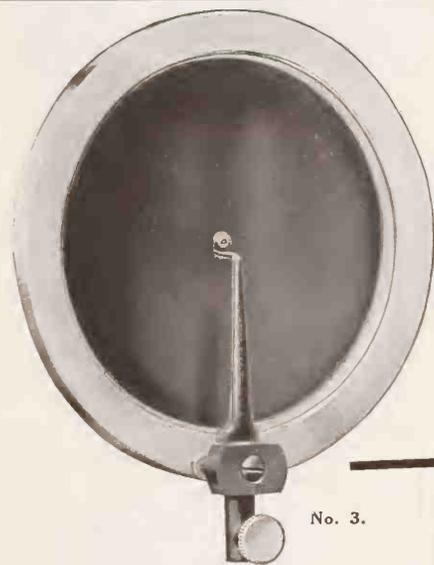
The Victrola department of the Brown-Thompson Co., Hartford, Conn., is using a series of four-page folders to excellent advantage. One of these folders was devoted to the Victor records of Harry Lauder, photographs of the famous Scotch singer in several of his famous costumes being used. This kind of publicity has secured good returns for this progressive Victor dealer.



No. 1.



No. 2.



No. 3.

Retail Prices

	Nickel Plate	24k Gold Plate
No. 1	\$3.00	\$3.50
No. 2	3.50	4.00
No. 3	5.00	5.50

Liberal Discount to Dealers

BALANCE Sound Boxes

Numbers 1 and 2 have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Number 3 has wonderful volume and is recommended for Concert work and for Dance Music.

Edison dealers may obtain their supply from Edison Jobbers.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. MEISSELBACH & BRO., Newark, N.J.

AN "EDISON TONE TEST RECITAL."

Elaborate Program Arranged by N. Snellenburg Co., Wilmington, Draws Enthusiastic Audience of 300 Music Lovers.

(Special to The Talking Machine World.)

WILMINGTON, DEL., November 6.—In connection with the twentieth anniversary celebration of N. Snellenburg & Co., held here recently, one of the features was a special recital in the talking machine department on the evening of October 31, and termed "The Edison Tone Test Recital."

An elaborate program had been prepared and the assisting artists included Miss Ruth Wilson,



"Talker" Department of N. Snellenburg & Co. contralto; E. William Martin, violinist; Ernest Marks, cornetist, and John A. Thoms, Jr., pianist. The work of the artists was particularly noteworthy, especially in the manner in which they kept perfect time with the music of the Edison diamond disc phonograph. The manner in which the recital impressed the music lovers was indicated by the following article appearing in the Wilmington Star, which said in part:

"That recital in the talking machine department of N. Snellenburg & Co., Thursday night, was generally accepted by the audience, numbering more than 300, as a splendid manifestation of the miracles wrought by twentieth century science. By that recital the guests were convinced that it is next

to impossible to detect the difference between the human voice, the piano, the cornet, the violin—as handled by talented artists in person—and the same as they are played on the Edison. During that recital the tones of the Edison were given a hard test and they proved true. Incidentally, the guests were so pleased and Clinton B. Eastburn, the manager, and his associates of the talking machine department were so delighted with the success of the affair that this recital may lead up to better concerts to follow."

UNICO BOOTHS IN GREAT DEMAND.

Showing the four ways of ordering Unico booths, the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, Pa., has just issued a folder illustrating the methods of buying these booths. It seems that the Famous & Barr Co., St. Louis, Mo., wired; the Hub Department Store, Baltimore, Md., phoned; the Buehn Phonograph Co., Inc., Pittsburgh, Pa., wrote, and Goetz & Co., Brooklyn, N. Y., called and placed the order. It calls particular attention to the fact that it isn't so much the "method" of ordering as it is the fact that the booths are ordered.

THE VOCALION IN DES MOINES.

(Special to The Talking Machine World.)

DES MOINES, IA., November 6.—The Guest Piano Co., the old established music house at Seventh and Walnut streets, this city, of which C. E. Risser is manager, has secured the local agency for the Aeolian Vocalion, the new improved phonograph manufactured by the Aeolian Co., New York, and has planned to exploit that line in an elaborate fashion.

NEW QUARTERS IN TOPEKA, KAN.

(Special to The Talking Machine World.)

TOPEKA, KAN., November 6.—The Emaheizer-Spielman Co., which handles the Columbia and Sonora phonographs and records very successfully in this city, recently held a formal opening of their handsome new music rooms at 519 Kansas avenue.

LEASE MORE ROOM.

Crescent Talking Machine Co. Secures Four Additional Floors at 109 Reade Street—Lease Wholesale and Retail Warerooms at 89 Chambers Street to House Main Offices.

Four additional floors of space are reported to have been leased at 109 Reade street, New York, by the Crescent Talking Machine Co., 99 Chambers street, New York, which will be utilized by this company as part of its manufacturing plant.

This company has also leased the store at 89 Chambers street, which will be devoted to the main offices as well as to wholesale and retail warerooms.

This is one of the houses which started in a small way, grew conservatively and is now said to be in a position whereby representatives are well cared for with both machines and records. On the machine line Crescent machines retail at all the popular prices, while in records two models are made—one 10½ inches in diameter, retailing for 65 cents, and the other is a 35-cent double-face record.

"Made in America" is a slogan adopted by the Crescent Co. in its promotion of business, and according to F. E. Parinly, one of the Crescent officers, dealers have been created in nearly every State of the Union, to say nothing of several foreign countries.

JOINS SONORA SALES STAFF.

F. H. Giles, a well-known talking machine salesman of New York, has been appointed to the sales staff of the Sonora Phonograph Corp., 57 Reade street, New York.

James L. Loder, who has had a long experience in the talking machine trade, has just been appointed assistant manager of the Victrola department of the Wiley B. Allen Co., Portland, Ore. Mr. Loder assumed the duties of his new office on November 1.

Look at the "BIG THREE SAVOYS!"

Creators of revolutionary new standards of talking machine value. All SAVOYS equipped with a reversible reproducer playing all makes of records without any attachment. A live-wire dealer cannot keep away from the fast selling SAVOYS. If you want delivery for the holidays, write today.

SAVOY GRAMOPHONE CO.

Grand Street and East River

NEW YORK



SAVOY—Style 10.
Retail at \$10.

Mahogany Finish—Size, 15¾ Inches Square and 8½ Inches High.



SAVOY—Style 25.
Retail at \$25.

Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.



SAVOY—Style 65
Retail at \$65.

Mahogany, Highest Grade Finish. Size, on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Extra Heavy Double Spring Wormgear Motor All Nickel Plated, 12-Inch Turntable.

EDISON WEEK IN PROVIDENCE.

Staff of the J. A. Foster Co. Succeeds in Making the Week in That City a Noteworthy Event—Recitals Given in Churches.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 5.—K. R. Moses, of

to a striking display of Edison goods embodying the department's main slogan, "You need music in your home."

Three big church recitals were held during the week at Elmwood Christian, Trinity Union and Fourth Baptist churches. Over 2,000 people attended these three events, which were conducted

ISSUE ADVERTISEMENT CATALOG.

The advertising department of the Columbia Co. has just completed the compilation of a catalog of advertisements for Columbia dealers which is one of the most elaborate publications of this kind ever issued. This book contains advertisements of every conceivable character and size, exploiting machines, records, artists and outfits. A series of form letters which Columbia dealers may use to advantage are also presented, together with a page of short paragraphs and headings for advertisements, announcements, etc. This new book is complete in every detail and should prove of inestimable value to Columbia dealers.

TO MAKE TALKING MACHINES.

The Wilkes Manufacturing Co. has been incorporated under the laws of Delaware, with a capital stock of \$50,000, for the purpose of manufacturing talking machines and mechanical goods and specialties.

THE COMPLETE LETTER WRITER.

[Received by a talking machine concern in answer to a request for information regarding a prospective customer.]

"Dear Sir—The information I can give is I could never give my name—for any reference. Whatever Miss _____ buys is none of my affairs I don't stand for anything, hoping you understand. I give no permission to the effect hoping you understand I give no reference. Nothing doing. Respectfully yours,

INCORPORATED.

The Triton Sales Co. has been incorporated under the laws of Delaware, with capital stock of \$50,000, for the purpose of engaging in the manufacture of phonographs or talking machines and records.

Charles R. Simmis has been appointed traveling representative of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y., Victor distributor.



Special Edison Window Prepared by J. A. Foster Co., Providence.

the Edison Laboratory, and the J. A. Foster Co.'s staff succeeded in making Edison Week the biggest

by Mr. Moses, assisted by Robert C. Peck, of the Foster Co. Mr. Peck's special feature of organ accompaniment with the diamond disc selection met with the usual favorable reception. One of the most pleasing combinations of the various programs was Carl Flesch's playing of Schubert's "Ave Maria," Edison record No. 82063, with Mr. Peck's skilful accompaniment on the organ. Musical critics pronounced the blending of instruments so perfect as to lead one to imagine the artist stood before them. Foster's advertising campaign was much in evidence during the week, as usual.



Big Crowd Attending Edison Concert in Providence.

phonograph event of many years. The Dorrance street side of Foster's big headquarters was devoted

them. Foster's advertising campaign was much in evidence during the week, as usual.

LONG CABINETS

WELL MADE THROUGHOUT

ELEGANTLY FINISHED

These With Others Comprise the

Most Complete Line of Record Cabinets



D 77 Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79 Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ORDER NOW FOR HOLIDAY REQUIREMENTS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia



The Columbia line is beautifully complete—a full line of instruments from \$15 to \$500, an unmatched record product—and a rapidly growing popularity and good will in the name “Columbia” which gives the dealer something to look forward to.



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

Columbia Graphophone Company
Woolworth Building, New York

CABINET PLANT VERY BUSY.

Heavy Demand for All Types of Cabinets, Including the Wagon Cabinet.

Schloss Bros., the talking machine cabinet manufacturers of 637 West Fifty-fifth street, New York, are finding that their plans made for handling the holiday trade since they opened their new plant early this year have not been in any sense too ambitious, for, although every endeavor is made to fill orders promptly, it means that overtime work is prevailing at their factory regularly, the demands from the local trade being particularly heavy.

One of the features of the Schloss Bros. line that is most popular is the wagon cabinet, designed to permit of the talking machine and accompanying records being rolled to any part of the house or grounds desired. It is in demand both for city apartments and country homes.

W. A. Bowen & Son, Newanc, Ill., was one of the many concerns to arrange a special display for Edison Week recently. The company had a handsome window arrangement of Edison phonographs and records.

BUSINESS CONSTANTLY GROWING

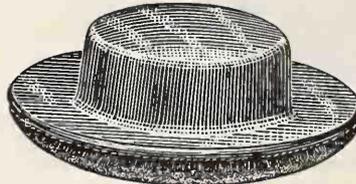
With the Pathé Frères Phonograph Co.—Sales Totals Well Advanced of Last Month, Says H. N. McMenimen.

“November business to date has been remarkable,” said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, in a chat with The World. “The sales totals to date are well in advance of last month, which was the best month in the history of the company.”

“Pathé distributors in all sections of the country report the receipt of inquiries for the Pathé representation from some of the most successful retail concerns in their territory. Our list of dealers is growing by leaps and bounds, and from present indications Pathephones and Pathé discs will enjoy a 1916 representation in every way worthy of the standing of these products in talking machine and musical circles.”

A. R. Coughlin has been appointed retail manager for the Columbia Co. in St. Louis, Mo.

“Standard” Record Cleaner



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

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

STANDARD GRAMOPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

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

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

THE HERCULES ATLAS

Reg. U. S. Pat. Office
RETAILS AT \$10.00



This talking machine is built solid. Full tone. Quartered oak or mahogany finish. The instrument that made us famous. Size 16 inches wide by 16 inches deep.

Plays Largest 12 inch Record with One Winding

MOTOR GUARANTEED FOR ONE YEAR

WHOLESALE PRICE

\$6.00

F. O. B. NEW YORK

Send check with order.

Can be returned if not as represented.

The HERCULES TALKING MACHINE CO.

611-621 BROADWAY

NEW YORK CITY

CASH for your **INSTALLMENT PAPER**

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street
CHICAGO

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalee, the largest maker in the Hawaiian Islands. Kumalee Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.

163 Kearny Street, San Francisco

Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

“MAGNET” DECALCOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS Etc.

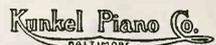


EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

SOLD BY **WALTER D. MOSES & CO.**
103 E BROAD STREET
RICHMOND, VA.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.



GEO. A. SMITH & CO. INC.

136 LIBERTY ST.,

NEW YORK

SOLD BY **J. E. STRATFORD**
AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

New Protective Tariff Imposed by the Government a Subject of Much Discussion in All Branches of Trade—Methods of Levying Duty Brings the Average Very High—New Half-Crown "His Master's Voice" Records Prove Very Popular—The Aeolian-Vocalion Wins Cordial Reception—New Record Lists Full of Interesting Material—British Zonophone Co.'s 18d Records—Fire Causes Heavy Loss in Liverpool—New Artists Contribute the Latest Record Lists—Other News from Great Britain of General Interest.

(Special to The Talking Machine World.)

LONDON, E. C., November 5.—The new protective or tariff duty imposed by the Government under the Finance Act continues to furnish an interesting subject for animated trade discussion. Parliamentary sanction has been given to this very radical departure, and it being to some extent retrospective, the 33 1-3 per cent. duty is now in full operation. British importers are, of course, adjusting trade prices accordingly, with the result that gramophones and, in fact, all musical instruments now cost the public more. In some cases it has been found necessary to increase prices to the full extent of the duty, but I should estimate the average all round increase more in the neighborhood of 25 per cent. on previous cost values. The increase may not show such a percentage on list prices, but there is a serious upward tendency going on all the time. Owing to the uncertainty of things few firms have issued new catalogs, which in some instances were prepared and finally held up at the last minute. Prices fluctuate almost week by week, thus rendering any printed list impossible.

Whatever one may think of the new tariff in principle, at least in one respect, it is altogether unsatisfactory. The general assumption—and a very reasonable one, too—was that the duty would be levied only upon the actual invoice value of the goods. Instances, however, have been given me which go to prove that in the value of the goods is included freight and insurance charges. Levied on this total the so-called 33 1-3 per cent. approximately averages more nearly 50 per cent. on the invoiced cost of the goods. An importer of organs clearly proved to me that his total increased charge under the new tariff rate was anything up to 60 per cent. So prohibitive is it that the London branch of a well-known American piano house has been compelled to cancel practically all further shipments. This, of course, meets with the Chancellor's expressed view that, "During the war this country could not afford a diversion of capital and labor from far more essential purposes, with the object of developing the musical instrument trade. Great Britain was spending more than she ought to spend, and when expenditure was cut down luxuries of this kind ought to be one of the first things to go." The purpose of the act is thus made clear, and if it accomplishes its avowed object our money will be retained in England for more patriotic use, and which will also tend to steady and uphold money equivalents abroad. Notwithstanding, it is a fact that the musical instrument trade continues to make a very strong showing. Although prices are up, the public is freely spending surplus money, mainly in the shape of war profits, on the purchase of luxuries. In some cases the tariff duty has already reacted unfavorably—the cheaper class of trade will perhaps suffer the

most—but, broadly speaking, the musical instrument business is going as strong as ever.

One aspect of the tariff bill, that relating to the question of drawback or refund of duty paid on any article, if exported as merchandise, seems not very clear in its precise meaning. Whether "any article" means a complete article, or is equally applicable to an accessory or part of that complete article, remains shrouded in complexity. This may not be cleared up until access is given to the bill, which doubtless will be published shortly. There would be great difficulty in identifying component parts embodied in completed gramophones, pianos or other musical instruments exported as distinct from those sold in the home market. Recognizing this fact, section 12 (5) of the act provides that the drawback may not be allowed where satisfactory identification of any component part is not possible. It is a somewhat unsound system altogether, for the trader himself cannot reasonably be blamed if his goods do not permit of "satisfactory identification." Just how the Government proposes to handle this seemingly unworkable proposition may be vouchsafed us later.

Since the epoch-making announcement of a new double-sided category of records at the popular price of half a crown, the "His Master's Voice" company is simply inundated with orders from its agents all over the country. The new departure in itself was sufficient to arouse a demand second to none in the company's history, but, not content with this, the field is being developed still more by continuous advertisements of a striking nature in the chief London and provincial newspapers, magazines, etc. This important "H. M. V." move is

(Continued on page 70.)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.
EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS: ("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 69).

but the crowning example of the general tendency in the record world toward trade expansion along lines of giving increased value to the public. The fact is apparent when I mention that within quite recent memory a single side "H. M. V." disc cost a minimum of 3s. 6d. (10-inch) and 5s. 6d. (12-inch). Now, a first class 10-inch double record is purchasable for 2s. 6d., or one-third per title, as against the old figure of 3s. 6d.! And the repertoire is throughout in strict conformity with "H. M. V." quality, the standard of merit to which all up-look. Recent programs are compiled along the same lines of artistic and recording values, and to the wise that is sufficient.

Introducing the Aeolian-Vocalion.

Gramophone trade circles were recently, in the public press, afforded an opportunity of gleaning particulars of a new gramophone introduction styled the Aeolian-Vocalion, which is marketed by the Orchestrelle Co., this city. The new instrument in appearance and general principle of construction is little removed from that of the ordinary type of cabinet gramophone, but it embodies several new features which are of interest. The interior horn, mainly of metal, is backed by sounding boards installed under tension, which doubtless makes for a free and distinctive tone delivery. The tone arm is of one gauge, broadening out only from the elbow. Undoubtedly the most striking feature of the Aeolian-Vocalion is its unique tone-control method. Styled the Graduola, this ingenious device permits one to impart a certain amount of personal expression by actual control of the sound volume. It is a decided acquisition which assists toward the elimination of the mechanical aspect, just as the expression devices of a player-piano enable one to give to the interpretation of "perforated" music a sense of personal feeling in its reproduction. After a demonstration of this instrument my impression is that it represents a degree of progress in the field of mechanical music

which will exert an important influence on the future development of the gramophone industry. Science and art are very closely allied in the Aeolian-Vocalion, but with due deference I would offer a friendly criticism in relation to the sound box, which, in my opinion, leaves a margin for improvement in the direction of eliminating surface scratch. An alteration in the mounting of the stylus bar might perhaps ease matters; it certainly merits the company's attention anyway.

Several models, all of the cabinet type, are illustrated in the company's fine catalog, which is produced in the best artistic style. I notice therein that the Aeolian-Vocalion is described as a phonograph. Whatever may be the exact meaning of the term in other countries, to so describe the new instrument in England represents a misnomer. The generic term for disc machines is gramophone and for cylinders phonograph. With the British public that is by now an accepted distinction, and to avoid confusion it would be well for the Orchestrelle directorate to note this in future publicity issues.

Cheery Note to the List.

Accompanying the issue to dealers of the November Zonophone record list is a cheery and inspiring letter which touches an exceptionally optimistic note pertaining to the huge influx of orders since the price reductions. At 18d. the Zonophone double disc is pre-eminently a cinch, especially from the public's viewpoint, and quickly appreciating this fact, the dealer everywhere has simply rushed the company for larger supplies than ever before experienced within its history. Look for a moment at the wonderful diversity of artistic talent whose contributions are starred on the list for November: Robert Radford, Sydney Coltham, Harry Lauder, Ernest Pike, George Formby, Florrie Forde, Black Diamond Band and Peerless Orchestra, to mention but a few, and you may understand the reason for Zonophone popularity.

Apart from Harry Lauder and Robert Radford, all of the names mentioned figure on the 18 penny program. In addition to this high standard of artistic quality, Zonophones are renowned for excellent recording, which expression is truly applicable to every issue. What you want, too, in the way of titles is usually to be found on this make of record.

Recognized Standard Price.

In Great Britain the recognized standard price for a 10-inch double record is now 18d. It is something especially good for half a crown, the hitherto standard figure, and this latter charge is associated only with particularly exclusive artistic talent. As reported last month, the 18d. standard has received the seal of the British Zonophone Co.'s approval, and it is obvious therefore that future claims for popular suffrage must be based upon very defined lines in connection with good recording and artistic quality of a high standard. New developments must rest upon this foundation, otherwise success will not be achieved. My remarks are prompted by the almost careless disregard of modern requirements evinced within recent times by certain premature excursions upon the unsettled sea of gramophone commerce. If people would only look before they leap much heart-burning, time, trouble and money would be saved. For this reason new record ventures are foredoomed to failure unless very great care is exercised in every detail of organization along lines in conformity with the higher values of record production now demanded by a discriminating public. I would therefore urge recent and prospective record promoters to take stock of the present conditions in this branch of the gramophone industry before committing themselves to definite propaganda.

"Cheap" Records Disappearing.

Introduced by certain companies to meet the cheap German competition, the British 13d. double discs appear to be fast fading in the limbo of

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.



ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. **DO IT NOW!**

INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

"things that have been." Until the outbreak of war, which, of course, eliminated to a very great extent any justification for their continued existence, these competitive-priced records simply put the Teutonic stuff out of court on artistic merit alone. Having therefore achieved their object, it was about time for the various makers to ease up on an expenditure, which, in itself highly speculative, excluded from the outset any prospect of a fair return for the labor and capital involved. Apart from one or two comparatively insignificant lines, I am glad to say the continued manufacture of the shilling or 13d. record has almost ceased. As was to be expected, some of the cheap firms have been compelled to seek the sanction of Cary street, our national center for bankrupts, while others, the more important perhaps, are quietly sliding out of existence. One of the die-hard variety is now being retailed at the munificent figure of 9d.—half penny—or 19 cents. The sooner this class of trade is altogether abolished the better for the healthy progress of our industry.

To Be Heard in Winner Records.

Miss Haidee de Rance, the wonderful young violinist and who has taken a leading part in many of London's theatrical successes, will shortly make her bow to the great record public via Winner records. The wonderful mastery of her bowing has attracted unstinted praise from the press, musical critics, and from the public, with whom she is exceedingly popular. Like the Winner record, Miss Haidee de Rance is "British through and through," a fact in which she very naturally takes great pride. We shall await the issue of her records with unusual interest.

New Journal Makes Its Debut.

The first issue of a new gramophone journal—The Gramophone and Music Record—reaches me from its editor, Stuart Griffin. Its avowed object, I read, is to meet the call for an independent organ run absolutely in the interests of gramophone users. To that end the editor has put his hand to the plough, and I must certainly admit the brightly written interesting contents of his first number drives a very straight furrow toward the desired goal. My hearty good wishes for the success of the new venture!

Introducing a New Favorite.

Ever alert in the acquisition of popular talent, the Winner Co. announces this month a music hall favorite in the person of Morny Cash, whose first record contributions comprise "I've Been Married a Year To-day" and "I Will Have a Night Tonight," songs with which his name is exclusively associated. A big demand is assured for this Winner record, and stocks should therefore be secured by oversea dealers who make a feature of handling London "hits."

Fire in Liverpool.

A serious outbreak of fire occurred last month in the Liverpool warehouse of the Johnson Talking Machine Co. and, despite the prompt and strenuous work of the fire brigade, the building was practically burned out. A big stock of machines and records, estimated of the value of \$15,000, was unfortunately consumed, truly a serious loss at such

a time as the present, when supplies are somewhat restricted. With characteristic energy, ably supported by the Columbia and other trade friends, Mr. Johnson lost no time in securing new premises and substantial consignments of new goods, with the result that business is again in full swing at 52 Wood street, Liverpool. Owing to insufficient insurance part of the loss will fall on Mr. Johnson's own shoulders, a matter upon which his many trade friends will naturally sympathize.

A New List of Guardsman Records.

Always to the fore with good selling issues, the Guardsman record people may well congratulate themselves upon an expanding trade, the demand being such, I am told, as to render it a real difficulty to cope with. In value and general quality this record maintains an exceptionally high level, price considered, and on this ground alone is due the growing universal support received. Take, for instance, the November list of titles. It certainly stands as an excellent example of "Guardsman" merit, for throughout every taste is catered in a manner bespeaking close study of public and trade requirements. One notes in addition to a pleasing range of vocal records (solo and duets), band, orchestral, solo instrumental and descriptive items in great variety. A descriptive by the Invicta Sketch Co, with the aid of a military band, No. 511, is a real sales plum. It bears the titles: "Departure of Kitchener's Army for France" and "Landing of Kitchener's Army in France." Some wonderful effects are obtained, and as a realistic presentment of a military event of this character the record is really wonderful. For particulars of this and the great variety of other equally good records itemized on this "Guardsman" list dealers should approach the Invicta Record Co., New Inn Yard, London, E. C.

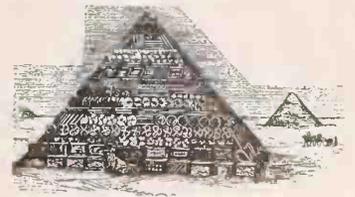
One of the Busiest Spots in London.

One of the busiest spots in phonoland is at 45 City Road, London, the home of W. H. Reynolds (1915), Ltd., where unceasing activity prevails all day and every day, notwithstanding wars and tariffs. Here one finds an organized system of business which permits of each day's orders being completed (as far as possible, these unsettled times) and promptly dispatched the same night. Accessories, parts, etc., of almost any kind of gramophone ever made are a specialty of this up-to-date house. There is, owing to the war, a scarcity of certain accessories, and it sometimes happens that a little delay may result in the execution of isolated orders for such goods, but generally speaking, it is really remarkable how the company has overcome almost insuperable difficulties in satisfactorily meeting the great variety of claims upon its ever-fluctuating stocks.

On the record side W. H. Reynolds (1915), Ltd., offers an excellent 10-inch double disc, the "Favorite," at a competitive price. The monthly musical program teems with titles that represent a popular class of extreme sales value to all dealers. Dance music, patriotic songs, "revue" items, musical comedies, ballads, etc., you may be sure to obtain on Favorite records by artistes of reputation.

(Continued on page 72.)

Reno
The Man of Many Parts



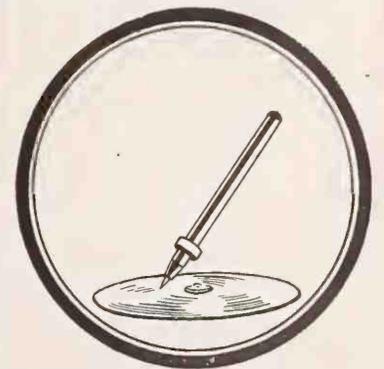
Accessories for any Machine Ever
Made from the Year Dot to 1915

Favorite Record
Entirely British Made



Wide Selection of Up-to-date Titles
Best and Cheapest Record
on the Market

Safiro Needle
Reproduces Best and Lasts Forever



The "Safiro" can be Used for any
Sound-Box or Needle Cut Record

Order Sample Goods To-day
and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of
Talking Machines, Records,
Accessories and Motors

45 City Road, London, E.C., ENGLAND

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE
COLISEUM RECORDS

(10" and 12" double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artistes who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer together with lists and other interesting publicity matter sent free upon receipt of your trade card.

THE EDISON - BELL VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to



J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

New Columbia Artists.

This month Vladimir de Pachmann is announced as playing exclusively for Columbia records. In these records are enshrined his genius and art. His eccentricity—that of addressing remarks of every character to his audience all the while he is playing, a foible that seems to make him all the more idolized—his eccentricity in this respect is absent; his Columbia records are pure piano art.

As was only to be expected, Kennerley Rumford's indorsement of his wife's (Mme. Clara Butt Rumford) decision to record exclusively for Columbia took the form of a similar action on his own behalf, and we have the result in a very happy record this month.

Mme. Elsa Stralia, at present sharing the honors with MM. Ysaye and de Pachmann on an extended tour of the country, is the latest important addition to Columbia exclusive artists. She hails from Australia, and has appeared in opera and concert.

What all who are interested in the progress of recording must concede to be the last word in musical authority is bound up in the announcement that our greatest British conductor, Sir Henry J. Wood, will record with his famous orchestra exclusively for Columbia. The importance of this decision can be judged from the fact that the great conductor has steadfastly refused to recognize the art of sound recording as having any musical value until now. What has brought about the change is the new recording process of Columbia, the process which is giving results that have astounded experienced record makers.

Clara Butt Delighted with Records.

Some may express surprise at the phenomenal success which has attended the new Clara Butt records on Columbia, particularly as the sales already run well up into five figures. But, hearing the records, surprise passes away; and then bearing in mind the enterprise which fixed the attractive prices, the results only go to show how readily the public appreciates the new and somewhat daring departure. Then, to crown all, comes the "Queen of Song's" own emphatic indorsement of her records in these words:

"I am more than delighted with my new Columbia records. I have never been so pleased about anything, for I consider that you have got my voice absolutely, which has never been done before. (Signed) Clara Butt-Rumford."

This month's new Clara Butt records include the majestic "God Shall Wipe Away All Tears," the specially popular "Promise of Life," and the exquisite "Fairy Pipers." Her grand opera record, "O mio Fernando," from "Favorita," is with orchestral accompaniment, conducted by Sir Henry J. Wood.

W. H. Squire's record on Columbia this month is a wonderful performance of Saint-Saens' "Le Cygne" (The Swan) and berceuse de "Jocelyn" (Angels Guard Thee).

Gerald Kirkby is another exclusive Columbia artist new this month, and on the lighter side of

the list he is responsible for what he describes as an "imitation of George Grossmith in a song he has never sung," and in a half-spoken, half-sung ditty based upon the curious education of a boy yecept Willie.

MELBA'S MESSAGE TO FATHER.

How the Great Prima Donna Made Her First Record.

The first talking machine record made by Mme. Melba was for the purpose of carrying her voice to her father in far away Australia. The following story, which appeared in Pearson's Magazine, tells of this event in an interesting manner.

It should be understood that the gramophone is the name by which the Victor product is known in Europe.

For five years efforts had been made in vain to induce Mme. Melba to make a gramophone record of her own songs. To say that she was indignant at the proposal was—well, to put it very mildly.

One day it happened that Mme. Melba was trying to think of some original birthday present to send to her father. Somebody suggested, "Why not send him a message through the medium of the gramophone, for think how delighted he would be to hear your own voice speaking to him?"

Mme. Melba's father is now an old man, and lives in Australia. No father has a daughter more passionately devoted to him. He is now too old to come over to Europe to see his beloved daughter; nor is the journey from Europe to Australia easily to be made by the great prima donna. The idea that the gramophone should be used as a vehicle for a birthday greeting appealed, therefore, to her; and she asked the head of the Gramophone Co. if he could arrange to send her message. To this he readily assented.

But the plan was doomed to failure. Mme. Melba, overcome by the thought that the very tones in which she was speaking would be carried to the ears of her father so many thousands of miles away from her, broke down after speaking only three words.

Then, instead of sending a message, she decided to sing a song. The song chosen was Reynaldo Hahn's beautiful "Si mes vers avaient des ailes," so touchingly pathetic and so appropriate.

And this is how Mme. Melba came to sing into the gramophone, to make the first of that long series of records which since have delighted myriads of people in all parts of the world.

It was at Monte Carlo, in March of 1905, that Melba first heard her own voice as reproduced by the gramophone. Lunching with her at her villa were the veteran master, Dr. Saint-Saens, and Jean de Reszke, the great tenor. The gramophone was played in an adjoining room suddenly during the lunch.

"Heavens!" exclaimed Melba, in surprised tones, when the last notes of the song she had sung for her father died away. "Heavens, but it's me!"

That luncheon party was unique. Never did the gramophone receive such praise.

Mme. Melba now can never hear one of her own records without singing in unison. What price would not the wealthy music lover pay to hear such a duet—"Melba and Melba!" Her own delight at every new record is almost childish, remembering that nothing can be more keen and strong than the delight of a child. Multiply that delight by millions, and you have some idea of the pleasure Melba has given the world by making gramophone records.

Only the other day a letter found its way into Mme. Melba's post-bag from the opposite end of the earth. "All the wonderful things you have ever done," wrote her unknown correspondent, addressing his letter from some home for incurable invalids in Australia, "all your wonderful triumphs have been eclipsed by the scene of delight in this home when the inmates were given a selection of your songs on the gramophone."

Mme. Melba receives many letters by every post begging for her autograph.

But nowadays she receives almost as many expressing the delight her gramophone records have given to the poor, the sick and the suffering, to the crippled and to the paralyzed. Her life would not have been spent in vain had she done nothing more than to make the simple gramophone record which allows her rendering of Gounod's "Ave Maria" to be reproduced in our hospital wards.

THE WINNER RECORD CO., LTD.

LATEST DOUBLE DISC RECORDS—10 Inch.

- IVOR FOSTER (Baritone).
2879 Until (Sanderson)
At Dawning (Eberhart and Cadman)
LIEUT. HERBERT HEYNER (Baritone).
2880 The Admiral's Broom (Weatherley and Bevan)
The Last Watch (Weatherley and Pinsuti)
MITCHELL AND SHEPHERD (Concertina Duets).
2881 Under the Double Eagle (J. Wagner)
Belphégor March (Brepant)
BAND OF H.M. IRISH GUARDS.
2882 Semiramide, Part 1 (Rossini)
Semiramide, Part 2 (Rossini)
WILL EVANS & CO. (The "Dry" Humorist).
2883 Building a Chicken House, Part 1. (Arthurs and Evans)
Building a Chicken House, Part 2. (Arthurs and Evans)
2884 You're Such a Lovable Girl. (Edgar and Cuthbertson)
The Mississippi Barbecue (Dave Reed)
ROYAL MILITARY BAND.
2885 The Wayside Chapel (Gordon Mackenzie)
Sabbath Memories (Gordon Mackenzie)
ROYAL MILITARY BAND.
2886 Bells of Peace (Victor Locksley)
Victorious Chimes (Victor Locksley)
THE TWO BOBS (Ragtime Monarchs).
2887 Winter Nights (Clarke and Schwartz)
She Lives Down in Our Alley. (McCarron and Bayha)
MORNY CASH (Comedian).
2888 I've Been Married a Year (Tom Sanson)
I Will Have a Night To-night (Chas. Collins)
BILLY WHITLOCK (Laughing Comic).
2889 Chuckles (Whitlock)
A Laughing Dream (Whitlock)
RITA SQUIRE (Soprano).
2890 I Wonder if Love Is a Dream
(Teschemacher and Forster)
April Morn (Dowers and Batten)
DENMAN HUGHES AND QUARTETTE.
2891 A Little Bit of Heaven (Brennan and Ball)
When Irish Eyes Are Smiling. (Olcott, Graff and Ball)
STANLEY KIRKBY (Baritone).
2892 Good-bye, Virginia (Clarke and Schwartz)
TED YORKE.
I Want to Go Back to Michigan (Irving Berlin)
ROYAL COURT ORCHESTRA.
2893 Mon Bijou Waltz (C. E. Lepaige)
Destiny Waltz (Sydney Baynes)



“NOTE THE NOTES”

This is the trade-mark music lovers are looking for—and asking for. Are you benefiting by its display?



(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**

DOUBLES SPACE IN ONE YEAR.

Wallace Brown Edison Shop Meets with Unusual Success in Detroit with the Edison Diamond Disc Phonograph—Liberal Advertising Largely Responsible for Success.

(Special to The Talking Machine World.)

DETROIT, MICH., November 5.—One of the genuinely successful business enterprises of this city is the Wallace Brown Edison Shop at 31-33 East Grand River avenue, and of which Wallace Brown is sole proprietor. Mr. Brown started in business



Display Room of Edison Shop.

at 31 East Grand River avenue just about a year ago, or on October 28, 1914, to be exact, and arranged to handle the Edison diamond disc phonograph exclusively. The success of his venture is



Main Reception Room, Edison Shop.

best indicated by the fact that in less than a year his original quarters proved too small to care for his business properly and he was compelled to take the adjoining store at No. 33. The new and old stores were thrown into one by knocking out the dividing wall, and the result is that Mr. Brown now enjoys 35 feet of valuable show space on the avenue and interior space equal to the present business demands. In making the changes the services of expert decorators were utilized and the excellent results of the remodeling operation are shown in the accompanying illustrations. Mr. Brown has been advertising his new quarters liberally, and has installed a large stock of machines and records and is thoroughly optimistic regarding the business outlook, especially as it affects the Edison product.

PHONOGRAPHIC GOLF BALL?

Briggs, the Cartoonist in the California Papers, Suggests This Novelty Which Has Come in for Considerable Notice in the Local Papers.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., November 4.—That the local golfing population has become attracted by the presence of the Briggs cartoons on the sporting pages of the Chronicle is attested to by the experience related by A. R. Pommer, of this city, one of the State's prominent green enthusiasts.

Quite recently, through one of his cartoons, Briggs made the suggestion that some kind of mechanical device be attached to all golf balls of such a nature that when the ball became lost an automatic whistle or bell might announce its presence to the searcher. Pommer, among many, read this and with interest aroused sent a copy of the cartoon to Thomas Edison, the American inventor, with the suggestion that some practical method of putting the theory of the cartoonist into practice be adopted.

Edison returned a note to Pommer stating that he had looked upon the proposition with interest and that he had turned the matter over to his department for the development of sirens and other mechanical devices. And so we may soon have the phonographic golf ball. Those of the golfing population of the entire country who have met with the bogey of lost ball should read this article with interest. Imagine the satisfaction of a siren note from the tall grass where the lost

ball lies telling that the search is over and despair at an end.

SELLING LIKE COURTSHIP.

In a commercial sense, all selling effort can be divided under two heads, as follows:

1. The kind of selling that requires the salesman to go to the customer.
2. The kind of selling that requires the customer to come to the salesman.

RECORDS OF SCOTTISH RITE CHOIR.

The personal record department of the Columbia Co. has been unusually busy the past month, its activities including the recording of many unique selections. The Scottish Rite Choir of St. Louis, Mo., which visited Washington, D. C., recently to attend the dedication of the Scottish Rite Mother Temple, journeyed to New York and made two records in the Columbia personal record department's laboratory. This choir, which is composed of twenty-three prominent members of the Masonic order, is well known in the Middle West.

Raymond Gould, a piano dealer of 193 Cohuac street West, Battle Creek, Mich., has secured the agency for the Pathé Pathephones.

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

Like another extensively advertised product, our



Made in
U. S. A.

Disc Record NEEDLES

“cannot be improved,” so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS
WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET

NEW YORK

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., November 9.—The talking machine business during October was of most unusual activity. The volume of business with every dealer has been limited to the number of machines he was able to secure. This is usually the condition with the Victor dealers, but during that month it has been equally the condition with the Columbia and Edison dealers. It was a banner month, and November has started with a rush—a rush that would indicate that everyone who wants a talking machine for entertainment this winter is not going to be supplied.

The Penn Phonograph Co. reports that its business has been phenomenal and that November has begun with the condition in keeping with the past at this time of the year. It has been impossible, it says, to get special machine stock to keep up with the orders, but in most instances it has been possible to fill record stock at the rate of 100 per cent.

Most of the Penn Co. dealers had the foresight to place their orders for machines early in the season and are now in pretty good shape, but they have begun to send in requests for additional supply and already the firm has received a number of orders for January delivery.

Morris Fitzpatrick, formerly connected with the Penn Co., but who is now with the Eclipse Music Co., of Cleveland, O., has written to the Penn Co. that he is enjoying a good business in the State of Ohio and is well satisfied with his new field of labor.

F. B. Elkington, the talking machine dealer at Twenty-ninth street and Susquehanna avenue, has sold out his business to W. M. Johnson, who will conduct it at the same place.

Among the out-of-town men here this week were Charles K. Bennett, of Cleveland, O., formerly with the Victor Co., and Thomas Towell, of the same city. They came on here to urge the Victor Co. to rush orders to them on account of their heavy demand.

William J. Elwell, manager of the wholesale department at Heppes, has the sympathy of the trade in the death of his wife, which occurred on last Monday.

Blake & Burkart, the big handlers here of the Edison, had a tremendously big business in October, and from the way November has started they expect to have a rush business from now on to the

first of the year. Their business has entirely outgrown their present quarters, and they have leased the other half of the first floor of their present building and will occupy it the first of January. This new addition has a floor space of more than 3,000 square feet, and it will be arranged, besides selling rooms, into a large hall for recitals which will seat from 125 to 150 people. Altogether this will be the largest individual talking machine store in the city when this new addition is occupied.

Blake & Burkart have also started an auto truck delivery service, and with the securing of their addition they will have access to a rear entrance and exit for their machines. The mechanical force has been trained in the Edison factory at West Orange, N. J., and their service is gratis to purchasers. They have equipped their repair men with motorcycles, and their salesman, Mr. Bentley, has put on an automobile himself—a Buick runabout—for canvassing work. A new man has been added to the repair department.

The Ludwig Piano Co., which recently took on the Edison, has been meeting with great success and has been advertising liberally. This week a window placard, which is seen by everybody, contains the line, "Did you ever hear a phonograph?" They have a series of photographs in the window of leading Edison artists.

There is a growing demand for an Edison agency in Philadelphia, to be located in some section of Germantown, either on Chelton or Germantown avenue, and it would be a good field for someone.

M. Hybeman, of Norristown, with his "Sam" of Posen" dialect, was the jovial visitor among the trade here this week.

The Edison dictating machine has had a large sale in October, some of the leading new firms who purchased these machines being Arthur Thomas, dealer in surgical instruments; the Keating Co., 715 Sansom street; the Nelson Valve Co., John T. Lewis, the Atlas Powder Co., the North American Co. and the Fayette R. Plumb Co., Inc., and most of these firms, as well as firms already using the Edison, have added the Telescribe for recording telephone conversations.

The Louis Buehn Co. reports that its business has been increasing right along. It is difficult to get Victor talking machines fast enough, although a greater percentage is being received than at this time last year, but business has been doubled.

J. N. Blackman, of the Blackman Talking Machine Co., of New York, was a Philadelphia visitor the past week.

Charles Koch, the Victor dealer at Logan, is going to considerable expense in remodeling his store, which will enable him to take care of his increased business. He will have three new booths.

The talking machine department of Gimbel Bros. will be moved to the new location in the store on the seventh floor on Monday of the coming week. The department will occupy more than double the previous amount of space and will have a much more prominent location. There are a dozen booths, all of them sound-proof, with ventilators in the ceiling. They are all in white and neatly furnished.

The Columbia Dictaphone is benefiting from its recent publicity campaign. The local house had in October the biggest month this year, so naturally all are highly elated. Among some of the new accounts were the Charles Felin Lumber Co., the Philadelphia Steam Heating Co., the Schutte-Koerting Co., S. H. Burbank & Co., Antonio, Roig & Langsdorf, cigar manufacturers; the Westinghouse Electric Co., the Sydney J. Burgoyne Co., printers; the Harrison Bros., paint manufacturers, as well as a number of others.

J. D. Westervelt, manager of the Edison dictating machine department, gave a dinner to all his salesmen, as well as some invited guests, this week. The guests included W. T. Sibbet, of Baltimore, Md.; M. Lee Goldsmit, and W. D. Reinard, of Harrisburg. They had a most enjoyable time and talked over the coming campaign.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., is to be seen frequently on the streets in the finest touring car owned in this city. It is yellow, which is the only thing of that color about the owner. The car is to be seen every day in front of the Pennsylvania Co. store, and there is always a crowd around admiring it.

Mr. Eckhardt reports that the demand for Columbia machines has been very fine, but, like other dealers, he complains of a shortage of goods, and his business has been limited to the amount of stock he could secure. Last year's business has been beaten by 100 per cent. Mr. Eckhardt is endeavoring now to take care of his customers in every possible way. A lot of very good new accounts have been opened recently at the Baltimore store. He says his firm is in a position to do the business, and if they could have gotten the goods this past October they would have been able to do several hundred per cent. over last year.

NEW QUARTERS IN ALLENTOWN, PA.

(Special to The Talking Machine World.)

ALLENTOWN, PA., November 9.—The J. M. & E. D. Cameron Music House has thrown open to the public its remodeled quarters at 905 Hamilton street, where a new Columbia Grafonola department is one of the features. The business here was established in 1907, and its expansion has required the gradual absorption of the entire building, which was taken on a long-time lease last spring. Immediately after the lease was signed the company started work in remodeling the entire interior and has provided more convenient quarters for its pianos, player-pianos and Grafonolas. The Cameron Co. handles the Lauter, Milton, Weser Bros. and Francis Bacon pianos and player-pianos with great success. In addition to the local store the concern also has branches in Bethlehem and Easton, Pa.

The Victor Talking Machine Co. sent out to its dealers recently a special list of records appropriate for the Christmas and holiday season. A special supplement and a suitable Christmas hanger will be forwarded shortly, and a new Christmas street car card is also ready for distribution, containing illustrations and text pertinent to Christmas.

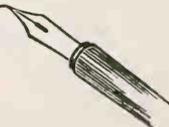
Penn Phonograph Co. VICTOR

The Penn is mightier than the sword, it stands for right service. We know what you want and your first order will prove it. If you want service on "shorts" during the rush of the next few weeks, 'phone us and we'll deliver. Victor Records a specialty.

PHILADELPHIA

PENNA.

*Pen Your Victor Orders
to Penn*



On record orders we fill from stock over 98% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, are as well filled as factory conditions permit. Complete stocks of repair parts and accessories as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

The Louis Buehn Co.

Philadelphia

Exclusively WHOLESALE Victor Distributors

Record numbers are worse than telephone numbers. More things happen to record numbers than you can imagine. Wrong numbers go Sherman one better.

So will you co-operate with us and double-check record lists? It means a great deal to both of us at all times, but the urgency of the next six weeks' business requires the saving of every possible minute.

Since our specializing in Victor exclusively, and Victor exclusively wholesale, we know we can show you that Buehn Service is "keyed up" service with every one working on pins and needles to make good.

There is a spirit of co-operation between us that makes every one in our immense establishment ever on the "job" for your protection.

Records! Records! Records!
We have the Records.

THOS. A. EDISON TALKS ACROSS THE CONTINENT.

Friends at the Laboratory at Orange Converse with the Inventor in San Francisco—Send Edison Music 3,400 Miles Over Wires—A Record Breaking Order Day for Edison Products.

While Thomas A. Edison was surrounded by his friends in a specially arranged booth on the grounds of the Panama-Pacific Exposition at San Francisco on October 21, the evening of Edison Day, a number of his friends had gathered in the Edison laboratory at Orange to receive what he termed his "first real telephone message" across the continent. In the laboratory were nearly 200 invited guests, who enjoyed to the utmost the historic evening.

An amplified receiver made possible for Mr. Edison his use of the telephone in the across-conti-

ture at the end with the perfect reproduction. "That's fine," he said.

He was asked to play the record back from San Francisco, and a machine at that end was started and the West Orange audience heard the record repeated.

Mr. Edison then carried on a conversation with a number of friends at the laboratory, among whom was Carl H. Wilson, vice-president and general manager of the Edison interests. After he congratulated Mr. Edison upon the honors paid him at San Francisco, he remarked: "I have got some good business news to convey to you, Mr. Edison."

"What is it?" asked the great inventor.

"We have been celebrating Edison Day at this

that a record had been completed that day which would convey a message to Mr. Edison from his friends in the Orange laboratory. The record in part contained the following:

"In commemoration of the thirty-sixth anniversary of your great invention, the incandescent lamp, many of your friends, including members of your family, associates of the early days of Menlo Park, heads of departments of your great organization and all the members of your engineering staff, are gathered in the library of your laboratory. We are all distinctly Edison. This address,



Guests in Edison Laboratory at Orange, N. J., Listening to Cross Country Telephoning.

nent conversation, which was arranged as a part of the celebration to commemorate the thirty-sixth anniversary of his invention of the incandescent electric light.

The great Edison plant was well illuminated, and over the laboratory floated the American flag, brought out in distinct contrast by electricity against the darkened sky.

As the visitors were ushered into the library of the laboratory they found the place lighted with numerous incandescent lamps, while Mr. Edison's picture was surrounded by them. American colors draped the hall and the platform erected over Mr. Edison's own desk, on which the instruments that were to amplify the sound and carry on the event were placed.

One of the interesting exhibits was one of the first generators devised by Mr. Edison. There was also a section of the Atlantic submarine cable over which the first message was sent.

Dr. Miller Reese Hutchinson, chief of the recording laboratory, had charge of the Orange entertainment.

On the chair of each of the guests was an individual receiver, and before getting the San Francisco connection Dr. Hutchinson remarked

for instance, is being made to you by your greatest favorite, the Edison diamond disc phonograph."

When asked to reply Mr. Edison insisted on having his joke and said, "Let me get my glasses." He then said:

"It may seem strange to those who know my work on the telephone carbon transmitter that this is the first time I have ever carried on a conversation over the telephone. Trying to talk thirty-four hundred miles on my first attempt at a telephone conversation seems to be a pretty big undertaking, but the engineers of the Bell system have made it easier to talk thirty-four hundred miles than it used to be to talk thirty-four miles. In my research work I have spent a great many years listening to the phonograph, but it gives me a singular sensation to sit here in California and hear the new diamond disc phonograph over the telephoné all the way from Orange, N. J. I heard the record of Hutch's talk very plainly. I should now like to hear a musical record. If you have one handy I wish you would play that Anna Case record from 'Louise.'" The selection from "Louise" could not be found, but Anna Case's Charmant Oiseau from "The Pearl of Brazil" was played instead. Mr. Edison expressed great pleas-

end of the line, and to-day we have received orders for 7,300 machines, reaching a total value of \$563,000."

"Sounds good. Looks like business, doesn't it?" remarked Mr. Edison.

The conversation then shifted to Chicago, and the guests in Orange listened to a talk between Mr. Edison and John J. Carty, chief engineer of the American Telephone & Telegraph Co. Mr. Carty congratulated Mr. Edison, and said that he was pleased to give him the first information of the wireless conversation from Arlington, Va., with the Eiffel Tower in Paris. "A notable achievement," replied Mr. Edison. "You and I ought to get together with my phonograph and your wireless telephone to increase sound waves. With a megaphone attachment an entire audience on the Pacific Coast might readily hear a concert on the Atlantic seaboard."

The conversation with Mr. Edison 3,400 miles away with his various friends was perfectly audible and distinctly characteristic of the man. After Mr. Edison had left the booth at San Francisco Mrs. Edison was placed on the wire and spoke to her two sons, Charles and Theodore, in Orange.

In the first rows were members of Mr. Edison's

family, among them the following: Charles and Theodore Edison, Mr. and Mrs. Thomas A. Edison, Jr., Mr. and Mrs. William Edison, Joan B. Miller, brother of Mrs. Edison; Charles Edison Poyer, a nephew of the inventor; Mr. and Mrs. Henry Nicholl, of New York.

Among the guests were Benjamin S. Whitehead, of Newark; Capt. George E. Burd, U. S. N.; Charles Wirt, of Philadelphia; M. F. Moore, of Roselle; T. Commerford Martin and Edward H. Johnson, of New York; Mr. and Mrs. Frank A. Potter, of East Orange; Edward Lyman Bill, editor of The Talking Machine World; Dr. G. F. Kunz, New York; Mr. and Mrs. George Merck, of Llewellyn Park; Dr. and Mrs. John H. Bradshaw, of Orange, and Mrs. William G. Bee.

Among the old associates of Mr. Edison were George F. Morrison, of Harrison, general manager of the Edison Lamp Works; Dr. Frank J. Sprague, of New York; Sidney B. Payne, of Schenectady; J. C. Walker, William J. Hammer, Charles L. Clarke and John Ott, of West Orange.

At the San Francisco end were Mr. and Mrs. Edison, William G. Bee, who traveled with him; Mr. and Mrs. Helen Miller and Mr. and Mrs. Henry Ford and their son, Edsall, besides Governor Johnson.

Listening at Chicago was Dr. John J. Carty, chief engineer of the American Telegraph & Telephone Co., who was unable to be present.

The evening was an historic one and was greatly enjoyed by the assemblage.

After the conversation with San Francisco had ceased the guests were invited to a moving picture exhibition, showing some of Mr. Edison's early inventions, in one of the huge concrete structures adjoining the laboratory.

NEW TALKER STORE IN BROOKLYN.

Ranah Co., Inc., Opens Handsome Quarters in the Times Plaza, That City—To Feature Victor Line Exclusively—D. W. Moor in Charge.

One of the latest additions to the talking machine trade in Brooklyn, N. Y., is the Ranah Co., Inc., which on Wednesday of last week opened a handsome store in the Times Plaza, that city. The new company will handle Victor talking machines and records exclusively, and is under the management of Dan W. Moor, well known to the talking machine trade throughout the country.

The interior of the store has been handsomely decorated. The decorative scheme is in French gray, white and rose. The store has been laid with parquet flooring throughout, and several sound-proof demonstration booths have been provided, all of them handsomely furnished.

Mr. Moor thinks that his location is especially favorable, and intends to make a specialty of the Long Island trade. In fact, he has made arrangements for placing posters and cards in the Long Island Railroad station and upon the trains.

"We are going to establish a unique service, which I think has never been put into operation by a talking machine company before," said Mr. Moor.

SONORA

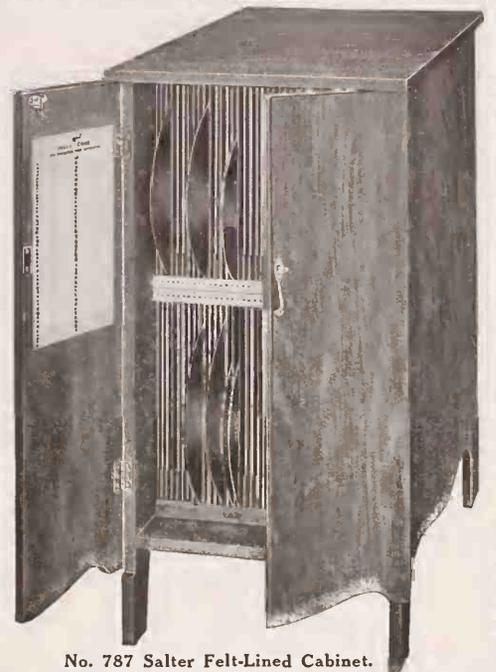
Representatives will do well to order several of this style Salter Cabinet right away.

It furnishes a particularly attractive appearance when used in conjunction with "Monarch" or "Excelsior" Sonora models.

Its felt-lined compartments hold 90 records and protect them from scratches, dust and warping. Equipped with indexing system.

Complete catalogs show other cabinets for Sonora and other makes of machines.

SALTER MFG. CO.



No. 787 Salter Felt-Lined Cabinet.

337-339 N. OAKLEY BLVD. CHICAGO

"We will encourage our Long Island customers to telephone us what records they wish, and then when they pass through the Plaza on their way to catch the train we shall have our messengers to meet them with the records, thus saving time."

THE PATHE IN PORTO RICO.

The Pathe Freres Phonograph Co., 29 West Thirty-eighth street, New York, received this week



Showroom of R. A. Macfie, San Juan, P. R. the accompanying photograph from R. A. Macfie, Pathe dealer in San Juan, P. R., who recently opened attractive warerooms in that city. Mr. Macfie is enthusiastic regarding the prospects for

his Pathe business in San Juan, and has spent considerable money in fitting up an attractive, comfortable establishment, which he is making a Mecca for San Juan music lovers. Mr. Macfie reports the closing of a splendid Pathe business during the past few weeks, and has made plans for a banner fall trade.

NEW QUARTERS IN BERKELEY, CAL.

Omer N. Kruscke Co. Opens Handsome New Phonograph Salesrooms in That City.

(Special to The Talking Machine World.) BERKELEY, CAL., November 4.—The Omer N. Kruscke Co., which handles the Edison diamond disc phonographs in this city, held the formal opening of its handsome new store at 2206 Shattuck street last month, upon which occasion a free concert was provided for the many visitors by local talent and the Edison diamond disc phonograph was demonstrated. The new store is appropriately decorated and affords excellent display space for the instruments handled. Separate sound-proof rooms are provided for the demonstration of machines and records.

THE STEVENS BILL STABILIZES INDUSTRY. IT WILL MAKE TALKING MACHINE STOCKS IN EVERY STORE IN THE LAND WORTH THE INVESTMENT. IF THE CUT-RATERS WIN, STOCK VALUES WILL TUMBLE.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of
TALKING MACHINE NEEDLES



All the music of all the world, and most of the fun of it, too, can be heard on Columbia instruments. And can be heard to the best possible advantage. Why? Columbia tone.



(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

BETTER FEELING IN THE SOUTH.

J. Newcomb Blackman Tells of Improving Conditions as Noted in Recent Southern Trip—Mission Was in the Interest of the Stevens Bill—Met with Support from All Sides.

"There is an optimistic feeling throughout the South which is very pleasing," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York, who returned last week from a two weeks' trip through the South, which he took as a member of a special committee of Victor jobbers who visited the Hon. W. C. Adamson in the interests of the Stevens bill at his home in Carrollton, Ga. "This optimism is apparent on the part of both the farmers and merchants, and in Atlanta, Chattanooga and other large trade centers there is every indication of improving business.

"A year ago the South was in bad shape, and I am told the planters were willing but unable to get eight cents per pound for their cotton, whereas the market now, through generally improved business conditions, as well as a reduced crop, has made them hesitate to accept thirteen cents, and they are holding out in many cases for a price of fifteen cents.

"It is also apparent that the Southerners are beginning to realize the value of diversified crops and that the West and other sections of the country are permanently on a better basis because of not having to depend on the success of one crop.

"With conditions in the South as steady as they now are and a bountiful crop in the West, coupled

with the returning general prosperity in the East, there is certainly forecast a most wonderful outlook for future business.

"The committee of three, including myself, was very successful in its campaign among merchants and others in the interests of the Stevens bill. In not a single instance did it have any difficulty in immediately getting the support of the merchant and banker, and with the farmers it was merely necessary to explain what the Stevens bill really was to have them also agree that it was a big protection to the consumer.

"What we need, I feel, is more business education among the consumers, and it is in this way that more effective results will be obtained, for after all the masses are made up of consumers. There cannot be too much personal work done on the part of the trade to help educate the ordinary purchaser to the value of fair prices on dependable merchandise."

INCORPORATED.

Among the incorporations filed with the Secretary of State at Albany, N. Y., last week was that of the Utica Music Co., of Utica, N. Y., for the purpose of handling phonographs, records and supplies. Capital, \$10,000. Those interested are R. G. Dunmore, C. R. Dewey and E. M. Coughlin.

E. R. Hamler, special representative of the Edison diamond disc phonograph, has been spending some time in Aberdeen, S. D., demonstrating the Edison machine in D. G. Gallett's jewelry store.

ANNOUNCES NEW ELECTRIC MOTOR.

Tiffany Motor Co. Introducing Motor to Be Installed in New or Old Talking Machines Which Operates with Dry Batteries.

Announcement is made by the Tiffany Motor Co., 75 Fulton street, New York, of its new electric motor for talking machines. This was created several years ago by Mr. Tiffany, and some time reached the state of perfection that prompted the company to feature it to the trade. Made so that it can be easily installed in new or old phonographs, and operates with dry batteries. W. P. De Saussure, Jr., president of the concern, states that about 2,000 records can be played on two batteries, and that with the elimination of gears and belts, with the creation of the self-oiling system, it gives no trouble. The motor is built with ball bearings, and in addition has an automatic stop that works. One feature is that this motor works independent of any kind of electric current and can go into any house, whether wired or not.

NEW COLUMBIA FACTORY UNDER WAY

When Ready for Completion Will Represent Outlay of \$250,000—Gathering of Managers.

The Columbia Graphophone Co. has awarded the contract for the erection of its new factory addition at Bridgeport Conn., to the T. J. Purdy Construction Co., of that city. This building will be 60x325 feet, with eells 15x57 and 15x19 feet, five stories high, of reinforced concrete and steel fire-proof construction. The cost of the building will be in the neighborhood of \$125,000, and work is to be started at once. When ready for occupancy the new building will represent an expenditure of \$250,000, and will be furnished with the most advanced improvements in mechanical equipment. This addition to the Columbia plant is much needed at the present time, as the company is far behind its orders in both machines and records, although working to capacity and employing three shifts of workers. The new plant will materially increase the output of the Columbia record division.

A number of the district managers of the Columbia Graphophone Co. arrived in New York recently to confer with the executive officers relative to the plans in view for the handling of fall and winter trade, and to generally discuss production and sales activities. Among those in attendance at these conferences were Walter L. Eckhardt, district manager of Philadelphia territory; W. C. Fuhri, Middle West district manager; S. H. Nichols, district manager with headquarters at Pittsburgh; R. F. Bolton, district manager, New York, and H. A. Yerkes, New England district manager.

L. W. Collings, manager of the contract department of the Victor Talking Machine Co., has advised Victor dealers of the annulment of the "Victor dealers' identification card." In the future a distributor, when closing orders for Victor products from a Victor dealer with whom he has no countersigned agreement, instead of having the dealer again execute one, will merely request the Victor Co. to issue a "permit" to supply that dealer.

THERE is character to Andrews Service. You are handled by men who know the talking machine business, and since we dropped the sporting goods department, there is more time for over-pleasing you. On Records, particularly, you can get what you want at Andrews.

We specialize on Victor and Edison (cylinder) machines and records, and all accessories adapted to the talking machine industry.

W. D. ANDREWS
BUFFALO, N. Y.

When you think of Buffalo, think of Andrews.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 6.—**SOUND-BOX.**—Albert C. Diehl, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,156,217.

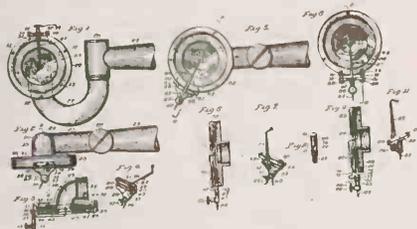
This invention particularly relates to the mounting which supports the stylus needle, and which is connected with the diaphragm by a stylus bar in sound boxes for recording and reproducing machines.

The principal objects of this invention are to provide a simple and efficient stylus mounting, wherein the number of separable parts is reduced to a minimum; to provide a stylus mounting wherein the axis of oscillation of the vibratory portion is invariable; to provide a stylus mounting with a reduced region which substantially approaches a knife edge, and which supports the vibratory portion of said mounting, independent of other retaining means; to provide a stylus mounting wherein the rigid and vibratory portions are formed of a unitary structure, capable of a limited oscillatory movement; and to provide means to limit the range of oscillation of the vibratory portion of said mounting.

Other objects of this invention are to mount the sound box in substantially horizontal position to reduce the height of said sound box, and to permit a reduction of the casing in which it is to be inclosed; and to dispose the sound conduit adjacent to the edge of the sound box, local to the needle mounting, to balance the weight of said box on said needle, in a position for the convenient attachment of the gooseneck therewith.

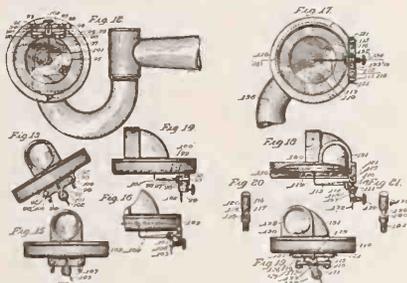
The form of this invention provides a sound box with a stylus mounting connected with the diaphragm of said sound box by a stylus bar and comprising a holder for the stylus needle; a support secured to said sound box casing and connected with the holder by posts which are provided with notches having converging walls approaching substantially a knife edge, to form a thin web, providing a fulcrum; a projection extending between said posts rigidly secured to one part of said mounting and extending adjacent to the other part of said mounting, and arranged to prevent such relative movement of the parts as would tend to fracture said posts on the fulcrum line of connection between said parts; and provides a mounting, arranged to hold a stylus needle in transverse relation to the plane of the diaphragm.

In the accompanying drawings, Figure 1 is an inverted plan view of a horizontal sound box, showing the preferred embodiment of this invention,



mounted upon the gooseneck of the swinging arm of a talking machine; Fig. 2 is a side elevational view of said sound box, together with a gooseneck and swinging arm shown in Fig. 1; Fig. 3 is a central vertical sectional view of said sound box, taken on the line 3-3 in Fig. 2; Fig. 4 is a perspective view of the stylus mounting; Fig. 5 is a side elevational view, showing a convenient embodiment of this invention as applied to a sound box having its diaphragm disposed in a vertical plane; Fig. 6 is a central sectional view taken on the line 6-6 in Fig. 5; Fig. 7 is a perspective view of the stylus mounting shown in Figs. 5 and 6; Fig. 8 is a side elevational view of a sound box conveniently embodying a modified form of stylus mounting adapted to a vertically disposed sound

box; Fig. 9 is a central sectional view of the sound box shown in Fig. 8, taken on the line 9-9 in said figure; Fig. 10 is a perspective view of one of the flexible posts which connect the needle holder with the mounting support; Fig. 11 is a perspective view of the stylus mounting, shown in Figs. 8 and 10; Fig. 12 is an inverted plan view of the horizontal form of sound box embodying the form of flexible connector shown in Fig. 10; Fig. 13 is an elevational view of the sound box shown in Fig. 12; Fig. 14 is a side elevation and partial sectional view of the sound box shown in Figs. 12 and 13; Fig. 15 is a side elevational view showing a sound box and a mounting embodying another form of this invention; Fig. 16 is a fragmentary sectional elevation of the sound box and mounting shown in Fig. 15; Fig. 17 is an inverted plan view of another form of sound box and stylus mounting; Fig. 18 is a sectional view of the sound box shown in Fig. 17, taken on the line 18-18 in said figure; Fig. 19 is a side elevational view of the sound box shown



in Figs. 17 and 18, showing a slightly modified construction of the flexible posts; Fig. 20 is a perspective view of one of the flexible posts shown in Figs. 18 and 19; and Fig. 21 is a modification of the post shown in Fig. 20.

PHONOGRAPH.—Clinton B. Repp, Plainfield, N. J. Patent No. 1,156,931.

This invention relates to phonographs, and more particularly to a type wherein sound vibrations are transmitted to a diaphragm through a vibrant transmitter arm.

The main object of this invention is to provide a phonograph of this type wherein the end of the transmitter arm adjacent to the needle or stylus will be supported in a manner to develop the requisite pressure of the needle or stylus upon the record, while at the same time minimizing or preventing the development of vibrations in the supporting means for or the transmission of vibrations through said means from the transmitter arm.

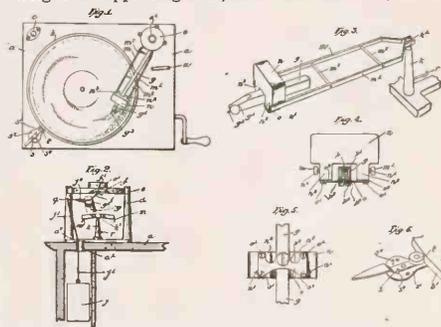
A further object is to connect the transmitter arm with the supporting means in a manner to permit the adjustment of the machine for use with different styles of records, such as vertical cut with V-shaped bottom, or cupped bottom, lateral cut, or combined lateral and vertical cut.

A still further object is to provide a phonograph of this type wherein a vibration absorbent body is arranged between the transmitter arm and the supporting arm therefor, said means being connected to the transmitter arm and the supporting arm therefor, said means being connected to the transmitter arm in a manner to minimize the tendency of vibrations to pass from said arm to said vibration absorbent body.

A still further object is to provide a phonograph of this character wherein the various supporting means for the transmitter arm and the supporting arm therefor will be so constructed as to afford no loose parts which, by rattling, will have a tendency to develop cross vibrations or overtones resulting in blasts or interference with the tone quality of the sound reproduction. And a still further object is to provide in a phonograph of this character means whereby the direction of the tensioning stress upon the diaphragm may be controlled to secure a more perfect reproduction with the vertical

cut, or combined vertical and lateral cut records.

The invention consists primarily in a phonograph embodying therein a stationary diaphragm, a transmitter arm, means whereby vibrations passing through said arm are conveyed to said diaphragm, tensioning means for the diaphragm, a pivotal weighted supporting arm, and connections between



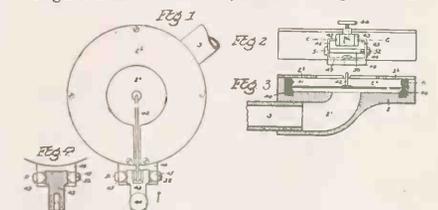
said supporting arm and said transmitter arm embodying therein a non-vibrant weighted body of a mass sufficient to absorb vibrations passing thereto.

Referring to the drawings: Figure 1 is a plan view of a phonograph embodying the invention, with the amplifier removed therefrom; Fig. 2 is a back view of the sound box and transmission mechanism; Fig. 3 is a perspective view of the transmitter arm supporting means, the outer portion of the transmitter arm being shown in connection therewith; Fig. 4 is a front view of the connecting means between the transmitter arm and its supporting means, the transmitter arm and side bars of the supporting frame being shown in cross section; Fig. 5 is a bottom view of the vibration absorbent body and the flexible connection between same and the transmitter arm, a portion of said transmitter arm being shown; and Fig. 6 is a detail view of the stopping lever.

SOUND-BOX FOR TALKING MACHINES.—Horace Sheble, Philadelphia, Pa. Patent No. 1,158,316.

The object of this invention is to so construct a talking machine sound box as to tend to maintain in one position the lever which carries the stylus or needle and to return said lever to such position when it has been deflected therefrom.

Figure 1 is a face view, on an enlarged scale, of



a sound box constructed in accordance with this invention; Fig. 2 is an edge view of the same, looking in the direction of the arrow, Fig. 1; Fig. 3 is a transverse section of the sound box and part of the tone arm connected thereto, and Fig. 4 is a sectional view on the line c-c, Fig. 2.

RECORD-CLEANING ATTACHMENT FOR TALKING MACHINES.—Joseph W. Pitcher, Washington, D. C. Patent No. 1,157,958.

This invention has for its object to provide improved means for cleaning the grooves in a record in advance of the needle, said cleaning device being detachably mounted on the sound box.

The chief aim of this invention is to provide a cleaning attachment of the kind described which may be adjusted to correspond with needles of different lengths, it being well understood that needles of different lengths are used to secure different tone effects. Obviously, a cleaning device which is not adjustable on the sound box may be effective when one length of needle is used and have little or no effect when a longer needle is substituted, hence the desirability of providing an adjustable cleaning device which will be equally effective with different lengths of needles.

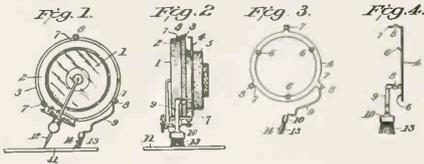
A further object of the invention is to increase the effectiveness of the cleaning device by having it act against the record under spring pressure in an improved manner to be presently described.

(Continued on page 80.)

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 79).

Other objects are to eliminate the unpleasant sounds caused by the contact of the needle with the surface of the record in use, and to bring the cleaning device in close proximity to the needle, whereby any disagreeable screechy or other noises are appreciably muffled or deadened.

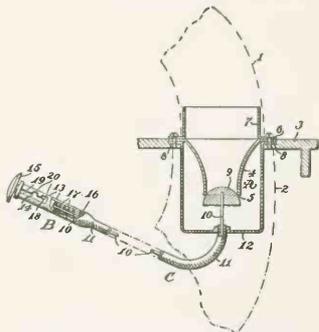
Figure 1 is a side elevation of a sound box equipped with an improved cleaning attachment, a



portion of the record also being shown in edge view; Fig. 2 is a rear edge view of the sound box, showing more clearly how the attachment is detachably mounted thereon; Fig. 3 is a detailed rear view of the attachment, and Fig. 4 is an edge view of the same.

TALKING MACHINE.—Frederick James Empson, Sydney, New South Wales, Australia, assignor to the Aeolian Co., New York. Patent No. 1,158,401.

This invention is for improvements in talking machines, phonographs and other automatic musical instruments, relating particularly to improved control means for regulating the expression valve means in such instruments; and is a division of an earlier application for United States patent serial No. 739,521, filed December 31, 1912. In said musical instruments wherein expression effects are sought by the manipulation of a valve, Mr. Empson has discovered that the best effects musically are obtainable only when the valve control means possesses preferably both of the following characteristics: First, said control means should comprise an immediate operative connection with the expression valve so that its every adjustment by the performer, whether great or slight, smooth or sudden, in opening direction or closing, is instantly correspondingly communicated to the valve. Secondly, said control means should also be freely portable or adapted to be swayed, in spite of its said connection, so that it does not require the performer, in operating it, to assume or maintain any fixed relationship either to it or to the instrument. In other words, it has been discovered that the eminently suitable control means for the expression valve means in automatic musical instruments should comprise a freely portable handle having parts which in the hands of the performer are delicately adjustable relative to each other with an immediate flexible operative connection to the expression valve, whereby every kind of adjustment of the handle parts on each other immediately adjusts said valve appropriately and whereby the



said performer, because not compelled to maintain any definite position, is free to move rhythmically with the music without in the slightest losing or jeopardizing his control of the handle or bringing about any undesired adjustment of its parts or of the valve due to said sympathetic movements of the hands, arms or body generally.

The accompanying drawing shows diagrammatically an embodiment of the invention in connection with a phonograph or talking machine, the parts being shown broken away and in section.

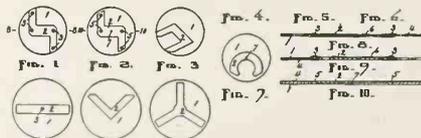
In said drawing the base of the tone arm 1 and the neck of the horn 2 are indicated by the dotted lines; 3 is a horizontal part of the casing of the

instrument or a shelf or partition therein.

ACOUSTIC DIAPHRAGM.—William W. Young, Agawam, Mass., assignor to Frank H. Young, St. Louis, Mo. Patent No. 1,153,837.

This invention relates to improvements in diaphragms for use in telephones, talking machines and the like, to reproduce sound, and consists essentially of a thin metallic or fiber base or body piece, to which is closely, intimately and securely attached a stay or brace which extends from the center of such body piece in one or more directions, all as hereinafter set forth.

It has been found that an acoustic diaphragm should, in order to give the best results, be made of very thin material, but inasmuch as a diaphragm, if made of too thin material, is unable to endure the strain to which a diaphragm must necessarily be subjected, means must be provided for reinforcing, stiffening and strengthening the same, without impairing its acoustic qualities or rendering it appreciably less sensitive than would be the case if the device were not provided with said means. As just intimated, however, a diaphragm as sensitive as desired would be impracticable without the addition of the aforesaid reinforcing, stiffening and strengthening means or brace, the body part being too thin to endure for any length of time what may be termed the piston action to which said body is subjected when in use. A centrally disposed member having an extended part or parts, which member with its parts is properly secured to the main portion or body of the diaphragm, is quite capable of affording the necessary amount of reinforcement to said body, however thin the latter may be, so that a most serviceable diaphragm is produced. The reinforcing member or brace may be made in various shapes or forms, so long as there is a part to augment the central portion of the body and one or more parts to support directly and indirectly the other portions of said body. Thus constructed, the diaphragm is sensitive to the least vibration, yet rigid enough to carry any



volume of sound or combination of sounds, either vocal or instrumental, without blasting, rattling or flattening out.

The piston action, to which reference has been made, covers or includes practically the entire area of a diaphragm constructed in accordance with the invention, the brace never being heavy or thick enough to prevent or interfere with such action, but on the contrary augmenting or enhancing it, wherefore the vibrations imparted to the diaphragm produce sound waves that bring out fuller, clearer, rounder and more natural reproductions than is possible with single-piece plain or crimped diaphragms. With either of the latter the vibrations have only a limited range from the center, and blasts on high vocal and instrumental notes are inevitable.

The primary object of the invention is to produce, in accordance with the foregoing, a sound-reproducing device or diaphragm which gives out sound that more nearly simulates the original sound than has been possible heretofore, and this with increased rather than diminished volume.

Figures 1 to 7, inclusive, are plans of various diaphragms which embody practical forms of the invention; Fig. 8, an enlarged cross-section taken on lines 8—8 in Fig. 7; Fig. 9, a similar cross-section but showing a slight modification in construction, and Fig. 10, a cross-section on lines 10—10, Fig. 3.

PHONOGRAPH.—Newman H. Holland, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,155,572.

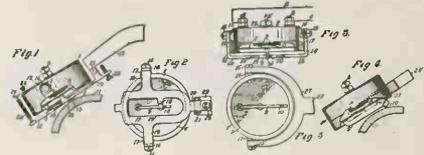
This invention relates to phonographs and more particularly to an improved mounting for a phonographic sound box.

The principal object of the invention is to pro-

vide an improved mounting of such a character that the desired pressure of the usual sound-box stylus upon the record is effected by the action of gravity upon the sound box itself, the latter being preferably mounted for up and down movement about a horizontal axis located eccentrically with respect to the same. In the preferred form of my invention the sound box is carried by a support which tracks the phonographic record and serves to take a part of the weight of the sound box off the stylus.

The invention is primarily intended for use in connection with electro-magnetically operable phonographic recorders, but it is not limited to such use.

Figure 1 is a view partly in side elevation and partly in section of one form of the invention applied to an electro-magnetically operable phono-

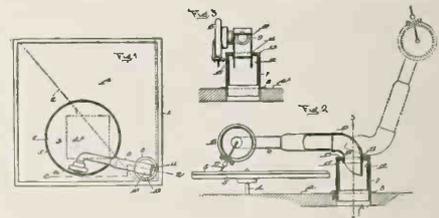


graph recorder; Fig. 2 is a bottom plan view of the same; Fig. 3 is a view of the same partly in front elevation and partly in section; Fig. 4 is a view partly in side elevation and partly in section of a modification, and Fig. 5 is a bottom plan view of the modification.

—TONE-ARM CONNECTION FOR TALKING MACHINES.—William H. Hoshcke, New York, N. Y., assignor to the Crescent Talking Machine Co., same place. Patent No. 1,155,064.

The object in view is to produce a tone arm for talking machines or the like which will provide an uninterrupted passage for the sound waves from the reproducer to the horn, resonator or other sound-conveying means. Other objects are to produce a tone arm in which all the movable connections are outside the path of the sound waves, wherein the moving parts are so proportioned and arranged as to offer the least possible resistance to the movements of the arm; a tone arm by means of which the needle socket may be rendered easily accessible to facilitate the insertion and removal of the needle.

Figure 1 is a plan view partly in section of a talking machine with the invention illustrated and



properly adjusted, and in working condition. Fig. 2 is a transverse section of the same taken on the line 2—2 of Fig. 1, and Fig. 3 is a detail section taken on the line 3—3 of Fig. 2.

NOTE.—So as to keep our patent record in order, we print the numbers and titles of the following patents issued in August and which were not inserted in the September issue of The Talking Machine World: Sound reproducer, A. N. Pierman, Newark, N. J., patent No. 1,148,619; attachment for talking machines, E. S. Antisdale, Chicago, Ill., patent No. 1,149,804; sound box, E. H. Kaufman, New York, patent No. 1,151,472; record disc, A. Ettlinger, New York, patent No. 1,150,020; horn for phonographs, A. P. McArthur, and Elmer Fletcher, Chicago, Ill., patent No. 1,150,215; sound reproducing machine, W. N. Dennison, Merchantville, N. J., patent No. 1,150,346; sound reproducing instrument, A. B. Walker, Chicago, Ill., patent No. 1,150,563; talking machine, W. N. Dennison, Merchantville, N. J., patent No. 1,150,347; sound record and other object, Jonas W. Aylsworth, East Orange, N. J., and Edward L. Aiken, Springfield, Mass., patent No. 1,151,849; gramophone, Joseph Sanders, Washington, D. C., patent No. 1,152,343.

RECORD BULLETINS FOR DECEMBER, 1915.

THE COLUMBIA GRAPHOPHONE CO.

DOUBLE DISC RECORDS.

Table listing Columbia Graphophone records with columns for No., Title, and Size. Includes titles like 'Back Home in Tennessee', 'I'm All Alone', 'Bounce Me, John, I've Rubber Heels On', etc.

Table listing Columbia records with columns for No., Title, and Size. Includes titles like 'Oh Come, All Ye Faithful', 'The Messiah', 'Love's Old Sweet Song', etc.

THE VICTOR TALKING MACHINE CO.

THE DECEMBER DANCE RECORDS.

Table listing Victor records with columns for No., Title, and Size. Includes titles like 'My Little Girl Medley', 'Hezekiah', 'Blue Paradise', etc.

POPULAR SONGS AND MUSICAL COMEDY NUMBERS.

Table listing Victor records with columns for No., Title, and Size. Includes titles like 'To Lou', 'When You're in Love with Someone', 'There's a Long, Long Trail', etc.

Table listing records from other companies with columns for No., Title, and Size. Includes titles like 'per, Op. 46, No. 1', 'If I Could Be By Her', 'My Own Home Town in Ireland', etc.

THOMAS A. EDISON, INC.

Table listing Edison records with columns for No., Title, and Size. Includes titles like 'I Wish I Was (Harry Lauder)', 'Bohemian Girl', 'Espoir', etc.

(Continued on page 82.)

RECORD BULLETINS FOR DECEMBER—(Continued from page 81).

- 82532 Bedouin Love Song (Pinsuti). Bass Solo..... Arthur Middleton
- Explanatory Talk for Bedouin Love Song.....
- 82535 Pro Peccatis (For His People)—Stabat Mater (Rossini). Bass, in Latin. Recitation. Arthur Middleton
- Explanatory Talk for Pro Peccatis (For His People).....

LATEST AMBEROL EDISON LIST.

- CONCERT LIST.
- 28218 O, Dry Those Tears (Teresa Der Riego). Soprano Solo, orch. accomp..... Helen Stanley
 - 28217 Una furtiva lagrima—Elisir d'Amore (Gaetano Donizetti). Tenor Solo, orch. accomp..... Karl Jörn

REGULAR LIST.

 - 2728 Absent (John W. Metcalf). Tenor Solo, orch. accomp..... Hardy Williamson
 - 2740 Ah! Could I But Once More So Love, Dear (W. Aletter). Tenor Solo, orch. accomp..... Emory B. Randolph
 - 2747 The Call of the Motherland (Edward W. Miller). Baritone Solo, with Male Chorus, orch. accomp. Frederick Wheeler
 - 2725 Chasse aux Papillons—Serenade (L. Pontbonne). Flute Solo, orch. accomp..... Weyert A. Moor
 - 2743 Dat's What I Call Music. Recitation. Edna Bailey
 - 2724 Firefly (My Pretty Firefly) (Glogau and Piantadosi). Tenor Solo and Chorus with orch. accomp..... Irving Kaufman
 - 2729 A Flower of Italy (D'Agostino). Violin Solo, orch. accomp..... Isidore Moskowitiz
 - 2730 Garden of Roses Waltz (Ellis Brooks). New York Military Band
 - 2732 If You Can't Sing the Words You Must Whistle the Tune (Hermann Dareski). Tenor Solo,

- orch. accomp..... Billy Murray
- 2738 Mother Machree (Olcott and Bull). Tenor Solo, orch. accomp..... Walter Van Brunt
- 2727 My Big Little Soldier Boy (Mabelle Carolyn Church). Baritone Solo with chorus and orch. accomp..... Glen Ellison
- 2736 My Hula Maid—The Passing Show of 1915. (Leo Edwards). Soprano and Tenor Duet, orch. accomp..... Gladys Rice and Irving Kaufman
- 2742 Faria Waltz (Arditi). Whistling Solo..... Guido Gialdini
- 2739 Porcupine Rag (Chas. J. Johnson).....
- 2734 Ragging the Scale—Fox Trot (Edward B. Claypoole). For dancing..... Jaudas' Society Orchestra
- 2723 The Relic Hunters. Negro Vaudeville Sketch with Banjo..... Billy Golden and James Marlowe
- 2733 Spring Flowers (R. Mattiozzi). Soprano Solo, orch. accomp..... Mary Carson
- 2741 They All Did the Goose-Step Home (Mills, Scott and Godfrey). Tenor Solo with Male Chorus, orch. accomp..... Irving Kaufman
- 2744 Treasure Waltz—Gypsy Baron (Strauss)..... Hungarian Orchestra
- 2731 Twinkle Waltz (Vandepool and Reimer). Xylophone Solo, orch. accomp..... Charles Daab
- 2726 Waipio Medley. Hawaiian Guitars..... William Smith and Walter K. Kolomoku
- 2746 We'll Never Let the Old Flag Fall (M. F. Kelly). Baritone Solo with Male Chorus, orch. accomp. Frederick Wheeler
- 2735 Where the Water Lilies Grow (Harry Green). Tenor Solo with Chorus, orch. accomp..... Royal Fish
- 2737 Woodland Songsters—Waltz (C. M. Ziehrer)..... American Symphony Orchestra
- 2745 You're My Girl (Melier and Silbermann). Tenor Solo, introducing Helen Clark in Refrain, orch. accomp..... Walter Van Brunt

CO-OPERATIVE ADVERTISING.

Group of Victor Dealers Getting Good Results from Publicity Under Title "Associated New York Victrola Dealers."

A group of Victor dealers in New York City have joined together in a form of co-operative advertising, which is producing very pleasing results. These dealers advertise under the name of the "Associated New York Victrola Dealers," and one dealer from each section of the city is represented in the advertising. At the top of the advertisement, which usually occupies about eight inches, a small cut is displayed, representing a Victor sales-room, with the famous Victor trade-mark in the center. This is in turn followed by a few lines of text reading: "It's a pleasure to make selections at an 'Associated' Victrola store. Always the newest machines, the latest records and service that's 'complaint proof.'"

Underneath this text is placed the list of dealers who are working together in this advertising plan. The names of the dealers are arranged on a straight line chart, showing the street where their establishments are located. These Victor dealers are Owens & Beers, 81 Chambers street; Globe Talking Machine Co., 9 West Twenty-third street; Charles H. Ditson & Co., 8 East Thirty-fourth street; Sol Lazarus, 216 East Fifty-ninth street; I. Zion, 2300 Broadway; Emanuel Blout, 2799 Broadway; Albert Sichel, 233 West 125th street; James Brooks, 540 East 138th street; F. L. Steers Co., 3496 Broadway; L. J. Rooney Co., 1451 St. Nicholas avenue.

USED TO ILLUSTRATE LECTURE.

(Special to The Talking Machine World.)

LEBANON, KAN., November 9.—The Library Club of Lebanon has discovered the very effective use that the Victrola can be put to in connection with its educational programs. This instrument was used most delightfully on two occasions recently when the subject was music. One program had for its title the history of music, covering its development in several parts of the world, and the talks were illustrated with selections on the Victrola. Another study was grand opera, and naturally each talk was based on an example played by the Victrola.

RECORD EXCHANGE IN BUFFALO.

(Special to The Talking Machine World.)

BUFFALO, N. Y., November 4.—Headquarters and display rooms have been opened here by the International Record Exchange at 628 Main street. Their plan is to accept discarded records from talking machine owners, and at a cost of five cents for every record exchanged give a record of equal value, one that the owner does not possess in his or her collection.

PUSHING THE CRESCENT LINE.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 9.—Frank H. Witman, the gingery sales manager of the Crescent Sales Co., has just returned from a two months' drive over the New England territory, bringing a bunch of contracts that would make many of the big companies' eyes bulge.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, was one of the prominent business men of East Orange, N. J., who last week actively directed the campaign for the Boy Scouts in that city to collect a fund of \$15,000. Mr. Blackman has been a leading factor in the Boy Scout movement for many years, assisting in the growth of the East Orange division.

RECORDS BY MISS DUNMORE.

Prominent Singer Makes Records for the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, has just added to its staff of recording artists Miss Eveleen Dunmore, who is known to theatregoers in all parts of the country as possessing a brilliant



Eveleen Dunmore.

and unusually sweet soprano voice. Miss Dunmore has recorded a number of selections for the Pathé library which will be announced in the near future. Miss Dunmore was the prima donna of "The Three Twins" and "Comin' Thro' the Rye," and was the star in "The Arrival of Kitty," "A Half Way to Paris" and "The Rose of Panama," all of which were very successful and enjoyed lengthy runs at the leading theatres.

SECURES THE SONORA AGENCY.

(Special to The Talking Machine World.)

DUBUQUE, IA., November 5.—The A. A. Deckert Piano Co., 850 Main street, this city, has secured the local agency for the Sonora phonograph and has installed a large assortment of those machines.

Benjamin F. Clark has opened a new music store at 14 East Main street, Walla Walla, Wash., where he will handle pianos, talking machines, musical merchandise and sheet music.

Mrs. E. J. Parvin has opened a new store at 18 North Main street, Hutchinson, Kan., where she will handle the Edison phonographs and records.

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PATENTS

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Manufacturers of Regina Music Boxes; Reginetones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

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Manufacturers of
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Costs about \$2.00 for 250 records for 50 years
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READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

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THE HIGHEST SCORE FOR TONE QUALITY

TO THE



"The Highest Class Talking Machine in the World"



THIS IS THE STRONGEST KIND OF AN ENDORSEMENT

You, Mr. Dealer, surely recognize the strength of this endorsement and just as the tone experts at the Exposition recognized the superiority of the SONORA, so will ALL who hear it note its clearer tone and other leading features.

YOU WILL HAVE CALLS FOR SONORA MACHINES. Have you the SONORA line to show these prospective customers? For not only does the SONORA excel in tone, but is superior in individual and selling features—viz.—

- ☐ Plays perfectly every make of Disc Record—Diamond—Sapphire—Steel Needle—which means the "Record Library" of the world.
- ☐ A Tone Modifier that controls volume of tone according to the size of the room.
- ☐ Powerful Noiseless Motors that are scientifically perfect and play from 3 to 15 records with one winding.
- ☐ Cabinets beautifully designed and constructed and finished on all four sides.
- ☐ An Automatic Stop *that works* perfectly—as well as a Motor Meter and Spring Control.

Exclusive Territory is the liberal policy of the SONORA, which means that SONORA Dealers reap the benefit of all their work. Write for Catalogue and Dealer Proposition.

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E. S. ADAMS, Norwalk, Conn. SONORA PHONOGRAPH CO., 344 Geary St., San Francisco, Cal.
SONORA PHONOGRAPH CO. of Illinois, 305 So. Wabash Ave., Chicago.
PIERSOL CARPET CO., Lancaster, Pa.

SONORA PHONOGRAPH CORP., Manufacturers, 57 Reade Street, NEW YORK