

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

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.

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock.

Houston Phonograph Co., HOUSTON, TEXAS

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, Planola 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



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., 305-307 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 338 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., Schenber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 408 South Fourth St.
Milwaukee, Wis., Albert G. Knide, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicolet 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., 1100 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 850 Congress St.
Portland, Ore., Columbia Graphophone Co., 271 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 118 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., 1811 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., 1006 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 Borauren Ave.
Toronto, Ont.

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.
Prompt Shipments 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. 10.

New York, October 15, 1915.

Price Ten Cents

NO HINDRANCE TO LIVE SALESMAN.

How W. B. Bailey, of Eureka, Cal., Made Sales of Edisons in the Willow Creek District.

(Special to The Talking Machine World.)

EUREKA, CAL., October 4.—W. B. Bailey, of the Eureka Phonograph Co., of this city, is a hustler and nothing daunts him in the way of promoting sales of Edison phonographs. When it is a little quiet at the store he gets out into the country and never fails to book orders. During a recent trip in the Willow Creek district, from which he just returned, he hit upon the idea of giving a concert demonstrating the perfection of the Edison diamond disc phonograph, which he represents. Instead of renting a hall, he went to the hotel at Willow Creek and because of the difficulties of



Scenery in the Willow Creek District.

reaching the widely separated homes of the residents of that section he gave a concert at the telephone exchange of the hotel and located all the subscribers by bringing the music and the merits of the Edison phonograph into the homes of all the people of the neighborhood. As a result several sales were made, and the machines were delivered satisfactorily, with some inconvenience to the salesmen, as several large cabinet machines had to be carried by pack horses over the mountain trails that could not be traveled by the ever-faithful Ford. An idea of the country traversed by Mr. Bailey may be seen from the photograph herewith, and which, by the way, shows his portrait in the lower left-hand corner.

TALKING MACHINES FOR SCHOOLS.

Congress to Be Asked to Supply Machines and Records for Washington Schools.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 5.—Installation of talking machines in public schools may be asked of Congress by the Board of Education. The ways and means committee of the board, in public hearing yesterday, listened to suggestions from a representative of a talking machine company.

E. L. Thurston, superintendent of schools, is in favor of the plan, declaring that he believes talking machines will be used "more and more" in schools. The machines may be used in playing marches at assembly and dismissal, furnishing music for dances and providing accompaniments for physical exercises, as well as other purposes.

WHAT THE VOICE LOOKS LIKE.

Dr. Conta, of Paris, Predicts Some Remarkable Things for His Photonograph.

If Dr. Conta, of Paris, has his way every prospective bride will have to furnish a photograph of her voice before marriage. This French psychologist has tested the voices of a large number of people who have appeared in the French courts as defendants in divorce actions, and he declares that most of them have voices which "set one's teeth on edge." He has worked out a combined recording phonograph and camera, called a photonograph, which shows exactly what a voice looks like.

The invention is apt to prove of great value in the musical world. A singer cannot hear himself sing, but has to take the advice of a teacher—and teachers are human and might err. Suppose Caruso were told that one of his notes was harsh. He might believe it; on the other hand, he might only be annoyed. If, however, after he had sung the note, the photonograph showed him that, while all his other notes were smooth and round, that one was jagged, what a boon to him it would be!

Public speakers would have to file with the committee on arrangements photographs of their voices. Then the rest of us would never have to listen to a squeaky utterance, nor would they have to strain their ears to hear what the speaker had to say. His manner of delivery would have to be up to the photograph of his voice.

The photonograph would be a boon to teachers. Instead of having to listen to all the children speak their "piece," they could make them talk it into the machine and then look at the photo.

Dr. Conta believes that his invention can be made to record a difference in vibration between the utterance of a falsehood and of the truth.

CHINESE TOURIST GORGEOUS.

Got His Gold Medals Selling Talking Machines in Cuba—Homeward Bound for Shanghai.

San Ton Sui, a wealthy Chinese merchant, who arrived in New York last week from Cuba on the Ward liner "Havana" on his way home to Shanghai via Vancouver, B. C., attracted the attention of the immigration and customs inspectors by the gorgeous blue and gold uniform he wore, something between that of an admiral of the fleet and the head porter of a Swiss hotel. He was so dignified and radiant with epaulets and medals that the Government officials at the pier imagined he must be a mandarin of high rank.

Mr. Sui, who said he had been in Cuba seventeen years, and spoke Spanish fluently, explained that the gold badge on his naval cap with broad band signified that he was Emiliano Aton, his commercial name, and a merchant of Matanzas. He added that his gold medals had been gained selling talking machines in Cuba, and that he had money enough to spend the rest of his days in China, which he had left when he was a small boy.

INCREASES ITS CAPITAL STOCK.

After eight months of business the Acme Die-Casting Corp., Bush Terminal No. 5, Brooklyn, N. Y., reports that it has met with such success that it is necessary to increase its capital from \$125,000 to \$200,000. E. N. Wolf, treasurer, further adds that the organization has worked to full capacity up to the present time and has even been obliged to refuse business because of the inability to guarantee deliveries.

"At present," said Mr. Wolf, "we have a new contract for more space and are increasing our plant so we can double our capacity within the next four months, so we are now in a position to accept new orders for prompt delivery, particularly with those talking machine houses desiring efficient die-casting service for sound boxes, etc."

DOING EDUCATIONAL WORK.

How Miss Hilborn and the Columbia Graphophone Have Played Important Parts.

The growth and success of the educational department of the Columbia Graphophone Co. in the past few years has been marked. Miss Wanda Hilborn, special school representative and assistant to Frederic Goodwin, head of this department, has contributed much to this success. Miss Hilborn is in charge of the physical training work of the department and also directs Columbia school activities in playgrounds and kindergartens.

Miss Hilborn is eminently equipped for her work for the Columbia educational department, as prior to joining the Columbia forces she was for several years a kindergarten teacher in the New York public schools and is thoroughly familiar with the problems which confront the teacher in her efforts to make work both pleasant and profitable for children.

In addition to her other activities Miss Hilborn



Using Story Records at Vacation Playground. has recorded two selections for the Columbia school record library, known as story records, which have been used in kindergarten and playground work with marked success.

The accompanying photograph, taken at the vacation playground of P. S. No. 61, New York City, illustrates one phase of the Columbia educational department work. Children of foreign born parents, with comparatively little knowledge of the English language, evidence the keenest interest in the Columbia story records, and after listening to their rendition a few times repeat them clearly and distinctly without difficulty.

HELD FOR MAIL FRAUD.

Joseph H. Mayers Accused of Selling Inferior Phonographs Through Misrepresentation—Held for Trial in Federal Court.

Joseph H. Mayers, 196 East Houston street, was arrested by Post-Office inspectors some weeks ago on a charge of using the mails to defraud in the sale of inferior phonographs to poor people who were persuaded to believe that music would lighten their troubles.

The Federal Grand Jury returned an indictment against Mayers on September 29, and on September 30 the case came up for hearing before Judge Lacombe, when Mayers pleaded not guilty. The defendant was held in \$3,000 bail for trial.

Mayers did business under the names of the International Phonograph Co., the Independent Phonograph Co. and the Supreme Phonograph Co. According to the Federal authorities he advertised a high-class machine to be paid for in easy instalments. When he delivered the second-hand machines, it is alleged, he demanded an immediate payment of from \$15 to \$20. His case was turned over to the postal authorities by L. C. Wagner, a special agent of the State Department of Labor who placed the matter before the legal department of the Federal Government.

The Cirelligraph Co., Inc., has been incorporated under the laws of Delaware with capital stock of \$200,000, for the manufacture and sale of reproducing devices to be known as the Cirelligraph for the reproduction of the human voice.

EXCELLENT TRADE OUTLOOK IN SAN FRANCISCO.

Conditions Both Wholesale and Retail Most Satisfactory—Distributors Say Principal Difficulty Will Be to Get Goods to Fill Their Orders—Excellent Publicity for Talking Machines Through the Exposition—New Edison Dealers—The Month's News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 2.—The past month has seen but little change in the local talking machine situation. Business has been very satisfactory, both wholesale and retail, and confidence has been strengthened regarding the outlook for the remainder of the year. The distributors say their principal difficulty from now on will be to get goods to fill their orders. In view of past disappointing experiences in getting stock, dealers are inclined to anticipate their goods earlier than usual, and the wholesalers are encouraging early shipments as much as possible, as the orders can be handled to much better satisfaction now than during the holiday rush.

Manager W. S. Gray in the East.

Pacific Coast Manager W. S. Gray of the Columbia Graphophone Co. left for the East about the middle of September, expecting to be gone five or six weeks. Manager F. R. Anglemeier of the local Columbia warerooms is well pleased with the present condition of business. He reports the demand particularly strong on \$75 and \$100 machines, and says record business is going ahead nicely.

The local Columbia headquarters received a visit recently from C. B. Scott, manager of the dictaphone department of the St. Louis office of the company, who was here to visit the exposition, accompanied by Mrs. Scott.

A. J. Kendrick, special representative of the Victor Talking Machine Co., has been in San Francisco for some little time working among the trade and visiting the exposition.

Great Business Growth in September.

Andrew G. McCarthy, of Sherman, Clay & Co., who devotes particular attention to the Victor end of the business, says September was a splendid month both in the wholesale and retail departments. With the tremendous growth in the demand for Victor goods, he says it is impossible for the factory to supply all needs, so the principal trouble for this holiday season, as in previous years, will be to get the goods, especially fumed oak in all styles, which is the most popular finish outside of mahogany. The appearance of Madame Melba here is stimulating the sale of her records, and the same is true of the Kreisker records.

Reports Lively Edison Business.

A. A. White, manager of the Emporium talking machine department, where Columbia, Edison and Cheney products are handled, is much gratified over the rapid improvement in business during

August and September, both months showing substantial increases over the corresponding months of 1914. He reports an active Edison business. Nearly all the old type Edison machines have been sold and a fairly large stock of new models has been assembled. Mr. White says people are a little slow to take up the Cheney, but that local owners of these machines seem to be perfectly satisfied with them. Columbia products are in good demand and Mr. White can trace many sales directly



Miss Mower Singing with the Grafonola.

to the extensive demonstrations at the exposition.

While in San Francisco recently to visit the exposition, Anna Case, soprano at the Metropolitan Opera House, New York, called at the Edison Shop on Geary street and listened to some of her latest records which she has made for the Edison Co. She sang with some of them and her visit was much enjoyed by the force and visitors at the store.

Valuable Publicity Through Exposition.

J. S. Baley, manager of the Edison Shop, says fall business has started off in fine shape, September being way ahead of last year. He attributes the increase to the general improvement in financial conditions, but more particularly to the valuable publicity given the Edison products at the exposition and the fact that the Edison is rapidly

gaining favor in this district. A new sign has been placed in the window of the Edison Shop, which invites the inspection of many passers-by. It is of plate glass, with the letters, Thomas A. Edison Shop, ground in. Electric lights flashing off and on at the bottom diffuse light on the letters through the glass, making them appear alternately white and gold.

A party of six Edison demonstrators, headed by John J. Riley, passed through San Francisco a few days ago en route to Victoria, B. C., to begin a series of demonstrations, taking in the entire Pacific Coast. They expected to be in Spokane, Wash., about October 15, and after making an extensive tour of the Northwest, to return to California for a considerable stay.

Columbia Exposition Attraction.

One of the features of interest at the booth of the Columbia Graphophone Co. at the Panama-Pacific Exposition within recent weeks has been the singing of Miss Millicent Mower, the fifteen-year-old girl who has charmed everyone with her singing to the accompaniment of the Grafonola. The accompanying photograph will be found interesting.

New Edison Department in Oakland.

The John Breuner Co., large furniture dealer of Oakland, Cal., has installed an Edison department, under the management of B. J. Goldsmith. The new department, which occupies large and well-appointed quarters, with ample display and demonstration facilities, was formally opened to the public on September 20. A special program was arranged for the occasion and Mr. Marshall, special representative of the phonograph department of Thomas A. Edison, Inc., gave a short lecture on Edison products. The Oakland Phonograph Co., which recently added the Edison line in Oakland, also held its formal opening on the same day.

Other new dealers who have added the Edison line recently include: Lauxen & Catts, furniture dealers, Stockton; McNeil & Co., Stockton; Eagle Drug Store, Stockton; Santa Rosa Furniture Co., Santa Rosa; B'er Drug Co., Merced.

Why A. R. Pommer Is Enthusiastic.

Special Representative C. W. Darbee of the Pacific Phonograph Co. has gone North on his initial trip in Washington and Oregon in the interests of the Edison line. A. R. Pommer, head of the Pacific Co., is very enthusiastic over the prospects for holiday business. His company has signed up several new dealers in the last few weeks who are in position to give strong representation to Edison products. He figures the new accounts will help out very materially in increasing the demand for Edison goods in this territory.

Mr. Pommer divided his attention the past month between golf at Del Monte and business here, and

(Continued on page 6.)

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

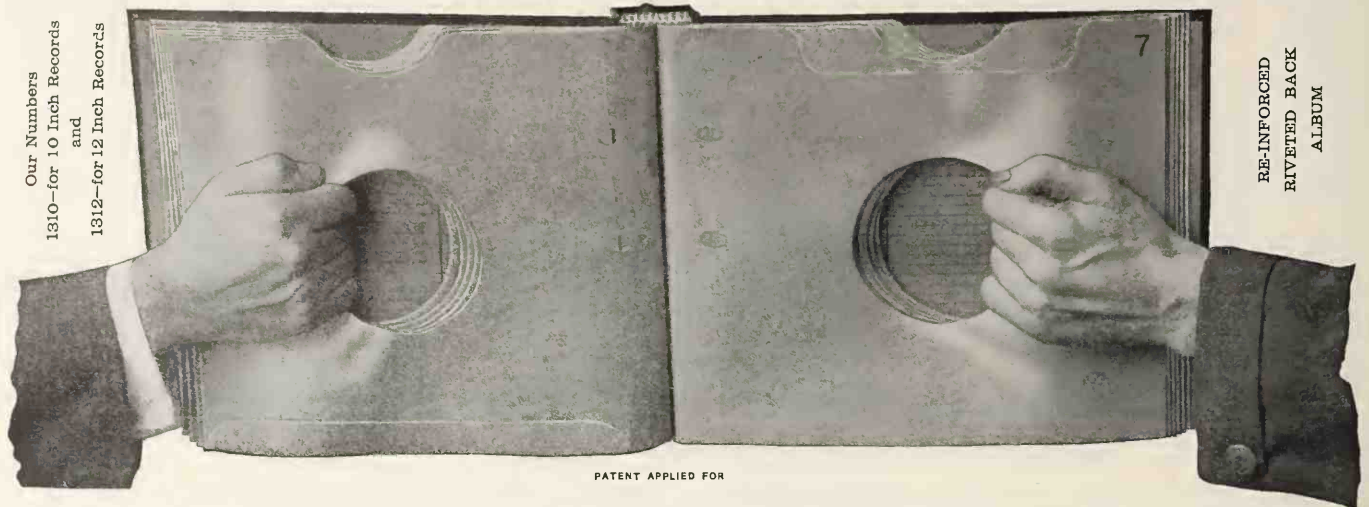
THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

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.

NEWS OF SAN FRANCISCO TRADE.

(Continued from page 4.)

he is now more enthusiastic over golf than ever. There is a reason, too. Mrs. Pommer is now holder of the women's golf championship of California, having won this honor at the recent State tournament at Del Monte.

C. H. Pierce, Columbia dealer of Eureka, Cal., and Mrs. Pierce were recent exposition visitors.

J. J. Black on Big Game Hunt.

J. J. Black, manager of the talking machine department of the Wiley B. Allen Co., went on a hunt for big game in the high Sierras of southern Lassen and Plumas counties during his vacation, the principal object of his search being a huge grizzly which had been seen in that vicinity by people returning from the mountains shortly before. He started out with a guide, expecting to penetrate the forest to a depth seldom undertaken by man, but this was not necessary, as he met the object of his search long before he expected to. The rest is a long story, but suffice to say that Mr. Black returned with the pelt of the big bear.

Victor Temple Gaining in Popularity.

The Victor Temple at the exposition is gaining in popularity as the weeks go by, if the attendance at the daily concerts can be taken as a criterion

Manager Everett Worthington is not content with the daily routine, either. He is continually planning something different and each special event seems to eclipse all preceding ones. This is true of the pantomime ballet, "Box of Toys," given in the Court of the Universe on the evening of September 24 by Mlle. Louise La Gai and her forty child dancers. A special program is now being planned by Mr. Worthington for San Francisco Day, November 2, for which exhibitors and San Francisco people generally are co-operating to make the biggest day since the exposition opened.

At the Columbia booth, Mr. Dorian says, attendance is keeping up admirably. Special feature is being made of the Margaret Wilson souvenir record, and it has had a big sale the past month.

HAS MANY PATENTS TO HIS CREDIT.

J. G. Nolen, head of the Nolen Accessories Co., 2 West 140th street, New York, and inventor of the Nolen magnetic two-tone sound box, has had over thirty years of experience in telephone work, and in that field is considered an authority on acoustics. When he took an interest in the talking machine industry he created this sound box, and has a number of inventions under way, all relating to talking machines and the various parts

thereof. In other lines Mr. Nolen has a number of patents to his credit, several hundred in fact, many of which are now used as the basis for the formation of companies. More interesting announcements are being planned by him, all of which will be duly published in the columns of this publication.

REMODELING KANSAS CITY "SHOP."

Edison Headquarters in That City Being Altered to Take Care of Growing Trade.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 8.—The Edison Shop in Kansas City is undergoing extensive alterations by which two demonstration rooms will be added and convenient offices established on the mezzanine floor. A first-class ventilating equipment will be installed for the entire quarters, including offices, booths and concert hall. The very classy display and reception room, in the front part of the establishment, which heretofore has been separated from the general reception department only by a railing, has been provided with a glass screen, which is a distinct improvement, providing a measure of seclusion, cutting off sound both ways and yet allowing a full view of the room and its contents to all visitors. The Kansas City business is growing so rapidly that the additions were immediately necessary. "We have a large shipment of new models coming and hope this month to catch up with orders," said M. Blackman, the manager.

The new type cylinder records have been going very well, it is reported at the Edison Shop.

TAKES OVER THE VICTOR AGENCY.

The Otto Wissner Piano Co. has taken over the Victor business of the Kelly Music Co., Jersey City, N. J., and will conduct an aggressive campaign in behalf of the Victor products. This transfer was made under the supervision of A. H. Bates, Victor field representative in this territory.

Never Put Off Till To-Morrow What You Can Do To-Day

Send in your orders for Victrolas to-day. You may not be able to get them to-morrow.



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH 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?”



We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor dealers everywhere.

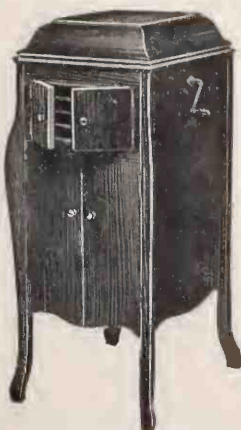
You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas. Be sure to get *your* share.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

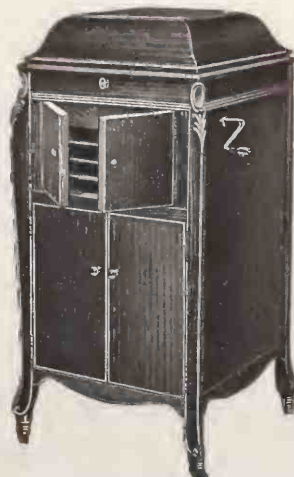
Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



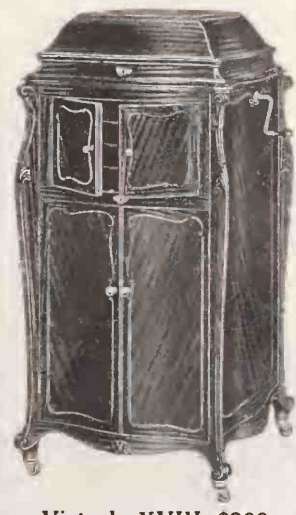
Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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



The rapidly growing popularity of Columbia Grafonolas and Columbia Double-Disc Records, together with the solid and fair policy of the Company, cannot safely be ignored by any talking machine dealer.



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

Columbia Graphophone Company
Woolworth Building, New York

ARTISTIC PATHE CATALOG.

Volume Admirably Printed and Beautifully Produced Bearing Upon the Products of the Pathé Frères Phonograph Co., Just Issued, That Will Interest the Dealer and Public.

A catalog of unusual beauty and dignity has just been issued by the Pathé Frères Phonograph Co., 30 West Thirty-eighth street, New York, to feature its line of Pathé Pathephones and Pathé discs. This is the first general catalog issued by this concern, and if it is a sample of future Pathé publications the company's representatives are in line to receive a series of catalogs which will compare most favorably with the finest art productions issued in any industry.

Aside from the clever arrangement and character of its contents, the new Pathephone catalog is favored with a cover that is striking and artistic. The red rooster, typifying the Pathé Frères trade-mark, which is known the world over, is the keynote of this cover design, the rooster being centered on a dark background standing on a Pathé disc. Light gray is the color plan of the cover, the appearance of which is enhanced by the embossing of the rooster design and the words "Pathé Pathephone."

The first two pages of the new book present portraits of Emil and Charles Pathé, the founders of the house of Pathé Frères, and a group picture of the Pathé factories and studios in Paris, London, Berlin, Moscow, Vienna, Brussels, Milan and New York.

The text of the catalog proper consists of an informative discussion of the constructional and mechanical principles which are exemplified in the Pathephone. Every phase of the machine receives careful consideration, and the reader cannot help but be impressed with the numerous distinctive features of the Pathephone and its standing in the musical world. The Pathephone sound-chamber, tone-control, sound-box, sound-vibrator and motor are mentioned, each subject being treated clearly and concisely. It is also noted that the Pathephone

plays every make of record, whether the rendition be by means of needle, diamond or sapphire.

The several pages devoted to the discussion of the Pathé record library are well worth close attention, as they embody an interesting array of facts and figures. It is pointed out that the Pathé record library contains more than 96,000 selections, comprising the largest repertoire in the world. The method of recording Pathé records is briefly described, and a detailed description of the merits of the sapphire as a means of reproduction is one of the interesting sections of the catalog.

In a separate envelope inclosure in the back of the book are photographs of four Pathephones, known as models 15, 50, 100 and 200, which convey an idea of the high-grade character of the Pathephone cabinets.

The catalog as a whole is one that the Pathé Frères Phonograph Co. has cause to be proud of, as from cover to cover it represents the most advanced ideas in catalog production and is in accord with the prestige and popularity of the house of Pathé Frères.

SONORA AGENCY FOR KANSAS CITY.

C. L. Marshall Visits City for Purpose of Securing Representation for the Products of His Company—Has Made Many Connections.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 6.—C. L. Marshall, Chicago representative of the Sonora Phonograph Corp., New York, was in Kansas City recently investigating the prospects for establishing an agency here. During the past few months Mr. Marshall has established agencies in leading music stores of Council Bluffs, Des Moines, Waterloo, Dubuque, Davenport and Muscatine, all in Iowa. As yet it is uncertain whether or not Kansas City will have a store handling the Sonora phonograph.

Mr. Marshall went from here to Topeka, and will later make St. Louis. He thinks that he may come back to Kansas City again later on, when he will probably take definite steps in placing the Sonora in a Kansas City store.

LARGE FACTORY FOR WONDER CO.

The Great Demand for the Products of This House Necessitates This Move—President McNulty Tells Story of Progress.

"In order to keep pace with the fast increasing demands of our factory, we have just completed negotiations to occupy a factory which will give us at least six times as much space as we have had in our present quarters," said H. B. McNulty, president of the Wonder Talking Machine Co., 102 West Thirty-eighth street, New York, in a recent chat with The World. "It is our intention to continue our executive quarters at this address, 102 West Thirty-eighth street, New York, concentrating our manufacturing activities in the plant we have just secured.

"The Wonder line of machines has certainly proven very popular with the trade in the short while they have been on the market. We have established distributors and dealers in all parts of the country and our entire line, particularly Nos. 4 and 5, retailing at \$15 and \$20 respectively, are meeting with a ready sale.

"During the past few weeks there has been a large demand for the Wonder machines for export trade. We have made substantial shipments to Cuba and several of the South and Central American countries."

DESTROYED BY FIRE.

The two-story building at 1228 Annin street, Philadelphia, Pa., occupied by Molino & Ferina, manufacturers of cabinets for phonographs, was destroyed by fire recently. Loss is put at \$10,000.

INCORPORATED.

The Rex-Indiana Corporation, Indianapolis, Ind., has been granted a charter under the laws of that State to deal in talking machines. The capital stock of the company is \$5,000, and the incorporators of the company include W. C. Carroll and C. F. Wheeler.



RECORD ALBUMS ARE THE WORLD'S BEST

SOLID METAL BACKS

ARE NOW USED IN THE NEW



Patents Pending

NYACCO ALBUM WITH SOLID METAL BACK

Note How Pages Lie Perfectly Flat Send for Sample



RECORD ALBUMS

THE ONLY INDESTRUCTIBLE ALBUM ON THE MARKET
PAGES CANNOT UNGLUE

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

Victor supremacy is self-evident



It is the supremacy of achievement—of great things actually accomplished.

And it brings success to Victor dealers everywhere!

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



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



EDWARD LYMAN BILL, - - - Editor and Proprietor.

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NEW YORK, OCTOBER 15, 1915.

IN order to protect their interests fully, business men must pay greater attention to the State and National legislation of the country. They cannot remain indifferent to meddlesome interference with their affairs by legislatures.

Sometimes bills of various kinds are rushed through State legislatures, and Congress as well, which tend to hamper and seriously interfere with business of various kinds.

This condition shows that it is imperative that the manufacturers and merchants of this country should be in closer touch with what is going on in the State and National legislative halls.

Proposed legislation which vitally affects the interests of every talking machine man in America will come up at the next session of Congress. We refer to what is popularly known as the Stevens Bill.

The Stevens Bill has been favored by some of the strongest organizations in this country, and it is designed to prevent indiscriminate price cutting of standardized products.

Talking machine jobbers and dealers know the prices at which their instruments are inventoried represent non-depreciable investments under price fixity policies, and they should know that if price cutting is indulged in to an alarming extent then there will be a deterioration in the value of their investments. That follows as a logical sequence.

Manufacturers who create standardized articles and fix upon them the prices which retail purchasers should pay for them, are naturally interested in maintaining a standard which will protect the public as well as the firms and corporations which manufacture and sell them.

Price cutting should never succeed in the talking machine business, and if articles broadly advertised are offered at cut rate prices, instead of building a permanent trade it lessens it and destroys the confidence of the public in the value offered.

The manufacturer who spends millions of dollars in the exploitation of a product has created a value which all of his representatives are naturally desirous of maintaining, because they profit by this powerful asset created by the parent house, and talking machine dealers should appreciate the principles which the manufacturers in this trade have maintained in price standardization.

LOOKING back upon the history of this trade, it must be admitted that it has been the solid and substantial element of price standardization which has tided it over in many heavy strains. Without doubt there are times, in a financial pinch, when men

would be tempted to dispose of their talking machine stock at cut rate prices in order to raise funds to meet maturing obligations, but the standardizing of prices with contractual relations has prevented that, and we hope the time may never come when the columns of the daily papers will contain slaughter prices of standard talking machines.

The Stevens Bill will afford adequate protection—it will stabilize the trade—hence talking machine men in every section of the country should use their influence to see that this bill is enacted into law at the next session of Congress. It will give to them a sense of business security which is necessary to win permanent success.

Talking machine jobbers have taken this subject up broadly and propose to bring all of the influence which they can to bear in various ways toward the passage of this bill.

Talking machine dealers, no matter where located, should write to the Congressman who represents them, and present their views to them concerning price fixity.

IT should be understood that the price cutters are using a great deal of influence, and as the time for the opening of the next session of Congress draws nearer that influence will be accelerated very materially.

Now, if the men who believe in standardized prices will not make an effort to aid in the passage of the Stevens Bill, then the opponents to the measure, through their live methods, will win out, and the mischief making process will be immediately launched.

Congressmen are naturally desirous of obtaining the views of their business constituents, and the opponents of this bill are going to be very active to swing the Congressmen over to their side of the fence. They are going to do this by plausible argument and by letters. Now, the other side should present its case fairly.

The time to see your Congressmen is now; the time to write to them is now; the time to express your views to them is now. Get on the ground early so that your opinions will receive full and fair hearing. If you are slow to protect your interests in this matter you will suffer later on.

The great danger to the Stevens Bill is indifference.

Fixity of price should be maintained in the talking machine trade, and as long as that is adhered to there is no fear of trade disaster, but once the other system is in vogue, and the price cutters can have their way, then look out for the breakers ahead.

Do not wait to register your views with your Congressman. Act now.

REPORTS to The Talking Machine World from all over America show a general improvement in business conditions. This improvement is not limited to the special industries directly engaged in creating war supplies. It is widespread, so that business in every line is beginning to show decidedly bettered conditions.

All of our reports reflect this condition, and there is on every hand evidence which shows actual business gains which is in keeping with the constantly developing optimistic sentiment.

That is going to be a powerful factor in accelerating trade, for, when people begin to think better times, and show their confidence by making their plans in accordance with their beliefs, then business will be helped very materially, and, without exception reports from all of the leading centers tell of the accumulating evidence of prosperity.

The talking machine trade is particularly fortunate, and the year is going to be one of unsurpassed activity.

The production of talking machines this year in this country will break all previous records by very material totals. The large physical properties of the various producing houses will vastly increase the output, and the total value of talking machines and accessories produced in this country this year will reveal big figures, amazing when we consider that the industry is only a few years old. It is only in its infancy. It is a lusty youngster, however, and bids fair to reach astonishing proportions at maturity.

That there is a dearth of manufactured stock is obvious, and everywhere talking machine men are working for stock accumulation in order to take care of the large demands which are bound to come as the holiday season approaches.

AT frequent intervals we receive communications from advertising clients who unhesitatingly pronounce The Talking Machine World a powerful business builder.

Many of the leading jobbers who have purchased space in our columns have expressed themselves in terms of praise regarding the pulling powers of this publication.

The Louis Buehn Co., one of the most successful Eastern jobbers, writes in a communication to this publication, dated September 27, as follows:

"We are pleased to advise, after having used for three successive months a full page ad in your paper, we have obtained excellent results from same.

"In exploitation of our new policy of wholesale only, we felt that no better medium could be used than The Talking Machine World, and our confidence in this respect was fully justified.

"We will continue our present plan for an indefinite time, and have no hesitation in recommending your paper as an excellent advertising medium. We wish you continued success."

The story is always the same wherever we go, and because The World is so closely read has made it a tremendous force in business building.

What is true in the case of the Buehn Co. is true in many other cases.

The Buehn Co. purchases a goodly amount of space and finds the investment to be a profitable one.

Advertising is an investment, and when placed in The World it pays good dividends.

Some of the jobbers have been slow to utilize the powers of The World in the promotion of their business enterprise, and, failing to utilize a medium which is so close to them, they evidently have been greater losers than has The Talking Machine World.

It is true that most of the progressive jobbers are represented in this publication, and that they find it pays to be there is pleasingly acknowledged by them.

IN another part of this publication the announcement is made that the Victor Talking Machine Co. has changed its standard working hours to the eight-hour basis without any reduction in wages.

It should be understood that there had been no demand for such a change on the part of the 7,500 employes of the company, but this voluntary act on the part of the Victor directors will reduce the company's profits, on the basis of the present volume, nearly one million dollars for the first year.

The company feels that this act on their part of shortening the working hours will result in a co-operation on the part of their employes which will mean the production of better products than ever before, yet the results hoped for, by such a generous act on the part of the Victor directors, cannot be reached if there is a continual interference through meddlesome legislation, which will destroy the very results hoped for. Such results cannot be reached through a system enables price cutters to demoralize markets.

No company can spend millions in advertising and grant a million in time to its workmen unless it also has protection for its standardized products. A price cutting policy means the absolute annihilation of those principles for which the best manufacturers stand.

The whole thing gets back to a question of protection for legitimate business interests. Manufacturers cannot extend that sympathetic co-operation, which means better goods and better workmanship, to their employes unless that greater corporation—the United States Government—also appreciates and extends that same spirit of co-operation which tends to promote national prosperity.

Senseless and unwise attacks upon the very fundamentals upon which standardized business stands can only end in the destruction of prosperity all around. When this fact is appreciated the necessary protection should quickly be forthcoming.

IN the conduct of this trade paper enterprise we have found it necessary to reject certain kinds of business which has been offered, on the ground that the advertisers could not present sufficient proof to satisfy this paper that their enterprise had sufficient financial and moral backing.

So far as The World is concerned, it does not propose to exploit any enterprise in this industry without investigation as to the responsibility of the advertiser. There are times, of course, when our judgment may err, but we are endeavoring to use the influence of this paper in preventing the foisting of fly-by-night concerns upon the industry and for the future permanence of the trade at large.

AN official of a large piano manufacturing house has sent a communication to the editor of The World, enclosing a notice from a prominent daily in Western New York of the new Victor records. This review occupies a full column of matter and refers to a number of the leading records for the month in an interesting and intelligent manner.

The manufacturer writes: "Can you imagine any prominent daily paper giving so much space to a notice of the monthly publication list of music roll publishers, and, what is more to the point, can you mention any of the recent published lists which, because of their musical quality and character, are entitled to any such measure of attention thus shown? I mention 'musical quality.' I should have written the word musical with an interrogation mark, parenthetically enclosed, and when I read over some of the lists it seems to me that the word garbage is more appropriate than the word musical."

This is certainly a high compliment to pay to the quality of the talking machine records put forth by the great makers and a serious reflection upon the music roll manufacturers.

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, comets, 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 four months.

Ditson Victor Service



Edison Week

October 18 to 23

A week set aside to celebrate the complete recovery *in just 10 months* from one of the most disastrous factory fires in history.

On December 9, 1914, the Edison factories were burned, crippling the production of the New Edison Diamond Disc Phonograph just at the time when the public was beginning to appreciate that it represented the *perfection* of the phonograph.

Immediately Thomas A. Edison set about to recover from the ruins. *In just 23 days he was again producing phonographs and records!*

Swiftly the work of rebuilding progressed. News columns told of Mr. Edison's unequalled activity.

And now, only 10 months after the fire, he has rebuilt his factory-laboratories so that they are producing 100% more disc records and 50% more phonographs than before the fire!

Edison Dealers Everywhere

are making arrangements to celebrate this record breaking recovery during Edison Week. Special concerts will be given each day presenting some of the superior records from the recent weekly supplements as well as appropriate numbers from the regular catalog which is now completely restored.

Edison Week will be nationally announced. The leading publications of the country will invite the general public to take part in this week of celebration.



New Edison Diamond Disc Phonograph

Nature's handicaps have been overcome. Nothing now remains to prevent the New Edison Diamond Disc Phonograph from taking the place it deserves as the *perfected phonograph*.

The peculiarities of the New Edison make it the logical choice of phonograph buyers in every class.

The conveniences of the diamond stylus hardly need explanation to be appreciated.

The Edison record does not require delicate handling. It is indestructible. It plays longer. Wear has been reduced to a minimum. All these features appeal to the consumer. They are distinct advantages.

The Edison Diamond Disc is the result of Mr. Edison's laboratory research. It is scientifically *perfect*.

And now his great factories have been made into a tremendous laboratory for the reproduction of this scientific instrument. Each phonograph is as truly scientific as the original laboratory model.

Now—

Music lovers have long awaited what the New Edison now gives them. They are quick to give their patronage to the dealer who supplies their wants. Progressive dealers in the music trades should post themselves on the Edison *now*. We will be glad to send full particulars about the New Edison and our terms of representation upon request.

Thomas A. Edison, Inc., 279 Lakeside Ave., Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., October 8.—September, all around, appears to have been a good month for the talking machine trade, and there are indications that this and the coming months will show some surprising increases over a similar period a year ago. Many of the houses are exhibiting some unusually handsome styles of machines. Most of them are high priced ones, but in the meantime there is a good call for the low priced ones, and some dealers report more or less difficulty in getting a sufficient number to supply their customers.

Possible Formation of Association.

The particular news of the month is the interest that is being taken in the formation of an association of talking machine men. A preliminary meeting was held at the quarters of the Eastern Talking Machine Co., and at this and the succeeding meeting Frank L. Moody, of George Lincoln Parker's talking machine department, presided. Still a third meeting was held two nights ago, and at this the presiding officer was William Fitzgerald, of the Eastern house. At the earlier meetings the formation of a bowling league was the special thing considered, but as an increasing interest was taken it was suggested that a more permanent social association be formed. This found a ready response, and it has crystallized into a dinner, which is to be served at the Quincy House on the evening of Thursday, October 14, when officers will be elected and some kind of a permanent organization brought into being. Already fifty men have signified their intention of being present. Particulars in more detail will be given of this in next month's issue of *The World*.

Bowling Experts Getting in Form.

In the meantime the bowling league has not been forgotten, and this winter promises to be an exciting one for the talking machine men of the city. The first meeting will be at the Boylston Alleys on the evening of Monday, October 18, and the season's plans include the giving of twenty prizes in all, some for individuals and some for teams.

Ready for Edison Week.

As the week beginning October 18 is to be Thomas A. Edison Week throughout the country, a strong effort is being made by Edison dealers to make as good a display in their windows as possible. Unfortunately, not every dealer is in a position to make such a display through not having windows. Manager Frederick H. Silliman, of the

Pardee-Ellenberger Co.'s Boston office, is in frequent communication with the dealers over the plans, and a part of the scheme is to have all the windows photographed and prizes given for the best displays.

Notable Grand Opera Artists and the Columbia.

Manager Arthur Erisman, of the Columbia Co., is pointing with pride to the number of good artists included in the new Boston Grand Opera Co., whose singing voices are controlled by the Columbia Co., records of which are constantly in demand. There is Felice Lyne, who takes a wonderfully fine picture, several of which have come into Manager Erisman's possession for advertising purposes; George Baklanoff, Zenatello and his wife, Maria Gay; Maggie Teyte, Jose Mardones and others. These will all be heard here at the Boston Opera House when this company, in conjunction with the Pavlowa Imperial Ballet Russe, will begin its four weeks' season in November. Special arrangements are being made to have a large supply of the records of these artists for sale at that time, as the experience of the house is that there always is an increased demand when any special singer is here on the scene.

Favorable Report on Business.

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co.'s Boston offices, makes a most favorable report of business conditions, and the call for Edison diamond disc machines from his territory is making heavy demands on stock. Mr. Pardee, who was in town a few days ago, is quite enthusiastic over the prospects for business, and he says that his handsome enlarged store will now be opened about the middle of November. Manager Silliman and the staff from the Boston offices will go down to New Haven, Conn., for the opening.

Pathephone with Henry F. Miller.

The talking machine department of the Henry F. Miller Co. is no longer confined exclusively to the distribution of Victor outfits, for the house has taken on the Pathephone as a new machine, and demonstrations which are now being given are interesting a number of people. From the many pleasant things said of the Pathephone the indications look good for a larger business in this machine during the fall and winter. Manager Warren A. Batchelder has lately added another salesman to his staff, Thomas F. White, whose interest in the talking machine proposition is of great help in

selling goods. The Victor machines with all the accompanying latest records continue to be popular with the public.

Interested in Bispham's Appearance.

There is considerable interest around the Columbia Graphophone Co.'s warerooms over the approaching appearance of David Bispham, who is to make his appearance at Jordan Hall, October 29 and 30, in the one-act drama, "Adelaide," in which this well-known singer will enact the role of the great composer, Beethoven. In anticipation of this appearance the Columbia house is displaying the David Bispham records, he being one of the Columbia's popular singers. Locally Mr. Bispham is appearing under the management of Fred J. McIsaacs.

A Busy Talking Machine Wareroom.

The talking machine department of George Lincoln Parker, in Boylston street, is meeting with splendid success, especially now that most of the house's customers are back at their city homes. The call for Victor and Edison outfits seems about equally divided, and Manager John Alsen and his able staff find any day fully occupied either in attending to customers who call or presenting the Victor or Edison selling arguments to others in their homes.

That New Columbia Catalog.

Local Columbia dealers are interested in the new catalog which the company is getting out and which is to be used in combination with a clever system of illustrated letters to be sent customers serially. The amount of detailed information in the monthly catalog is of a most informing character and affords much valuable information to music lovers who really want to know the history of a singer or a selection. Manager Erisman says that the system can only be successfully carried out through the hearty co-operation of dealers, and in coming in touch with them he is surprised to find that there are dealers who do not keep a mailing list, something that is almost imperative in these days.

Demonstrating the Edison.

Manager Sherman, of the Edison department of the F. H. Thomas Co., which has such an admirable location at the corner of Boylston and Newbury streets, Back Bay, is kept busy these days, for the headquarters is the rendezvous of many people bent on studying the merits of the Edison proposition. The department has several well-

"E. D. D. P."

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.

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

equipped booths for demonstration purposes, and several windows are given over to displays of handsome machines of various styles.

Victrola on the Stage.

When "Nobody Home," the clever musical comedy, was playing at the handsome Wilbur Theatre, the equipment included a handsome Victrola, which was furnished by the Eastern Talking Machine Co., and when this same piece moved over last Monday to the Hollis Street Theatre the Eastern supplanted the Victrola with still another of still handsomer type.

Business Advance of 153 Per Cent.

Manager Arthur Erisman reports that the Columbia business for September was 153 per cent. in advance of the business for the same month last year. This fact was embodied in a letter which Manager Erisman sent to the New York headquarters of the company.

Make Fine Record of Sales.

The Furbush-Davis Co. had an excellent September business and its record of Edison sales was a highly encouraging one. The company lately completed its first year in business, and in that time it has proved conclusively its ability to properly interest many people in the Edison outfits, which is the only talking machine which the house carries.

Department Greatly Enlarged.

The talking machine department of the C. C. Harvey Co., in Boylston street, is to be greatly enlarged through the addition of a large floor in the adjoining building on the east side, connection having been made by the opening of two large entrances. Handsome demonstration booths are being constructed at the front of the floor, which overlooks Boston Common, and the decorative scheme will include vermilion, old gold with traces of black, making something quite out of the ordinary in interior decorations. At the rear will be large record rooms, and the floor will be covered with rugs that will match the general color scheme. With these added facilities the C. C. Harvey Co. will then be in a better position than ever to cater to the growing demand for both Edison and Victor lines of machines. Manager Francis T. White, of this department, is giving much of his time to the changes and improvements, which should be completed in the course of a fortnight.

Victrolas for Dancing.

The Opera Ball Room in the Boston Opera House Annex has been opened for balls and dances and it is equipped with several large Victrolas which were installed by the Eastern Talking Machine Co. from its Tremont street quarters. The manager of the ball room, Joseph L. Champaigne, is a great believer in Victors for supplying dance music.

Arrangement of Warerooms Pleases.

Visitors to the Arch street Victor quarters of the M. Steinert & Sons Co. are surprised and delighted to see the new arrangement of the show windows. These have been lowered down nearer to the street level, and they offer a much finer opportunity for the exhibition of machines and records than before, when the windows were much higher. The interior of each window is finished in ivory white, and just now the attractive feature in one is an exhibit of John McCormack's records and in the other a display and advertisement of Geraldine Farrar and her "Carmen" records, this well-known artist being now pictured in the famous motion pictures of "Carmen," which are being shown for the first time at Symphony Hall, this city.

Handsome Window Display.

The Shepard-Norwell Co., one of the large department stores of Boston, lately had a remarkably handsome window display on the Winter street side of its establishment, in which the Edison, Columbia and Victor machines were given prominence. As the window is a commodious one, there was ample room to make a good display. The talking machine department of this store is ably managed by Frank C. Henderson, of the F. C. Henderson Co., which conducts similar departments in other stores.

Busy Times with Oliver Ditson Co.

The month of September was a most successful one for the Victor department of the Oliver Ditson Co., whose machinery runs so smoothly under the able management of Henry A. Winkelman. If there is any complaint at this headquarters it is that there is not enough Victor machines of the higher class to supply the demand.

Recent Visitors to the Trade.

John Z. Kelley, who has a successfully managed Victor shop on Market street, Lynn, is a frequent caller at the Eastern Talking Machine Co.'s headquarters. Mr. Kelley is a man with a varied experience, for he has traveled all over the country with some of the leading minstrel companies of the past generation. He has been before the footlights for many years and has supervised rehearsals and opened many a show in his days of more youthful activities. Though a veteran in years, Mr. Kelley is often referred to as active, hustling a dealer as many of those much his junior.

Robert C. Peck, associated with the firm of the J. A. Foster Co., and formerly with the Pardee-Ellenberger Co., was a welcome visitor to the Boston trade lately.

Geraldine Farrar, the opera singer, accompanied by Morr's Gest, the theatrical manager, was a caller at the Eastern Talking Machine Co.'s head-

quarters in Tremont street, and listened to some of her new "Carmen" records.

Alice Nielsen, the singer, was a caller at the Columbia Graphophone Co.'s warerooms a few days ago. Manager Erisman states that Miss Nielsen's records are selling especially well lately.

Skelton Visiting Albany.

Harland R. Skelton, of the Thomas A. Edison Co., who has been at Syracuse, N. Y., considerably lately, was in town for a few days, and has gone to Albany, where he plans to remain for several weeks. Mr. Skelton is engaged in an interesting campaign among the dealers of Edison goods.

Join Columbia Staff.

Charles L. Berg is the newest man to be added to the staff of the Columbia Co. He is to be a special salesman and will spend his time outside.

Additions to the executive staff of the Columbia Graphophone Co.'s Boston offices are Miss Sallie Coombs, an expert bookkeeper, and Miss Effie Dean.

Special Edison Display.

A handsome Edison diamond disc machine of the cabinet type in unfinished wood is being exhibited in a special show case outside of the C. C. Harvey Co.'s warerooms in Boylston street, and a placard informs the passer-by that just such a machine will be finished to suit a customer.

Otto A. Piesendel, of the Victor department of the Oliver Ditson Co., is going over to the factory at Camden for the company in a few days, to be gone for nearly a week.

Local and State Business Active.

M. Steinert & Sons Piano Co., Victor distributor, of this city, reports the continuance of its staple business, not only in the vicinity of Boston but throughout New England. This service embraces both machines and records. Elsewhere in this issue is a statement from the house of Steinert itself, in which it calls attention to the fact that its stock of Victor records is "the largest and most complete in New England." Then it also refers to its service, saying that a trial order will convince the dealer of the value of Steinert service.

It might be added that record shipments are unusually vital to the dealer at this particular season of the year, for not only are more records sold with each machine but there are many record sales made, the records being utilized as gifts. It is necessary for dealers to give undivided attention to this branch of their business.

MULTUM IN PARVO.

If everybody lets up, everybody loses; if everybody keeps on advertising, everybody gets more business. If the others quit and you keep on, you get most of the orders.

There is no "missing link" between record and talking machine when you use the Bagshaw needle

TOO often have we heard the statement about the chain and its links and in the phonograph chain, the Bagshaw needle constitutes the STRONGEST link. The needle is the ONE thing that enables you to get the music from the record, and when you use Bagshaw needles, you are assured of the most perfect tonal effects.

As a business builder, Bagshaw Needles create good profits, for once customers have used them they'll continue. Bagshaw needles boom business.

63,000,000 in 10 days

W. H. Bagshaw, Lowell, Mass.

Largest and Oldest Manufacturer

PHENOMENAL BUSINESS DUE IN BALTIMORE DISTRICT.

Fall Rush in Talking Machine Trade Already Started—Jobbers for Various Leading Houses Open Up Many New Accounts—Dealers Everywhere Placing Orders in Quantities That Indicate a Tremendous Business—Trade News of the Month.

(Special to The Talking Machine World.)

BALTIMORE, MD., October 8.—The fall rush in the talking machine business has started in Baltimore and all the local dealers are preparing to take care of a rush which many of them believe will be greater than the phenomenal run which was experienced last fall and winter. Practically all the dealers have bought just as many machines as they could store or as many as they have been able to secure in anticipation of this rushing business.

About the middle of last month it was noticed that the fall business really started and the dealers began to get real busy. Some of them have met with the same old complaint, namely, that they have been unable to secure sufficient machines to supply the demand which they are certain will come within the next few months. But others worked hard and as a result feel confident that they will be able to supply the machines to all who desire them. All available store rooms in some of the establishments have been brought into use and are holding the reserve stock.

If this fall's business is not greater than that of the same season of last year many of the dealers in this city will be much disappointed. September proved better, in most cases, than the same month of last year, and October has started off like a whirlwind with a large number of dealers.

Although the latter part of September brought some very warm weather the business started to pick up and good trading was done.

The Baltimore Talking Machine Dealers' Association, which will hold its monthly meeting today, will carry out many important features which will, without doubt, be of great benefit to the trade in general. Practically all the dealers have joined the association and the body is creating a great deal of interest.

The Baltimore branch of the Columbia Graphophone Co. eclipsed all records in its business for September, according to A. J. Heath, the local manager. Mr. Heath stated that the business for last month almost equaled the business of December, 1914, which was the banner month for Columbia business in Baltimore.

Several new accounts were opened up by Mr. Heath in Baltimore. They include The Hub, which is the largest ready-to-wear house for men and women in Baltimore. This firm does big advertising and will carry the full Columbia line. The Leader, a department store, will also carry the Columbia line.

Among the several out-of-town accounts signed up by P. W. Peck, who is on the road for the Columbia Baltimore headquarters, was the Bullock, Phillips Co., of Rocky Mount, N. C.

Baltimore Columbia dealers were not inconvenienced by the strike. This was made possible by the foresight of Manager Heath, who has been getting in machines way ahead of orders to handle any emergency. He is now filling in again and thinks he will not run short when the great holiday rush strikes the retail trade. Columbia records are going well and are being liberally advertised, both by the headquarters and by the various Columbia dealers of the city.

Cohen & Hughes, Inc., Victor distributors, report good business for September, which shows an increase over September of last year. The firm now looks for the business to go ahead with the big holiday season close at hand. The firm has just installed a new system of stocking records. This system, which keeps one person busy all of the time, will prevent the house from being short of any record through any oversight. This department lists every record as soon as it arrives and

also takes account of all sales immediately. Elmer Greensfelder has just returned from a trip through Pennsylvania and reports good business.

Caspar Sauer, of the Victrola department of H. R. Eisenbrandt Sons, Inc., is much pleased with the way things have picked up during the past month.

Jesse Rosenstein, of the National Piano Co., distributor for the Pathé line, reports a very big business for the month, during which he opened up several new accounts and has several large contracts pending. He announces that The Leader, a department store, will handle the Pathé line.

The Edison Co. no longer has a distributor in Baltimore. The McKee Co., Inc., through Manager W. W. Gibson, announces that the Girard Talking Machine Co., of Philadelphia, will look after the business in Baltimore and Washington, which territory it formerly covered. The McKee Co., however, remains in the talking machine field in both Baltimore and Washington as a retailer. In Baltimore their Eutaw street store has been greatly improved, and besides the Edison they will carry the full line of Columbia and Pathé goods. The rear of the building has been enlarged and several new sound proof booths have been established. The firm began showing the Columbia and Edison lines this week and Mr. Gibson expects some good results from the change.

W. C. Roberts, manager of the E. F. Droop & Sons Co., feels much better now than he has for some time. He is getting some machines in and they are being sold rapidly. The company is one of the Baltimore distributors of the Victor line.

Something new to Baltimore in the talking machine business, although it has been carried out in Chicago and probably other cities, will be started by J. L. Gibbons, the hustling manager of the Victrola department of Stewart & Co. Mr. Gibbons is having all plans made to play records over the telephone to persons desiring to hear them. At the present time a large office is being arranged for Mr. Gibbons and the records will be played in this room. A very sensitive telephone will be installed on the desk. One of the Victrola porch machines will be placed in the room and whenever a call is received the machine will be wheeled to the telephone and the record played.

Business with Stewart & Co. is picking up very well. Mr. Gibbons is getting in a good supply of machines and will be ready for the rush which everyone is confident will come.

James C. Haas, of the Stewart sales force, was high man again for the month. This is the second time in succession Haas has carried off these honors.

A list of records—as suggestions—has been sent out by Mr. Gibbons. At the same time he is enclosing a return upon which can be stated whether or not a talking machine repair man is wanted to call. It is believed the result will be better than expected at first. On the same card there is space for the names of persons who may be interested in talking machines.

Inability to secure sufficient machines is the complaint being made by Milton Boucher, manager of the Victrola department of William Knabe & Co. Mr. Boucher reports that good business was done throughout September both in machines and records, but he would feel much better if he could secure more machines. The shortage is mainly in \$75 and \$100 machines.

Much attention is being attracted by the Victrola department of Hamman-Levin Co. The department has been enlarged and rearranged. The firm reports a big increase in business during the latter part of the month and expects to see the business continue. This firm is featuring in its advertisements the fact that both of its members are professional musicians and inspect all machines before they are delivered.

Allan T. Doty, the New York Talking Machine Co.'s representative, visited the trade in Baltimore during the month. He said he was away on a two months' trip that would carry him as far South as Jacksonville, Fla. He is making a specialty of records and has been doing a wonderful business in Baltimore, Philadelphia, Chester and Wilmington, according to his statement.

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.

TALKING MACHINE MEN MEET.

John E. Hunt Takes Up Work as President and Outlines Policy—Addresses on Stevens Bill and Insurance—New Officers Named.

A regular meeting of the Talking Machine Men, the organization of talking machine jobbers, dealers, etc., in New York, Connecticut and New Jersey, was held on Wednesday afternoon, September 29, in the Assembly Room of the Merchants' Association of New York, in the Woolworth building. The meeting was the first presided over by John



John E. Hunt, Newly Elected President.

E. Hunt, of White Plains, N. Y., and former vice-president of the association, who became president for the unexpired term upon the recent resignation of John G. Bremner, the former president, at a meeting of the executive committee last month.

In the course of the meeting the Talking Machine Men were addressed by Dr. William C. Anderson, of the Fair Trade League, who spoke at some length on the Stevens bill and its importance to merchants in general. Following Dr. Anderson's address the association passed a resolution in favor of the Stevens bill, and all members will be urged to work for its passage.

Another speaker during the afternoon was J. W. Boone, of Baltimore, who explained at some length a system whereby talking machines sold on instalments could be insured at a very small cost while payments were being made and thus protect both dealer and purchaser.

President Hunt next took occasion to acquaint the members of the association with his policy for association betterment and mutual helpfulness, and among other things strongly urged that every member of the association become a subscriber for The Talking Machine World in order to keep in touch with all the developments of the trade. He also made a number of other excellent suggestions that were enthusiastically received and will be acted upon during the coming months.

The president next named the following State vice-presidents to act during the remainder of his term: New York, Fred T. Shaw, Woodhaven, N. Y.; Connecticut, S. B. Clinton, A. B. Clinton Co., New Haven, Conn., and New Jersey, R. Montalvo, New Brunswick. Owing to the resignation as secretary of Henry Mielke, who felt that he could not give the proper attention to the work, Sol Lazarus was appointed to that office.

Following attention to a number of routine matters, the meeting was adjourned subject to the call of the chair.

DEATH OF FREDERICK ECKE.

Frederick Ecke, for many years a director of the orchestra at the Metropolitan Opera House, New York City, and for the last eight years in charge of the records for the Edison Phonograph Co., died at his country home at Patricks Corner, N. J., September 17.

The Emerson Phonograph Co. of Delaware has been incorporated under the laws of New York with capital stock of \$2,000. The incorporators are: Joseph E. Curtin, Samuel B. Howard and S. A. Anderson.

SELLING METHODS IN CANADA.

(Special to The Talking Machine World.)

OTTAWA, ONT., October 7.—The John Raper Piano Co., of Ottawa, Ont., has in the past rented Victrolas from \$2 a month upward, with the option of purchase. In a recent interview with your correspondent it stated that in the past it had found this mode of business very satisfactory. Of course, the renters have to purchase their own records, and at the time of making arrangements for renting it usually sells from six to a dozen records. The firm of course rents old Victrolas and those that have been repossessed, but in the case of a good customer, should it not have his requirements in a used machine it rents him a new one. It intimated that this mode of renting instruments had increased its business in records very considerably and that many of its customers take the option of purchasing the machine at the end of the renting period. This example of business progressiveness could well be followed by all dealers, and at time of writing we are not aware of any other house in Canada

adopting this way of making additional revenue and profit for the talking machine department. The John Raper Piano Co. is numbered among the leading piano houses of Ottawa, and only quite recently purchased two motor cars, one for city and one for country business for the use of its salesmen, and have found it a paying investment. It really pays to specialize on something that the "other fellow" does not. In the past this firm has always proved itself a "leader, not a follower."

TAKES CHARGE IN PITTSBURGH.

Emil Hadd, connected with Landay Bros., New York, Victor distributors, for the past few years, has been appointed manager of the Victrola department of McCreery Co., Pittsburgh, Pa., succeeding W. A. Hotaling. This department is under the direction of the Musical Instrument Sales Co., New York.

One good turn rarely follows another—on the vaudeville stage.



ALBANY is nearly the "center of the universe" for logical shipping, as you can see from the above map. There has been no attempt made to "list" every city, those used being more for the purpose of making the map.

Just for example, Albany is the Terminal of six big trunk lines; it is a logical shipping centre with express and fast freight service running from our store to your door.

In addition, is our immense stock of Machines, Records and Supplies. With "the goods" and "the shipping service" backed up by an organization that knows all the ins and outs of Victor Service, you can be assured of satisfactory service.

"We Have It" is our slogan, and we'll live up to it. Ask us for "it."

GATELY-HAIRE COMPANY

John L. Gately, President

James N. Haire, Treasurer

Albany, N. Y.

Albany—for CAPITAL Service



The Great Pathé
Pathéphone
 Supreme
 in
 Tone-Quality



This Model \$200
 Others \$15 to \$300

NO NEEDLES TO CHANGE!

DEALERS EVERYWHERE

The famous PATHÉ BROTHERS of Paris have created a perfect method of sound-reproduction by which musical selections can now be heard in their full beauty of composition and technique. Among many features three important ones cooperate to make the PATHÉ Pathéphone's performance superior to all others because absolutely *naturals*:

are enthusiastic over their big sales. The PATHÉ Pathéphone presents its own "selling arguments." The people want it as soon as they hear its marvelously natural reproduction of voice or instrument.

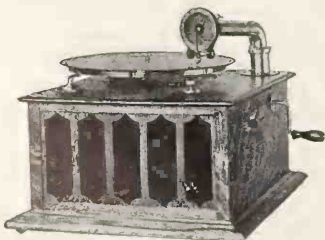
—The PATHÉ, PERMANENT, ROUND, SMOOTH, HIGHLY-POLISHED SAPPHIRE, used instead of sharp steel needles. It is impossible to scratch the surface of a record with a PATHÉ Sapphire Ball.

We are now closing up our list of jobbers and dealers. This is the time for you to reap the benefit of our national advertising campaign and the vast publicity which the name of "PATHÉ" enjoys everywhere.

—The PATHÉ Wood Sound-Chamber, built on the sounding-board principles, amplifies the sound so that none of the delicate overtones are lost.

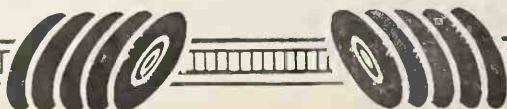
—PATHÉ Double-Discs—over 96,000 selections—retailing for 75c. to \$2.50.

A Pathé Agency
 is a
 Valuable Franchise!



This Model \$15
 Others up to \$300.

PATHÉ FRÈRES
PHONOGRAPH COMPANY
 28 West 38th Street NEW YORK





The talking machine dealer who misses the business that is coming in under the Columbia trade mark, is missing a liberal and growing share of a mighty good thing.



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

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

TRADE NEWS FROM CINCINNATI.

Talk of Opening a Pathé House in That City—Vocalion Making Distinct Progress—Record Demand Quite a Feature of Local Trade—New Starr Phonograph Style—Big Columbia Increase for Month—General Outlook Excellent—Other News Items of the Month.

(Special to The Talking Machine World.)

CINCINNATI, O., October 8.—A Pathé house is to be opened in this city. This is the talk now going the rounds of the trade, which is commencing to open its eyes at the amount of competition which has sprung up in the Middle West during the past year. It is reported that Arthur Meek, who has followed the talking machine industry for quite a number of years, being initiated in the game by the Rudolph Wurlitzer Co., is to have charge of the local interests of the Pathé line. Meek came here recently from Chicago.

The Vocalion, introduced in this market a little over six months ago by the Aeolian Co., is commencing to make itself felt as a competitor. Heretofore the work carried on has been of the missionary type, but this stage has been passed, and Manager Byers to-day is giving most of his attention toward the building of a live sales force. This, he says, is to be all that the word "live" means. Believing in the worth of the instrument, Mr. Byers is now seeking men capable of putting the machine before the prospect in the right light.

The record business has been rather large for this time of the year, this being somewhat due to the seasonable weather. The retail business is not of much consequence, but the wholesale orders show that the farmer has more money than the city fellow, and consequently the jobber's attention just now is directed toward rural fields, but confident that the city business will pick up with the approach of the winter and the holiday season. The various retail houses about the city are not rushed with machine business.

The Starr Piano Co. this week will have its second size on the floor, selling for \$125. Word

comes from the factory at Richmond indicating that the stores throughout the country have been fairly well supplied with the new phonograph and that in a short time the branches will be expected to start a regular campaign.

R. J. Whelen, manager of the local Columbia store, reports an increase of 150 per cent. over last October, and from all indications there will be a continued increase from now on. Speaking further of conditions Mr. Whelen said: "Both the retail and wholesale ends have held up remarkably and the dealers seem to realize the fact that now is the time to get busy stocking up for the holiday demand, and we are kept busy day and night filling orders. Owing to some labor troubles at the factory shipments from there were delayed, but the product is now coming through O. K., and while we anticipate a phenomenal demand we believe that we will be able to hold our own in filling orders."

S. H. Nichols, district manager of the Columbia Graphophone Co., visited the local branch this month, and was accompanied by W. S. Gray, district manager of the company on the Pacific Coast.

Cincinnati now has one of the most beautiful exclusive talking machine stores in the Middle West since the extensive improvements in the local Columbia store have been completed. New booths have been added and the entire interior of the store has been redecorated.

Mr. Byers, of the Vocalion department of Aeolian Hall, reports 100 per cent. increase in the retail business during September over the previous month, and is now busy completing an efficient selling organization to go after the highest class of trade.

In discussing his plans of organization Mr. Byers said: "The introduction of the higher types of phonographs is going to raise the standard of the talking machine salesman. Where formerly the average forceful canvasser was needed, today none can be used but refined and educated gentlemen. The qualities necessary are energy, adaptability, tact, versatility and persistency.

These elements are absolutely necessary in Vocalion salesmen."

The month of September was a month of big Victor orders and heavy shipments for the Rudolph Wurlitzer Co., which states that the conditions throughout its trade are far better than they have been for some time past, and the dealers are getting ready for the busy season in sight.

DONNELLY'S ATTRACTIVE STORE.

One of the attractive talking machines establishments in near-by territory is the new store of James Donnelly, South Norwalk, Conn. A photo-



Donnelly's Victor and Sonora Display.

graph of a portion of Mr. Donnelly's store is shown herewith, and notwithstanding the comparatively limited scope of this dealer's activities he has succeeded in building up a profitable clientele, which is steadily increasing.

Mr. Donnelly handles the Victor and Sonora lines, and his thorough knowledge of talking machine merchandising has enabled him to present the qualities of these high-grade products in a convincing and impressive manner. Mr. Donnelly but recently moved into his new store, which affords him ample facilities for expansion.

He jests at scars who has never been at war with himself.

DO YOU WANT TO HEAR THE REAL EDISON TONE REPRODUCED ON THE VICTROLA OR GRAFONOLA?

THE VICSONIA REPRODUCER IS THE ONLY SOUND BOX THAT WILL DO IT



The VICSONIA will reproduce every note, sound wave and minute variation as recorded on Edison disc records with a sweetness of tone and marvelous accuracy and does not wear the records.

The VICSONIA is a revelation in reproducers, and some of the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits.

The VICSONIA fits both Victrola or Grafonola. No alterations necessary. Instantly and easily attached or detached. A child can do it.

Jobbers and dealers will find that the VICSONIA is a business builder. The VICSONIA sells for \$7.50 nickel; \$8.50 gold. Discounts to jobbers and dealers.

One demonstrating model will be forwarded to any dealer's address on receipt of \$3.50.

Money refunded if not satisfactory.

ALBERT F. BUHLER, 313 E. 134th Street, NEW YORK, Manufacturer

Unico Demonstrating Rooms

Quality

Efficiency

Economy



Quality

Efficiency

Economy

Unico Department of G. A. Barlow & Sons Co., Trenton, N. J.

TRANSFORM your establishment over night into "the store beautiful." This is readily accomplished by the Unico System. We carry an immense stock of Unico rooms in 8 artistic designs and 5 standard finishes. You order *today*. We ship *tomorrow*.

UNICO rooms are sound proof, are shipped in completely fitted sectional, interlocking units and are quickly installed without screws, nails or expert labor.

TWO hundred and eighty-eight plan and price combinations ranging from \$75.80 to \$1329.75 are shown in our catalogs. Write or see your distributor today or wire us for catalog. Your order can specify 24-hour delivery if desired.

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.
Reckwith, 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.
J. 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 St., PHILADELPHIA, U. S. A.

TO MAKE TALKING MACHINES.

The National Talking Machine Co. Incorporated with a Capital Stock of \$100,000 in Cincinnati—To Manufacture the Crystola.

(Special to The Talking Machine World.)

CINCINNATI, O., October 8.—The National Talking Machine Co., with a capitalization of \$100,000, was incorporated at Columbus two weeks ago by Dr. Albert J. Swing, who has an office in the Commercial Tribune building; John Bradley, George and L. McLaughlin and R. F. Brooks. Dr. Swing is partly the inventor of the new machine. Yesterday the newly incorporated company leased the third floor of 815 Broadway, which will be used for manufacturing purposes. The machine is to be known as the Crystola. Dr. Swing said no attempt would be made to retail and that the product of the factory would be marketed through regular dealers.

ANDREWS TO CONCENTRATE.

The Buffalo Store of W. D. Andrews to Handle Talking Machines Exclusively in Future.

(Special to The Talking Machine World.)

BUFFALO, N. Y., October 9.—At the local store of W. D. Andrews, 632-34 Main street, the department devoted to athletic goods has been discontinued, and in the future this space will be devoted to the promotion of Victor talking machines and Edison cylinder phonographs. "It became apparent some time ago," added C. N. Andrews, "that in order to extend our talking machine business as much as we desired we would either have to add more space or discontinue our sporting goods branch, and we decided it would be better to concentrate our energies. Now, with the addition of our athletic department staff, together with the extra room, we are equipped admirably to handle a greatly augmented talking machine demand, and we intend to take care of it in a most efficient way."

It is understood that the Syracuse store of W. D. Andrews will continue its athletic goods department as in the past.

Particular attention is called to the location of Buffalo as a distributing center for many railroads, express companies and lake lines to operate to and from the city. Add to this the experience and ability of the house of Andrews as a basis of talking machine service, and it can be readily seen just how this organization can be of assistance to the dealer in the general extension of his business.

A VICTROLA SPECIALIST.

Elmer Hoelzle, Formerly of Jacksonville, Now with the Frederick Piano Co. of Cleveland.

(Special to The Talking Machine World.)

CLEVELAND, O., October 6.—Elmer G. Hoelzle, formerly sales manager and secretary of the Talking Machine Co., of Jacksonville, Fla., is now with the W. F. Frederick Piano Co., of this city, doing specialty work in the Victrola department. Mr. Hoelzle is a man of much experience in the Victrola business, being thoroughly versed in the Victor goods from start to finish, having made special study at the Victor factory. Mr. Hoelzle was the first man to have professional dancers in show windows to demonstrate new dance records. He is fast gaining a reputation in this city as a singer of marked ability, along with his special work with the Frederick Piano Co.



PEERLESS PHONOGRAPH CO., Inc.

BEN. H. JANSSEN, President

FACTORY DISTRIBUTORS FOR

Pathé Phonographs

!!! The remarkable TALKING MACHINE talked about everywhere by everybody

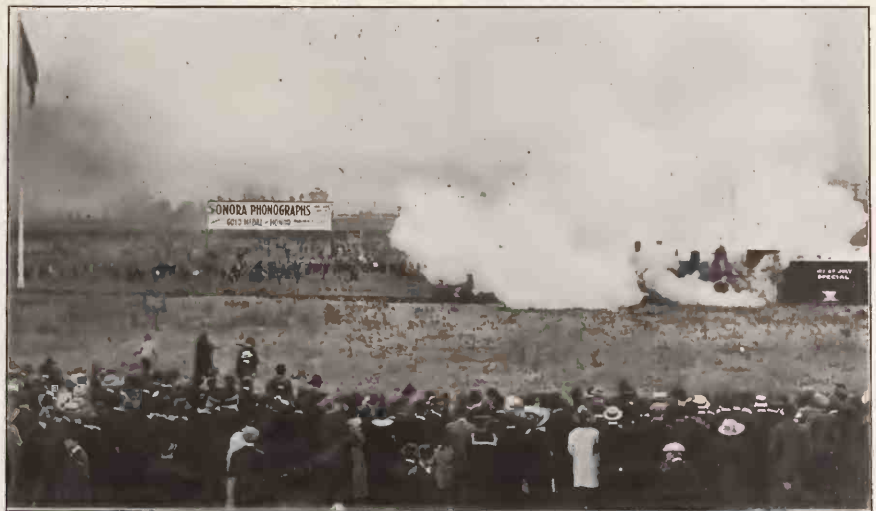
Now is your time to get the agency. Tomorrow your competitor may have it. Write today and secure the most valuable talking machine agency in the world.

82 BROWN PLACE

NEW YORK CITY

SONORA PHONOGRAPH PUBLICITY IN SAN FRANCISCO.

The illustration herewith shows over 12,000 people gathered recently to watch the two engines start from a given point, crash into each other and The securing of this excellent and unusual piece of publicity was due to the alertness of the Sonora Phonograph Co., of San Francisco, Cal.



How Sonora Phonograph Sign Dominated Train Collision Event in California.

then explode. This event occurred in California, and the two engines did the greatest part of their "trick" right under a bulletin with the words "Sonora Phonographs," as can be seen in the photograph.

which is always ready to achieve novel results in various trade and general publicity ways. Considerable space was given to the event by the daily papers, many of which used illustrations in which the Sonora advertisement appeared.

CALL FOR NYACCO RECORD ALBUMS.

"During the past few weeks we have received numerous inquiries for samples and prices of Nyacco record albums from dealers who have not

heretofore been numbered among our patrons," said Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, in a recent chat with The World. "Some of these dealers state their intentions of starting an aggressive fall and Christmas campaign in all departments of their business, and we believe that there is a splendid demand for record albums of the better grade; a demand that will steadily increase.

"Our new metal-back Nyacco albums are meeting with great favor throughout the country, and their many sales features are being used by the dealers to good advantage. As these albums are absolutely unbreakable and are guaranteed to give perfect satisfaction, the dealer is in a position to recommend them to prospective patrons with the full assurance that they will add to the prestige and standing of his establishment and mean satisfied customers."

A Bird In the Hand Is Worth Two In the Bush

By having a few Victrolas of each type in stock you are always prepared.
A shortage on some style may occur at any time. Send us your order at once for those you need.



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





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.



\$1,000,000 IN WAGES PRESENT TO VICTOR CO. EMPLOYEES.

Company Voluntarily Reduces Working Hours of 7,500 Employees to Eight, Which Means \$1,000,000 Reduced in Profits During First Year—Better Work Expected to Make Up Loss.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 8.—The army of employes of the Victor Talking Machine Co., Camden, N. J., were surprised and, needless to say, delighted when they opened their pay envelopes last week to find the following circular enclosed:

WHY THE VICTOR TALKING MACHINE CO. CHANGED TO THE EIGHT-HOUR DAY!

The Victor Talking Machine Co. has changed from the standard working hours to the eight-hour basis without any reduction in wages, for the reason, that, after a thorough investigation into the conditions in our manufacturing departments, the Directors have concluded it was the right thing to do and the right time to do it. A resolution, embodying this change, was adopted by a unanimous vote on September 22 to go into effect at the earliest possible date. There had been no demand for such a change on the part of the employees of the company, who number about 7,500.

The change will reduce the company's profits on the present volume of business about \$1,000,000 for the first year. The company expects that it can, by certain adjustments and improvements, gradually restore its profits to normal, but the changes necessary to accomplish this result are expected to consume about three years.

The equipment of special automatic machinery and the unusually efficient organization in the Victor plant requires an intensity of application on the part of a certain proportion of skilled operators that cannot be maintained with satisfactory results under the old schedule of working hours.

The company believes that the new schedule of shorter hours will result in the production of goods of a higher grade than was possible under the old schedule. The company believes that the shortening of the hours will greatly reduce the nervous strain which is so evident in modern industrial organizations.

The company also hopes that the new hours will increase the spirit of co-operation which it is anxious to promote in its organization.

The company feels certain that it will not fail to achieve the economizing of the new schedule, nor will it fail to secure superior quality of goods, nor will it fail, eventually, to secure even greater reimbursement for its employees than under the old system, unless the company's business is interfered with by the influence of unwise legislation, tending to place the control of the market value of its goods in the hands of cut-price conspirators, or unless the co-operation expected on the part of the employees does not ma-

LEAVES FOR LA BELLE FRANCE.

Emil Pathé, head of the Pathé Frères interests throughout the world, accompanied by Russell Hunting, Pathé recording expert, sailed for Paris, France, Saturday, on the steamer "Espagne," after a two months' visit to this country. Before leaving for his headquarters in Paris Mr. Pathé was the host at a luncheon given the heads of departments of the Pathé Frères Phonograph Co., where he spoke at length regarding the pleasure derived from his ten weeks' visit to these shores, and expressed his keen gratification with the rapid strides that the Pathé Frères Phonograph Co. is making in every division of the industry. Mr. Pathé will probably return here next spring for an extended visit.

On Monday of last week the Pathé Frères Co.

terialize, owing to the influence of a misguided policy based on the theory of limiting individual efficiency.

The company must receive fair and standard prices for its goods or it cannot pay satisfactory wages for eight hours' work. The company must also receive a fair day's work if the eight-hour day is to be a success. Nothing but honest co-operation between labor and capital can replace drudgery and dissatisfaction.

VICTOR TALKING MACHINE CO.

This is certainly a most remarkable voluntary offering on the part of the Victor Co. and is significant of the broad uplifting policy of this organization. This spirit of co-operation between the employers and employes should work advantageously to all concerned, and congratulations are in order.

was advised that Jack Pathé, son of Emil Pathé, had been slightly wounded while fighting with the French army.

THREE NEW VICTOR POSTERS.

The Victor Talking Machine Co. sent to its dealers this week three new posters which are certain to create added interest in the Victor products and in the individual dealer's establishment. These new posters, which are artistically designed and strikingly colored, are as follows: Hawaiian music poster, list of Victrola styles, Christmas caution poster and a proof of the Victor Co.'s double-page advertisement in the October 23 issue of the Saturday Evening Post.

The poster relating to Christmas shopping is perhaps the most novel.



\$200.

New England Distributors:
CRESCENT SALES COMPANY

Middle and Dorrance Sts., Providence, R. I.
New England dealers please correspond with above firm



"Crescent"



WE HAVE A PROPOSITION FOR YOU

whereby it costs you only transportation charges one way to HEAR for yourself IN YOUR OWN STORE Talking Machines and Records which we claim are "better and at better prices."

Our confidence in our product justifies this offer

10 1/2 Inch D. S. Records 65c

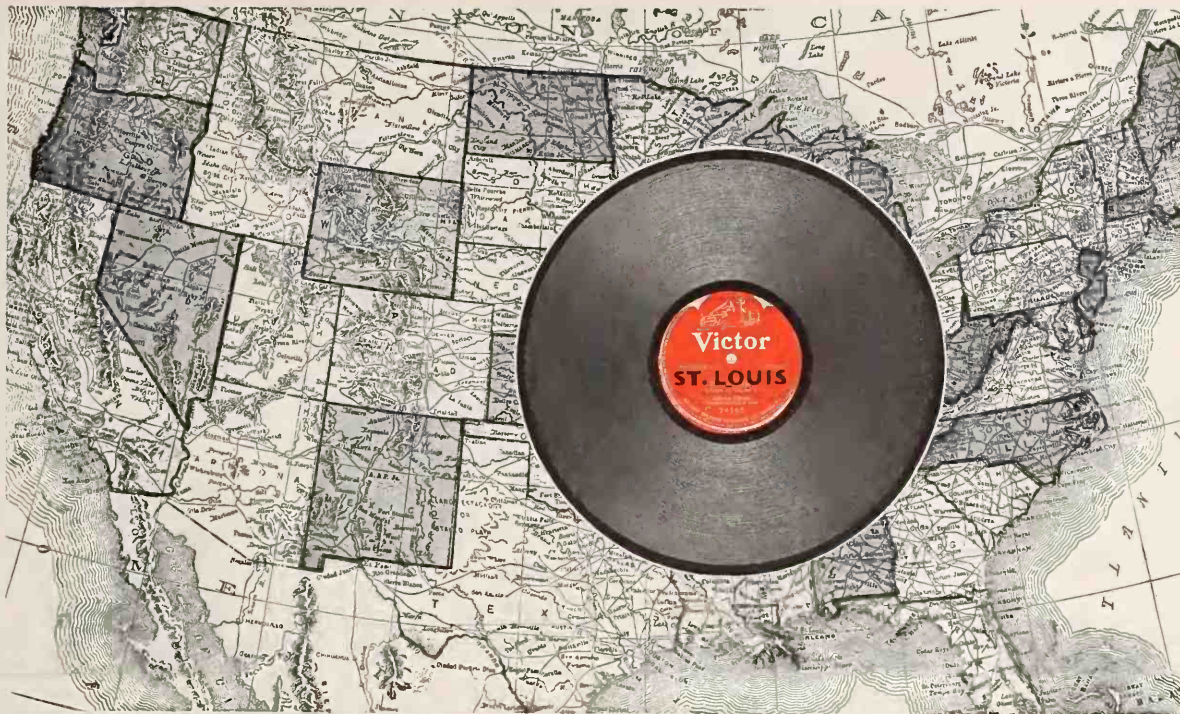
8 Inch D. S. Records 35c

CRESCENT TALKING MACHINE CO., Inc.

99 Chambers Street

New York City

Representatives wanted in all cities



Saint Louis—The Logical Record-Shipping Center!

YOUR most convenient buying market is St. Louis —and the biggest stock of Victor Records in the West is here to choose from!

U Every day St. Louis sends out, by fast freight, more than 1200 package freight cars, arranged to break bulk at destination! Hundreds of Victor dealers utilize this splendid service when ordering large shipments of records. They also order express and parcel post shipments from St. Louis for the same reason—they save time by doing it!

U St. Louis is right at your door! Send us your next order and we'll prove it to you!

Koerber-Brenner Company



Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

Send Us The Orders That Others Cannot Fill!

IF YOUR regular Victor jobber cannot fill part of your order—try Koerber-Brenner! We'll supply the "shorts" in a hurry! Glad to do it, both as an accomodation to you and because it means more business for us.

Unless Then too, after you've sent us the "short" orders a few times, we believe you'll begin to send us your entire orders; after that there won't be any "shorts".

Koerber-Brenner Company



Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

OPENS QUARTERS IN DALLAS, TEX.

Texas-Oklahoma Phonograph Co. Introduces Many Novelties in New Southwestern Distributing Depot in That City—A. H. Curry in Charge—Opening Last Month a Success.

(Special to The Talking Machine World.)

DALLAS, TEX., October 6.—The Texas-Oklahoma Phonograph Co. has established Southwestern headquarters at 1300 Elm street, this city, with A. H. Curry as manager. The formal opening of the new quarters was held on September 20 and a large number of local music lovers took occasion to attend the reception and listen to the new Edison diamond disc phonograph.

The company will handle both wholesale and retail business, and in the former department will take care of a territory embracing all of Texas and the southern section of Oklahoma. The company is incorporated under the laws of Texas with \$2,500 capital stock, and will handle the Edison line exclusively.

The lower floor of the company's building is given over to salesroom and offices, and includes in its equipment three sound-proof demonstration booths. On the second floor the company has installed something absolutely original. It is a modern clubroom, which is open to any man in Dallas between the hours of noon and 2 o'clock, and is open to women who desire to hear good music between the hours of 5 and 6 each afternoon.

On the second floor there is also found a hall for dancing, where Vernon Cahagen will demonstrate the modern dances free of charge to Dallas society folk. In the clubroom any record in the Edison catalog will be played upon request and refreshments will be served during the ladies' hour.

NEW LINE OF TALKING MACHINES.

The Savoy Gramophone Co. of New York Makes Its Debut with Three Models—President Tauber Tells of the Company's Aims.

The Savoy Gramophone Co., Grand street and the East River, New York, has just announced to the trade a new line of talking machines to be known as the "Savoy." For the present it is planned to merchandise three models of machines, Styles 10, 25 and 60, retailing at \$10, \$25 and \$60 respectively. The company numbers among its officers several well-known talking machine men, who are actively directing its affairs. D. Tauber, connected with the Cort Sales Co., New York, for a number of years, and formerly associated with other talking machine enterprises, is president of the company. Mr. Tauber's lengthy experience is reflected in the plans and methods of the Savoy Co., which will merchandise its products in the usual trade channels.

Referring to the present affairs of the company, Mr. Tauber said: "We expect our Savoy machines to create a new standard in the talking

LIVE MANUFACTURERS

everywhere have proven to their own satisfaction that they can save money, insure better protection, and increase shipping-room efficiency by packing their cabinet machines in

**ATLAS 3-PLY VENEER PACKING CASES**

These northern hardwood veneer cases with clear spruce cleats are doubly appreciated by

Progressive Dealers

because they save freight charges and their machines arrive in perfect condition. Our new plant at Camden, N. J., will enable us to supply you promptly. Write today for full information to the General Sales Office of the

NELSON & HALL COMPANY

MONTGOMERY CENTRE

VERMONT

VICTROLA MUSIC FOR CHURCH.

Its Desirability of the Victrola for That Purpose Well Illustrated by Eaton Drone.

(Special to The Talking Machine World.)

ZANESVILLE, O., October 6.—An unusually convincing demonstration of the desirability of talking machine music for church services was given in the main auditorium of the New Church of Christ, this city, last Sunday by Eaton Drone, the energetic local Victrola dealer. The program consisted of thirty numbers and included some of the masterpieces of the world's greatest composers, such as selections from Handel's "Messiah," Nevin's "Rosary," Gounod's "Ave Maria," and selections from the works of Beethoven, Haydn, Mozart, etc. The concert was very well attended and created a most satisfying impression.

MAKE EXHIBIT AT WORCESTER FAIR.

(Special to The Talking Machine World.)

WORCESTER, MASS., October 4.—The Allerton Furniture Co., which is a large distributor of Edison diamond disc machines, was one of the exhibitors at the annual fair of the Worcester County Agricultural Society, which was held a few weeks ago on the fair grounds. Manager Green arranged a most attractive booth, in which demonstrations were regularly given during the fair, and hundreds of visitors carried away with them a new and highly intelligent view of the Edison proposition.

machine field. There has long been a demand for a first-class, strongly constructed machine to retail for \$10, and the dealers have also felt the need of a medium-priced high-grade machine with a lid, to retail at less than \$30. Our Style 10, selling for \$10, fills the first want, and our Style 25, selling for \$25, the latter. We believe that we are setting a new price for a high-class cabinet machine when we present our Style 60, retailing at \$60, which is worth more than double that price. We are making all our own cabinets, and with our extensive facilities are in a position to offer the dealers quality and service, with substantial profits.

ESCAPED SERIOUS DAMAGE.

In the storm which visited New Orleans, La., recently the Maison Blanche Co. and the D. H. Holmes Co., both of which have large talking machine departments, suffered some damage through the large plate glass windows being blown out, but the talking machine departments in both stores completely escaped damage.

GIVES SERIES OF RECITALS.

The Petoskey Housefurnishing Co., of Petoskey, Mich., has been using good-sized space in the local newspapers to feature a series of recitals given at its warehouses. Illustrations were used in these advertisements, and the company drew capacity audiences to its establishment.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

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

Talking Machine Cabinet Manufacturers

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

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

Lindström 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 AVENUE, CHICAGO

GREAT ACTIVITY IN THE NORTHWEST.

Jobbers Find it Difficult to Assemble Stock to Supply Demand—Edison Week to be Observed Throughout Northwestern Zone—Cable Company Enlarging Department—Foster & Waldo's Effective Victor Window.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., October 8.—Wet weather is good for duck hunting and talking machines, and by that token the talking machine men are having a rare time as well as the sportsmen, for the weather has been wet continuously since the first week in September. Anything that keeps the majority of people indoors creates a big call for records, if nothing more, and undoubtedly helps to sell machines. At any rate, the dealers, wholesale and retail, have all the business that the factories will let them have.

"We can't assemble a complete wholesale stock, no matter how we try," complains the Beckwith-O'Neill Co. "Our jobbing place is really only a way station where the goods are tied up a few hours while the train is waiting. The stocks come in and go right out again. We have been unable to open any new accounts for some time simply because we were unable to insure delivery of instruments as wanted. It is satisfying, naturally, to be able to move everything rapidly, but there surely is some regrets when we are compelled to turn down numbers of prospective dealers. The retail men send encouraging reports from all over our territory."

Edison Week will be observed generally in the Northwestern zone. The Minnesota Phonograph Co. has offered a prize of \$200 for the most effective display window of the week shown in its zone, and with the \$300 national prize offered by the Edison Co. there is a tempting inducement on the part of the retailers to exert their faculties to produce something unique. President Laurence H. Lucker reports the sale from the Minneapolis headquarters of one carload of Edison goods to the New England Furniture Co., Minneapolis, and like sales to the Bergh Piano Co., La Crosse, Wis.;

LANDAY BROS.

Require good salesmen. Must know Victor Catalog thoroughly. Splendid opportunity for the right men. Remuneration the best in the country. Apply in person to Max Landay, Room 308, 569 Fifth Ave., New York.

FAST BECOMING UNIVERSAL

PATENTED APRIL 16, 1915.

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

the Interstate Mercantile Co., Winona, Minn.; Smith & Allen, Duluth, Minn., and McLogan & Pierce, Calumet, Mich. The company received twelve carloads from the New Jersey factories in the first week of October.

Christine Miller is booked for a concert in Minneapolis, November 9, when she will sing duets with herself, the other part being carried by a Miller record on an Edison phonograph. This tone test should create much interest among musical people.

Good business is reported by Jay H. Wheeler, manager of the Columbia Graphophone Co., who is now settled in the Childs building, 412 Nicollet avenue, where he does only a wholesale business. The change is a pleasant one, declares Mr. Wheeler, and the Columbia output in the Twin Cities and the Northwest is showing substantial increases continually.

Extensive interior alterations are being made by the Cable Piano Co. for the enlargement of its talking machine department. A series of demonstration booths is being arranged along the Eighth street front. The company will have nearly 100 feet of window display for its Victrolas, as the booths will be in full sight from the street.

Foster & Waldo had an effective window display in October, with a big mass of Victrolas arranged in piers in pyramid form. It was probably the best show ever attempted in the Northwest. The house is going after the Victrola business for keeps, using the billboards and the newspapers with much liberality. Needless to say that they are obtaining results.

The beautiful talking machine quarters of the Golden Rule department store, St. Paul, is open, and the promise of the management that no expense would be spared to take the lead in this respect fully has been realized.

Many of the Victrola artists will be in the Twin Cities in October. Geraldine Farrar with Reinald Werrenrath and Ada Sassoli were booked for Minneapolis October 8 and Emilio Gogorza with the Schubert Club, in St. Paul, on October 16.

STRIKE AT COLUMBIA PLANT ENDS.

The strike at the plant of the Columbia Graphophone Co., Bridgeport, Conn., which has been in progress for the past two weeks, was ended Monday night in a manner very satisfactory to the company.

**"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**

Landay
BROS

The House
of
Victor Service
Exclusively

563 Fifth Avenue, New York

Make Hay While the Sun Shines

The above is good advice for Victor Dealers.
Those who stock up on the good selling Records and Victrolas now, will reap the benefits later.



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



BUSY TIMES IN INDIANAPOLIS.

The Stewart Co. Establishes Bureau of Advertising and Sales Suggestions—Big Columbia Sales Record—Wright Takes Charge in Terra Haute—Kipp-Link Co.'s Big Demand.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., October 8.—Business is rushing with the talking machine houses of Indianapolis. In one instance the month of September was a better month than December of 1914 and January of 1915, both record-breaking months.

In aiding its dealers to boost the sale of records the Stewart Talking Machine Co., Victor jobber, of this city, has established a special bureau of advertising and sales suggestions. Frequent bulletins are issued containing answers to letters on important points regarding record sales. The value of these suggestions is making itself felt in the big volume of business in record departments. The mark set by the Stewart Co. in this campaign is the accomplishment of one dealer in Northern Indiana, who reports his record sales to have been 66% per cent. of machine sales in the past six months.

A. W. Roos, of the Columbia Phonograph Co.'s local store, reports that September established a record for big business. He said the month of September was bigger in business returns than the other two record months of the store's experience in Indianapolis—December, 1914, and January, 1915.

H. M. Wright, formerly floor manager here for the Columbia Co., has taken charge of the company's store at Terre Haute. He reports that business is as good at Terre Haute as it is at Indianapolis. B. C. Fletcher has taken Wright's place as floor manager in Indianapolis.

Walter E. Kipp, of the Kipp-Link Co., distributor of the Edison line of talking machines, said his company is swamped with orders and that enough machines cannot be obtained to fill the orders. The Edison Shop, owned by Mr. Kipp personally, is to be opened some time next week.

H. H. Prescott, of the Stewart Talking Machine Co., brings news of a "good one" which originated somewhere in southern Indiana, and is said to be true to life.

An honest farmer, of the Corn Belt type, brought his Victrola into a dealer's store to have it tuned—*tuned*, mind you. The dealer adjusted the speed, made up a parcel of new records, and cut his fee for "tuning" down to the cost of the records and the value of a good laugh.

A COLUMBIA ROMANCE.

The executive offices of the Columbia Co. have received frequent communications from Hal Dorian, in charge of the company's exhibit at the fair, relative to the success being achieved by the dancing exhibitions given daily at the Columbia booth. In one of these letters Mr. Dorian stated that the two dancers appearing for the Columbia Co., Addison Fowler and Miss Ethyle Stewart, had announced their betrothal, receiving the congratulations of many prominent members of the musical world.

LINDSTRÖM MOTORS
"The Motor of Quality"

A BUSINESS-BUILDING PROPOSITION.

Some Views of Ben H. Janssen, President of the Peerless Phonograph Co.

When Ben H. Janssen, president of the Peerless Phonograph Co., Brown place and East 132d street, New York, was discussing trade conditions recently with *The World* he remarked: "In surveying the talking machine trade I feel that the Peerless Phonograph Co. has a business-building plan which will interest talking machine men throughout this country, and I know from my experience that the Pathé phonographic proposition has big trade possibilities for the dealer."

Mr. Janssen conducts a large piano manufacturing enterprise in New York City, and he is also president of the National Piano Manufacturers' Association.

CLOSE IMPORTANT DEALS.

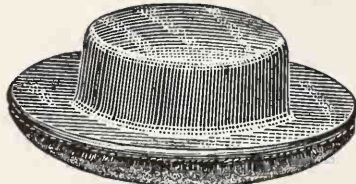
Otto Heineman Booking Big Orders for Motors
—To Issue New Catalog.

The success which Otto Heineman, 45 Broadway, New York, is achieving with his comprehensive line of motors and other talking machine parts is evidenced by the number of important deals closed by Mr. Heineman recently with prominent talking machine manufacturers. These new customers have arranged to handle Lindstrom-Heineman outfits exclusively in all their production activities, being influenced in making this decision by the perfect satisfaction which the Heineman products are rendering under the most trying conditions.

In a chat with *The World* this week Mr. Heineman stated that there is now on the press a complete motor catalog, which is the first publication ever announced to the trade that will be devoted in its entirety to motors. In addition to presenting every type of motor in the extensive Heineman line, this catalog will also list every small part of the motor separately, thereby making it a simple and convenient matter for the dealers and consumers to order any necessary parts whenever required.

J. Van Allen Shields, associated with the Columbia Co.'s London headquarters for a number of years in an important executive capacity, arrived in New York recently on the steamer "Rotterdam" for a short visit to the Columbia interests in this country.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

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

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

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

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

CASH for your INSTALLMENT PAPER

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

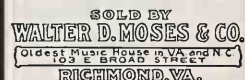
"MAGNET" DECALCOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS ETC.



EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.



500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.



GEO. A. SMITH & CO. INC.



136 LIBERTY ST., NEW YORK

SOUTHERN CALIFORNIA NEWS ITEMS.

Particularly Active Demand Noted for Talking Machines for the Schools—Receives Large Shipment of Pathephones—Earl Dible Goes to San Diego—New Conservatory of Music Opened—Other News of Interest.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 6.—If indications are prophetic, southern California bids fair to eclipse all former records in the talking machine business this fall. September has been the best month this year, and business is steadily on the increase.

Special activity is noticed in the demand for machines from the schools. More schools in Los Angeles and vicinity are equipped with talking machines than any other section of the country, and the time is not far distant when a "talker" will be part of the regular equipment in every school.

The Broadway Department Store, since the enlargement of its talking machine department, has greatly increased its business in that line. Mr. Guyette, the manager, says that business is steadily increasing, especially in the Edison disc and Sonora lines.

The Curtis Colyear Co., local representative for the Pathephone Co., has recently received a large shipment of machines and records and now has in stock a complete line of all models and finishes.

A. Graham Cook, manager of the talking machine department for the George J. Birkel Music Co., "exclusive Victor dealer," says that business has been very good the last two months, and particularly during the last two weeks in September, when splendid sales were made of expensive Victrola models XIV and XVI.

A. W. Berdon, president of the Diamond Music Co., of New Orleans, La., has been stopping in this city for a few days on his way home from the fair. Mr. Berdon expressed surprise at the large number and size of talking machine dealers here. He says business is fine in New Orleans.

Earl Dible, who has been connected with the Southern California Music Co., of Los Angeles, for the last year, has been transferred to the San Diego branch of the same company, where he will assume charge of the talking machine department. Mr. Dible was with the San Diego company from 1910 to 1914, and his many friends will be pleased to hear of his return.

L. E. Newton, who has been in San Diego for the past year with the Southern California Music Co., will return to the main store in Los Angeles.

The Los Angeles Furniture Co. has recently put in a complete line of talking machines. For the present it will handle machines only and not carry a stock of records.

There has recently been incorporated in Los Angeles a conservatory of music that will put this city on a par with any city in the United States in regard to musical instruction. Señor Florencio Constantino, the great Spanish tenor, has been placed at the head of the department for voice culture. Señor Constantino is well known to patrons of the talking machine, as he has made a great many records for both the Victor and Columbia companies. He is very enthusiastic over the project and is confident that it will be a big success. The conservatory, which was organized and started by Frank Egan, of this city, will also have departments for the drama and fine arts.

COLUMBIA MACHINES ON FILMS.

Featured in Views of British Soldiers Drilling to Graphophone Music in London.

The Columbia Graphophone Co. received some excellent publicity through the medium of the Hearst-Selig News Pictorial recently, when the film service included views of British soldiers drilling in Trafalgar Square, London, to commands issuing from the horn of a Columbia graphophone, a feature which was commented upon at length in the London correspondence of The World last month. In the pictures the graphophone was well in the foreground, and the Columbia trade-mark on the side of the machine was clearly discernible. In the same series of

pictures were shown views of Olga Nethersole, the well-known actress, exhorting recruits and standing beside a Columbia machine used for attracting crowds.

A FINE VICTOR CO. DISPLAY

And Demonstration Made at the Manufacturers' Exhibition Recently Held in Camden, N. J.

(Special to The Talking Machine World.)

CAMDEN, N. J., October 9.—The Victor Talking Machine Co., one of the most prominent, if not the most prominent, industry in this city, had an elaborate display and demonstration at the Manufacturers' Exhibition held at the Y. M. C. A. here this week.

On Monday evening the Victor Talking Machine Co. gave a special concert in the auditorium, using different types of Victrolas to illustrate the latest and best results obtained in vocal and instrumental music as rendered by many of the world's most famous artists. One of the features of the concert was a demonstration of folk dances of the different nationalities, and a capable lecturer ex-

plained the many uses of the Victrola in educational work.

On Tuesday evening there was shown an interesting series of motion pictures depicting the various steps in the manufacture of Victrolas and records, from the handling of the raw material to the finished product.

LOUISVILLE SHOP CHANGES NAME.

(Special to The Talking Machine World.)

LOUISVILLE, KY., October 5.—The Talking Machine Shop, of this city, has just received authority from the Secretary of State to change its name to La Harmonic Campaigne.

TO RECORD SCORE OF "ROBIN HOOD."

Among the new records to be issued shortly by the Pathé Frères Phonograph Co., 30 West Thirty-eighth street, New York, will be the complete score of the opera "Robin Hood," recorded by the De Koven Opera Co., which is prominent in musical circles. These operatic records will be on 14-inch double-faced discs.

**Features of this New Sound Box Invention**

UNIVERSAL TWO TONE. Those conversant with the art of reproducing sound waves are of the same mind as to the impossibility of producing a sound box that will repeat from the record the perfect vibration as recorded. A sound box unit that is tuned for voices fails to give justice to band and orchestra records. Vice versa if arranged to band and orchestra; while the voice should be clear, possessing a detail and sonorosity without blasting on high notes. For other types of records the sound box must be able to accommodate and reproduce without change of character, pitch, overtone and sonorosity, with prolongation of notes in order to get perfect melody.

The **MAGNETIC EFFECT** of the diaphragm, under tension, acts as a spring, without contact, is fundamentally correct, eliminating chatters, blast, and subdues surface noise in needle track on records.

CUSHION DIAPHRAGM. The holding rubber ring, or tire, being vulcanized to the periphery of diaphragm, is anchored within the percussion or sound box housing. By using this type of construction it can be made air-tight, preventing hardening and deterioration of rubber, allowing the diaphragm to vibrate within its zone, without having a tight or thin tone.

THE TONE LEVER is one of the many salient features incorporated in this invention. By changing the tone lever you arrange the needle arm for the type of records you care to play. It is a manual medium, to condition the sound box. First position for bands and orchestras; Second position for voices.

TWO SOUND BOXES IN ONE. By the movement of this tone lever you have "The Master-Hand" of giving perfect voice and music for the pleasure of the attentive ear, many times drawing from the listener with compliments, "What a beautiful reproduction; won't you please play that record again?"

REPRODUCES Victor, Columbia—lateral cut—Edison, Operaphone, Crescent, Pathé—hill and dale cut.

Dealers communicate with

NOLEN ACCESSORIES CO., No. 2 W. 140th Street, NEW YORK
PHONE 6710 HARLEM

THE TRADE IN NEW YORK CITY AND VICINITY

The month just closed proved to be the best September in the history of the local talking machine trade, fulfilling all expectations of the manufacturers; jobbers and dealers. With this condition it is only natural that the trade as a whole is enthusiastic and optimistic regarding the outlook for general business the next few months. This is, of course, the busiest season in the year for the talking machine industry, but when it is considered that every month this year has proven a record breaker, a true idea of the stability and prosperity of the talking machine trade may be gleaned. There is apparent just now a spirit of co-operation among all factors of the industry that is a sure sign of a steady and healthy business for some time to come.

As predicted in these columns a few months ago, there is a general shortage in machines of all classes and types. The dealers, however, have not

been caught off their guard to the same extent as they were in former years, but heeding the advice of the manufacturers and distributors, placed their orders well in advance of their usual buying season. They have certainly not regretted this foresight, for the local demand for machines has been far ahead of the corresponding season of last year. The shortage is most general in the machines priced at \$75 and \$100, but quite a few of the dealers have not got a sufficient stock of the \$50 machines and the \$150 and \$200 models to adequately handle their fall trade. They are remedying this shortage, however, by placing good sized orders.

The record situation at the present time leaves absolutely no cause for complaint. The dealers' stocks are in better shape than they have been for the past few years, and in fact the majority of the distributors are in a position to fill from 95 to 100

per cent. of all the record orders placed by their dealers. This is decidedly unusual for the fall season of the year, but it serves to illustrate just what kind of co-operation and service the manufacturers are endeavoring to render their jobbers and dealers.

During the past twelve months all of the leading manufacturers have erected new buildings to take care of their enormous record trade. They have spared neither expense nor effort to utilize every possible means to cope with the record situation, and the results of their expenditures are evidenced in the splendid record service that every up-to-date dealer can offer to his clients.

The local newspapers for the past few weeks have held an unusually large amount of talking machine advertising. September and the first two weeks of October are recognized as an excellent period for retail advertising, and the high character of this publicity is indeed worthy of mention. There is a noticeable indication on the part of the majority of the dealers to feature "standard" records in preference to the popular numbers. As a matter of fact, there is a general tendency to develop the "standard" record business, as in addition to the profits which accrue from such a business the sale of "standard" selections invariably enhances the musical value of the talking machine in the eyes of the customer. It is no longer regarded as only a medium of entertainment, but is recognized as possessing unlimited educational and musical possibilities.

Impressed With the Spirit of Optimism.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor distributor, recently made a trip through the up-State sections, accompanied by Fred P. Oliver, vice-president of the company. Referring to this trip and business generally, Mr. Blackman said: "We were greatly impressed with the spirit of optimism which is general in all the up-State cities, and particularly with the fact that the dealers realize the importance of promptly getting their stock of machines in shape for a very busy season. Our own business has shown a very large increase in September over last year, which is due in a measure to the fact that the dealers are getting their stocks in now. This might indicate an increase which will have the effect of taking the business away from the totals of the next few months. However, we feel that the natural growth of the business, together with the increased trade which will be possible through the dealers being in better shape to make deliveries, will enable us to show a substantial increase also during the months of October, November and December. We find by observation that our September business indicates a demand leaning more toward better instruments, and the dealers by putting in a stock of the 'standard' selections are realizing the advantages of having their customers accumulate a library of this class of records rather than the fad and popular selections."

Reports Great Columbia Business.

"September business was very satisfactory, notwithstanding the two weeks' strike at the Bridgeport factory," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street. "We were fortunate in having a very substantial stock on hand during September, and of course drew on our reserve stock in New York to fill the demands of our dealers; but we expect to have this stock in normal condition in a very short time. The trade outlook just now is most promising, and all the dealers that have called at our establishment seemed well satisfied with their individual business and are making preparations for a big fall and holiday trade. We have noticed during the past few weeks that the record trade has included a larger proportion of the better class of records than heretofore. Our dealers tell us that the sale of 'standard' records helps their machine

(Continued on page 30.)

A Suggestion

It is just as important that you have a good record stock for the holidays as it is to have machines.

Therefore, we suggest that it would be wise to place an order for records with us now and be prepared for the big business which soon will be upon you.

Do not delay but get your holiday stock in now while the records are to be had, before the rush commences. You will not regret it.



C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines
Musical Instruments

351-353 FOURTH AVE., NEW YORK

Tear out this page; sign it; mail it at once to New York Talking Machine Co., 119 West 40th St., New York

NYTMC

New York Talking Machine Company's Profit Insurance

190 Records carried for three months; insurance cost \$1.83

New York Talking Machine Co.,
New York, N. Y.

Gentlemen:—

The premium on "Profit Insurance" in the form of INTEREST CARRYING charges on \$25.00 worth of Red Seal records is only 6¼c per month, and

We realize that "Record Service" to our customers is really of greater importance than that of any other phase of our business, and

Our record customers are a constant source of profit to us, and

In past years we have often been unable to supply our customers with "Standard" records, and as a consequence have oftentimes lost their patronage forever, and

We know it to be a fact that we can at this moment secure these "Standard" records from the New York Talking Machine Company—further, we know that no Distributor could supply them last year when they were most needed, and

Under these circumstances it is advisable to place an order with the New York Talking Machine Company for immediate shipment of the following records:

15-64120	15-16960	15-16996
10-64181	10-35196	15-16825
10-64306	10-35324	10-88138
15-74163	15-60031	10-16053
15-74420	15-17222	10-17164

Signed _____

Date _____

Ship Via _____

PROTECTION

Tear out this page; sign it; mail it at once to New York Talking Machine Co., 119 West 40th St., New York

THE TRADE IN NEW YORK CITY.

(Continued from page 28.)

business considerably and stimulates increased record trade. Advance orders are still coming in and we have exceeded our former record of advance orders by about 300 per cent. The better class of machines are proving the most popular sellers, and we are receiving large orders for the 'Favorite' 'Leaders' 'A' and 'B' and 'Mignonettes' 'A' and 'B,' with a very substantial demand for the 'Nonpareil' and 'De Luxe' machines."

Inaugurates Concert Season.

The Edison Shop, at 473 Fifth avenue, controlled by the Phonograph Corp. of Manhattan, inaugurated on September 29 its first concert of the 1915 season. Miss Alice Verlet, the internationally prominent coloratura soprano, was the artist at this concert, and in order to accommodate local music lovers the company arranged to hold the recital in the Astor Gallery of the Waldorf Hotel, Thirty-fourth street and Fifth avenue. Even this gallery, however, was not large enough for the crowd that attended the concert, and many

people failed to obtain admission. Miss Verlet, who is one of the Edison disc record artists, sang several songs herself, which were in turn repeated on the Edison diamond disc phonograph. Subsequent to this Miss Verlet accompanied the phonograph, permitting the auditors to hear both the original song and her Edison disc record together. This proved very successful. In order that the local Edison disc dealers might receive full advantage from this concert, the newspaper advertisement announcing the recital contained the names of the Edison disc dealers in local and near-by territory.

New Pathé Agents.

One of the many successful local dealers handling the products of the Pathé Frères Phonograph Co. is Henry B. Pye & Co., 2918 Third avenue, New York, which conducts one of the most prosperous furniture houses in the Bronx and caters to a large and constantly growing clientele. It maintains an attractive talking machine department and displays the various models of the Pathophone to excellent advantage. Mr. Pye personally devotes considerable time to the conduct of this department, and

as he is thoroughly alive to the possibilities of the talking machine field the company's Pathé business is steadily increasing. It uses considerable space in the local papers showing various models of the Pathophone and advertising Pathé records.

Interesting Plan of Profit Insurance.

The New York Talking Machine Co., 119 West Fortieth street, Victor distributor, introduced last month an unusual plan of "profit insurance" for Victor dealers. As outlined in detail, this plan called the attention of the dealers to the advisability of keeping an adequate stock of Victrolas on hand at all times, showing by graphic figures and illustrations the profits which the dealer may realize by paying a very slight "premium" on his "profit insurance." The success of this plan was instantaneous, and V. W. Moody, sales manager of the company, has received many letters of appreciation from the dealers in connection with this method of co-operation. Mr. Moody has now compiled a new form of "profit insurance" covering Victor records, and points out that 190 records carried for three months cost only \$1.83. He also shows that the premium for "profit insurance" in the form of "interest carrying charges" on \$25 worth of Red Seal records is only 6 3/4 cents per month. The "profit insurance" form also advises the dealers of the fact that during the holiday season "standard" records are often very difficult to secure and that the dealer should place orders now for these "standard" selections. The arguments presented in these "profit insurance" plans are not new ones, strictly speaking, but the novel and unique form in which they are set forth has served to favorably impress Victor dealers.

Piano Houses Handling Columbia Line.

A striking feature of the Columbia Graphophone Co.'s business in local territory has been the large number of piano houses that have arranged to handle the Columbia product. One of the concerns which has been very successful with the Columbia line is Otto Wissner, the well-known piano house, which carries a complete line of Columbia goods in its stores in Brooklyn, N. Y.; Jersey City, N. J.; New York, N. Y., and Bridgeport, Conn. This house has developed a large Columbia business in every city where its stores are located, and has placed advance orders which indicate a banner fall trade.

Landay Bros. Show Cards.

Landay Bros., New York, Victor distributors, have just announced to their dealers a series of show cards for use in windows or demonstrating rooms which should increase record business materially. Before introducing these cards to their trade Landay Bros. used them in their own establishments and after being convinced of their merit and practicability offered them to their trade at forty cents each, which is the actual cost of the card. These show cards are very attractive in design, and the Victor dealers in local territory are using them to good advantage.

Sonora Phonograph Co.'s Exhibit.

The Sonora Phonograph Co. maintained a good sized exhibit at the Educational and Industrial Exposition, held at Madison Square Garden the early part of this month. A complete line of Sonora phonographs was on hand, and the artistic case designs of these products, together with the tonal quality of the machines, caused favorable comment.

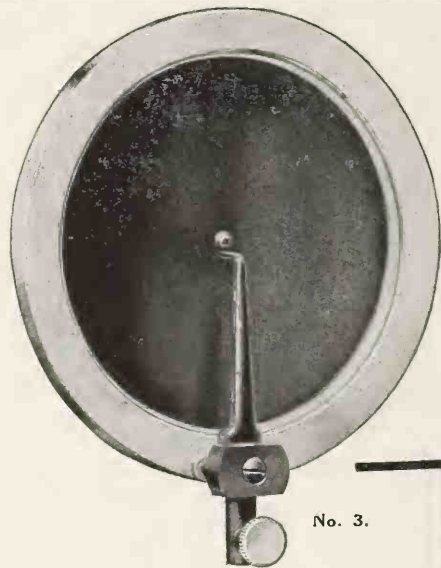
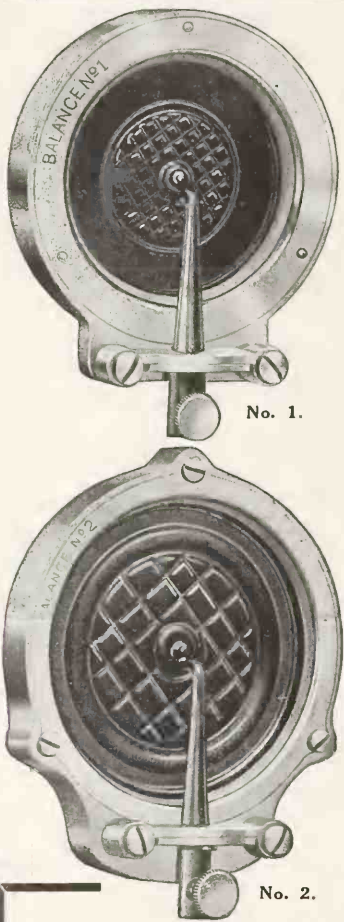
Carrying on Aggressive Campaign.

Hardman, Peck & Co., 493 Fifth avenue, who handle the Edison diamond disc, Columbia and Pathé lines in their talking machine department at Hardman House, are carrying on an aggressive campaign in theatre programs.

Knabe's Attractive Window Displays.

William Knabe & Co., 437 Fifth avenue, who have one of the largest Victor departments in the local trade, are making a specialty of preparing attractive window displays of Victrolas and Victor records. In a recent display one of the features was a card reading: "Secret of Victor Tone Supremacy," and underneath this card were placed the parts of and the complete Victor reproducer. This card attracted the attention of passers-by.

J. Gamser, formerly connected with the Blackman Talking Machine Co., has joined the sales staff of the Ideal Music Co., 29 John street, Victor dealer.



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.

The quality of the Columbia tone today really is beyond serious competition. When it comes to *tone-control*, however, a Columbia dealer is not merely beyond competition, he is almost beyond argument.



(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

H. B. TREMAINE'S STATEMENT ANENT AEOLIAN-VOCALION
President of Aeolian Co. Sets Forth Aims and Purposes of the New Instrument in Signed Advertisement in the New York Newspapers Last Sunday—Some Interesting Facts.

One of the most striking advertisements which has appeared in the local newspapers for some time was Sunday by the Aeolian Co., this advertisement serving to announce, over the personal signature of H. B. Tremaine, president of the Aeolian Co., the aims and purposes of the Aeolian-Vocalion, the company's new phonograph. Mr. Tremaine's story was a remarkable one in many ways, being suitably illustrated with an attractive border and some of the latest models of the Aeolian-Vocalion, and read as follows:

Ever since we announced the Aeolian-Vocalion in the New York newspapers last winter, there have been many surmises as to the policy this company would pursue in regard to it.

As the instrument has become better known and its unusual features recognized, queries from musicians, members of the music trade and others, regarding our attitude have become so numerous that it has been deemed advisable to make a public statement.

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

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

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

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

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

We feel, as a matter of fact, that the Aeolian-Vocalion is one of the most important musical instruments that have yet appeared.

The phonograph itself occupies a peculiar field. It is the interpreter of all music, instrumental and vocal. It appeals to every taste and is the most practical and broadly used means of supplying music ever devised.

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

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

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

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

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

This spirit is certainly brought to a very pronounced materialization in the Aeolian-Vocalion.

I have personally been in almost daily touch with those responsible for it and have been gratified, and sometimes

even amazed, at their enthusiasm and resourcefulness.

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

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

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

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

Wonderful and entertaining as the phonograph is, its value is seriously curtailed unless it possesses some method of *tone-control*.

That manufacturers have recognized this is evidenced by the doors, shutters, etc., with which they have equipped their instruments, the system of interchangeable needles

some provide, and by dozens of inventions on record here and abroad.

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

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

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

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

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

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

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

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

H. B. TREMAINE, President.

HANDSOME QUARTERS IN DES MOINES

Des Moines Pathephone Co. Well Equipped to Develop and Take Care of Trade in That Section Owned by C. C. Donnell & Sons.

(Special to The Talking Machine World.)

DES MOINES, IOWA, October 6.—One of the most attractive talking machine establishments in the local trade is the store of the Des Moines Pathe-



phone Co., which opened a few weeks ago. This store is owned by C. C. Donnell & Sons, and, notwithstanding its very recent introduction to the local trade, the company has already succeeded

in developing a substantial machine and record business.

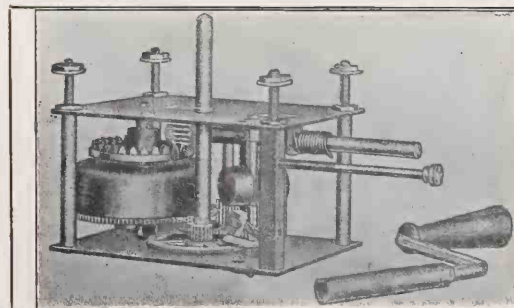
The Des Moines Pathephone Co. is the local distributing agents for the products of the Pathé Frères Phonograph Co., handling this line of machines and records exclusively. A complete line of Pathé-phones will be kept on hand at all times, and a comprehensive selection of the 96,000 records in the Pathé disc library will be always at the disposal of the Des Moines Pathephone Co.'s clientele.

C. C. Donnell & Sons are believers in the value of high-class publicity as applied to the talking machine industry, and prior to the opening of their establishment carried full pages in the local newspapers calling the attention of the public to the national advertising campaign inaugurated by the Pathé Frères Phonograph Co., as well as announcing the opening of their new store.

THE EDISON SHOP IN NEW HAVEN.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., October 11.—Work is progressing rapidly on the building at 962 Chapel street, this city, being erected for the Pardee-Ellenberger Co., New England distributor of the Edison diamond disc phonographs. It is expected that the building will be ready for occupancy about November 1, and among the features will be a large recital hall. It will be conducted under the title of The Edison Shop.



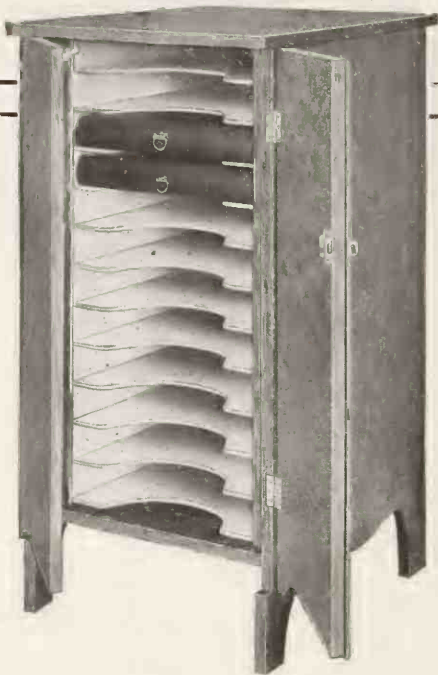
**The HERCULES MOTOR
LESS LOUD**

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

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

PRICES UNUSUALLY LOW
SEND FOR SAMPLES

The Hercules Talking Machine Supply Co.
611-621 BROADWAY : : : NEW YORK



No. 786. Size 35 Ins. High. Top 21 $\frac{3}{4}$ x 18 $\frac{1}{2}$ Ins. Large Enough to Hold Victor IX or Columbia "Favorite. 12 Album Shelves. Finished in Any Wood.

Every Dealer Is Acquainted

with the Salter line of Cabinets. They all know a few of the Salter features, such as Felt-Lined Compartments, Record Capacity, etc., but how many appreciate the *extensiveness* and the *variety* of our line?

We carry *in stock* 37 different Models of Record Cabinets! And each of these in different finishes.

We can satisfy any demand in record cabinets.

MAKE THE FALL OF 1915 A

SALTER SEASON

START YOUR CAMPAIGN BY HAVING A STOCK OF OUR CABINETS ON YOUR FLOOR.

Style 106. Size 36 Ins. High. Top 17 x 17. Large Enough to Hold Columbia "Jewel," Victor VI or Smaller Machines. Finished in Any Wood.



Show them to the new customer.

Show them to the old.

The first will buy one to go with his machine.

The second will buy one to file his records in. Sell both.

Mail your order right now.

SALTER MFG. CO.

JOHN F. MORTENSEN, Pres.

337-339 N. Oakley Blvd. CHICAGO

TALKING MACHINE NEWS FROM THE NATIONAL CAPITAL

The Stevens Bill a Topic of Discussion—Campaign of Education Now On—Fair Trade League in Line With the Talking Machine Men Favor This Move—Great Activity in the South—Pathé Line with McKee Instrument Co.—Pushing the Vocalion.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 11.—The Stevens bill has been more than ever a topic of discussion in local trade and national official circles since the National Association of Talking Machine Jobbers entered the fight for the legislative measure that would mean so much to talking machine interests. With each jobber in the national association contributing \$50 or \$100 to a "campaign fund," it would appear that more pep must be injected into the agitation between the present date and the opening of Congress early in December.

Advices reaching Washington from the members of the legislative committee of the national association seem to indicate that the jobbers will concentrate their attention upon a "campaign of education" for the members of the United States Senate and House of Representatives—the men who will be called upon to vote upon the Stevens bill when it comes to a showdown. There seems to be a feeling among the jobbers that it is not necessary at this time to take any further steps to arouse retail talking machine merchants to the importance of "rooting" for the Stevens bill. The energetic crusade of the Victor Talking Machine Co. on this score has been so thorough and efficient that it seems as though every retailer must have been stirred to a realization of the vital importance to him of securing for manufacturers the right to fix standardized prices on trade-marked goods.

It is well, however, that the talking machine trade is up and doing in this matter of boosting the Stevens bill, because there is a hard fight ahead, or at least much work to be done. This is not because there is violent opposition to the bill, although there is some opposition, of course, but rather because a new Congress comes to the Capital in December, and a new Congress always makes double work for those who wish to secure legislation. In the present case it will be necessary, for one thing, to reintroduce the Stevens bill; but even more significant is the fact that the advent of a new Congress means the reorganization of the various committees in which the real work of Congress is done, and one of which in the House and another in the Senate must report upon the Stevens bill ere it can be brought to a vote.

Talking machine men are not alone, by any means, in their fight for the Stevens bill. The Fair Trade League, which is made up of leading manufacturers in many diverse lines, is making the promotion of the cause of the Stevens bill decidedly the business of the hour, and retailers and jobbers in various lines are bombarding their Congressmen with letters and telegrams urging them to vote for the bill if they do not want to see the small town and the small merchant crowded off the map by price-cutting stores in the big cities.

Favorable Conditions in the South.

Talking machine business in the South is looking up. The volume of business in the jobbing houses in Washington is a pretty good barometer of the state of affairs in the Southeastern States, because Washington jobbers sell the trade from the Potomac River to New Orleans, and do a particularly heavy business in the Carolinas, Virginia, Maryland, West Virginia and Tennessee. From all quarters come favorable reports for the fall business. Indeed, the only problem seems to be to secure sufficient machines.

Jobbers and traveling salesmen who have just returned from the Southern field say that there is literally no comparison between conditions this year and the status a year ago. In Dixie everything depends upon the cotton crop, and this year's

crop is satisfactory and prices are better than many persons expected during the continuance of the war. That the conditions in the upper South are paralleled in the lower South is indicated by the fact that September Columbia business in the Atlanta district was the heaviest on record. Finally, there is "ammunition" for Southern dealers in the circumstance that the South is this year to be visited by an especially large number of artists whose concert appearances can always be counted upon to stimulate the sales of records. For example, John McCormack is to make his first tour of the South, and dealers in Dixie are already beginning to stock up on his entire list.

Dealers Keeping Records in Better Shape.

William R. Lyman, traveling representative for the E. F. Droop & Sons Co., has just returned from an extended swing around the circle, and tells The Talking Machine World that two things particularly impressed him in his visits to retailers in the Southern territory. One of these developments was the greater measure of forehandedness which dealers have manifested this year in preparing for the Christmas trade by ordering well in advance a supply of machines supposedly ample for their needs. The other trend of the times noted by this nomad is the improvement in the record stock systems in the general run of retail stores.

It is unusual nowadays, declares Mr. Lyman, to find a retail talking machine store in which there is not in operation some systematic scheme for filing records and facilitating the keeping up of stock. The plan introduced by the New York Talking Machine Co. has caught hold in emphatic manner in the South, but all the standard systems have their devotees, whereas some merchants have devised home-made systems of their own which, whatever their limitations, do serve the purpose.

Incidentally, it may be noted that Mr. Lyman has just completed at his own headquarters a jobbing record-storage system that is worthy of mention by reason of its simplicity, if for nothing else. This stock system occupies the major portion of the fourth floor of the Droop building at Washington. Open pine shelving is divided into bins or compartments, each capable of holding twenty-five records, and to each of these huge pigeonholes is assigned one number in the record catalog. In the compartments are to be found the

open stock from which current orders are filled, whereas rising in tiers above these shelves is the surplus stock, stored in the regulation cartons, each holding twenty-five records, in which the discs are received from the Victor factory.

As soon as the supply of records in any compartment is exhausted a carton is brought from the reserve stock and the bin refilled. No markers or ticklers are used, except a red card, which serves as a danger signal that stock in the compartment in which it is displayed is running low. Whenever there is drawn from the reserve stock the last carton on hand of records of a given number the red flag is run up on the compartment bearing that number to indicate to the head of the stockroom that he is on his last twenty-five of that number and must reorder. The system is a modification of the system devised and recommended by the Victor Co., and its merit is attested by the fact that it is seldom indeed that the house of Droop has to send out an incomplete order for records. Moreover, the stock shelving is so arranged adjacent to the shipping tables that the packing force loses the least possible time.

Columbia Agencies Difficult to Obtain.

C. R. Ely, special representative of the Columbia Graphophone Co., spent several days in Washington in mid-October as a wind-up to a trip that covered a goodly slice of territory as far west as Chicago. According to Mr. Ely it is the same story everywhere—a case not of soliciting business but of trying to hold dealers down to their bare needs in order not to hopelessly swamp the factory.

Pathé Gets Representation.

A shake-up involving talking machine interests in several lines has resulted from a recent radical change of policy on the part of the McKee Instrument Co. at Washington, D. C. This concern, which has heretofore had the Edison agency—exclusive retail rights for the District of Columbia and jobbing privileges for adjacent States—has given up the jobbing, and while retaining the retail representation of the Edison, has broadened out by stocking up a full line of Pathé and Columbia machines.

Pushing the Vocalion-Aeolian.

The talking machine department of the De Moll Co. in this city reports September business as one-third in excess of the volume for September, 1914. Business was virtually restricted to the Vocalion, which is reported to be rapidly making a place for itself in the homes of officialdom and the wealthy leisure class at the national capital. The De Moll Co. has the jobbing rights for the Vocalion for the State of Virginia, and is carrying on an active campaign with good results in the way of booking dealers.

2 Years

have proven the Arionola to be the perfect machine. The new wooden sounding board principle, so well known in pianos, applied to this instrument, and its many other points of superiority, invite the most critical comparison.

Are you willing to be shown what other progressive, satisfied dealers already know—that

The ARIONOLA

is the most profitable musical instrument for Christmas as well as all-the-year-round business?

Write today for full information. Only a few more dealers can be supplied and only those of the highest standing, small or large, will be considered.

ARION MANUFACTURING CO.

250 DEVONSHIRE ST.

BOSTON, MASS.

The Harpvola with Resonant Record Turn Table, the only Talking Machine having this wonderful invention. The Sound Wave is clarified, the Tone enriched and the Resonance and Vibration harmonized through the Resonant Walls. Manufactured exclusively by the J. H. Collins Talking Machine Co., Harrisburg, Pa.

TRADE NEWS FROM TORONTO.

W. F. Ott Gets Five Years—Edison Display at Toronto Fair a Great Success.

(Special to The Talking Machine World.)

TORONTO, ONT., October 5.—With a "Thank you" on his lips, Walter F. Ott was sentenced during the past month by Judge Denton in the Criminal Sessions in Toronto to five years in the Kingston Penitentiary, Ontario. Through his counsel, K. Walter Curry, K. C., he pleaded guilty to three charges of forgery and theft, amounting to \$46,000 from the Columbia Co., of Toronto.

Thomas Claxton, Ltd., of this city, is advertising Columbia Grafonolas on thirty days' free trial. It also arranged with E. D. Cooper, who conducts one of the largest dancing academies in Canada and is considered one of Canada's best

Peerless Locking Plate to Protect Victor Sound Boxes

To prevent the loss of Victor sound boxes through theft in demonstration rooms, the PEERLESS LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at \$3.00 per dozen.



Made by
The Peerless Specialty Co.
Philadelphia, Pa.

Selling Agent, **CLEMENT BEECROFT**
309 W. Susquehanna Avenue
Philadelphia, Pa.



The Toronto Grafonola Co. has removed from 141 Yonge St. to 61 Queen St. West, where it

exploiting the Columbia line. Frank Stanley, the well-known piano dealer of this city, has also taken on the representation of Columbia product.

N. H. Rowell, late with the Berliner Gramophone Co., Ltd., has become manager of the Victrola department with Lindsay, Ltd., Montreal.

Henry Pratt has severed his connection with the R. S. Williams Sons Co., Ltd., to become manager of the new Grafonola department at the Yonge street store of Frank Stanley.

At the Adams Furniture Co.'s display at the Toronto Fair was an exhibit showing Columbia records in the various stages of manufacture. At this exhibit was also a sample of the portable demonstration rooms built by the Unit Construction Co. of Philadelphia, for which the Music Supply Co. of Toronto is the agent.

M. W. Glendon, Toronto, has just returned from New York, where he went to meet Emil Pathé, head of the famous house of Pathé Frères, of Paris, London and New York, and Russell Hunting. Mr. Glendon has now been appointed sole wholesale distributor for Pathephones and records for Ontario, Quebec and other Canadian territory.

A crew of five expert demonstrators from Orange, N. J., captained by J. S. Brophy, arrived in the city just previous to the Toronto Fair and through R. S. Williams & Sons Co., Ltd., Edison jobbers, secured a display at the exhibition for Edison diamond disc phonographs. A tent was secured near the Art Galleries, the reason for this being that quiet was an essential requisite of the exhibit, and the people visiting the Art Galleries are, as a rule, of a better class than those among the other exhibits. A complete line of the Edison disc phonographs up to the \$325 model was shown on a platform and seats arranged for about 200 people. Selections were given continuously on the phonograph, with brief remarks between selections by one of the demonstrators.

The results of the exhibit were most satisfactory, several sales at local stores resulting almost immediately. No instruments were sold on the ground, as the people were given to understand that it was only a demonstration, not a selling plan. Over 10,000 people heard the instrument during the two weeks of the exhibition and over 35,000 names and addresses were recorded. These were distributed by the R. S. Williams & Sons Co., Ltd., later among the dealers in Toronto.



Edison Diamond Disc Display at Toronto Exposition.

teachers of modern dancing, to explain the steps of any Columbia dance record bought at its store.

Thomas A. Edison has very warm admirers in the Duke and Duchess of Connaught and the Princess Patricia, and his new diamond disc phonograph has met with especial favor at Rideau Hall.

has at its disposal six separate demonstrating rooms, all on the ground floor.

Gourlay, Winter & Leeming, Ltd., this city, opened its new showrooms with invitation musicales. An Edison diamond disc machine and a Columbia Grafonola figured in these recitals.

The newly formed Cecilian Co., Toronto, is



The "Perfection" Record Holder in Use.



**The "Perfection"
Record Holder**

Need not be taken from Machine when being used.

50c Retail

Long Cabinets

Record Envelopes for all purposes

Needles

Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

BECOMES CANADIAN MANAGER.

Rafael Cabanas Takes Charge in Canada with Headquarters in Toronto.

Rafael Cabanas, formerly president of the Mexican Phonograph Co., Mexico City, Mex., Columbia distributor, was this week appointed Canadian manager of the Columbia Graphophone Co., with headquarters in Toronto, succeeding A. G. Farquharson, who resigned last week.

Mr. Cabanas is prominent in talking machine circles throughout the country, having been associated with a number of important enterprises. Prior to the outbreak of the Mexican revolutions the Mexican Phonograph Co., which handled the Columbia line exclusively, closed a very large and fast growing business, due in a considerable measure to the energy, progressiveness and live-wire methods of Mr. Cabanas in Mexico. In Canada he has a fertile field for the continuance of his able executive abilities. Mr. Cabanas assumed charge of the Columbia Canadian business on Monday.



Rafael Cabanas.

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ENTER THE PHONOGRAPH MARKET.

Grandola Phonograph Co. Placing Attractive Line—M. Joseph Harson Head of the Company—His Successful Career.

One of the latest additions to the ranks of the phonograph manufacturers is the Grandola Phonograph Co., at 1269 Broadway, New York, and which is at present marketing several attractive models of the open and cabinet types of hornless machines, to sell at a moderate price.

M. Joseph Harson, head of the company, has had many years of successful business experience in several lines. A native of New York, he attended and graduated from Brown University, and began his business career in Providence, R. I., where he was for many years one of the prominent merchants. About ten years ago Mr. Harson came back to New York and entered the real estate field, from which he retired about two years ago. Early this year he became impressed with the possibilities in the phonograph field, and the formation of the Grandola Co. is the result.

In addition to his business ventures Mr. Harson has become quite prominent in public life on several occasions. He was the author of the original Juvenile Court law, which was passed in Rhode

Island in 1898, several years before Judge Ben Lindsay took up the movement out West. While engaged in the real estate business in New York Mr. Harson was also instrumental in bringing about the drafting and final passage of the present law providing for land title registration, a most important protective statute.

FACTORY WORKING TO CAPACITY.

Sales Manager Bradt Makes Splendid Report of Activity at the Columbia Factory—Impressed with Conditions in Canada.

The factory of the Columbia Graphophone Co. at Bridgeport, Conn., is now working to full capacity and every effort is being made by the officials of the company to take care of the demands of Columbia dealers throughout the country. In a chat with The World this week Sales Manager Bradt stated that in addition to the company's straining every effort to fill the orders of Columbia representatives with promptness and dispatch the outside manufacturers who arranged to assist the company when the strike started last month are also making regular shipments of Columbia products and will continue to do so for an indefinite period.

Mr. Bradt spent a few days in Canada the end of last week and was greatly impressed with the optimism and confidence which is apparent on all hands. The farmers in the western section of the Dominion are well satisfied with the results of their year's labor, and there is every indication of the coming fall being a prosperous season in all mercantile lines in Canada.

SHOWING GOOD LINE OF CABINETS.

Although they entered the talking machine cabinet manufacturing trade only a few months ago, Schloss Bros., of 637 West Fifty-fifth street, New York, have already built up a substantial demand for their various standard and special styles of cabinets for the leading makes of machines, and are making preparations to handle an even larger demand from the local trade, especially, between now and the holidays. The company's factory is well equipped, and special attention is given to the finishing of the cabinets, one of the most important of trade factors. The question of prompt deliveries, particularly on rush orders, is also given careful attention by the heads of the company.

The line of Schloss Bros. cabinets at the present time is most comprehensive and designed to match as closely as possible the leading types of machines. One of the company's specialties, the wagon cabinet, has been particularly successful since being placed on the market several months ago and has proven a most acceptable novelty for the trade.

A committee of employes of the executives of the Columbia Co. in the Woolworth building is now engaged in making arrangements for a gala employes ball to be held on November 12 at the Hotel Bossert, Brooklyn, N. Y. Last year's ball was such a pronounced success that another one was decided upon at that time, and the committee is working to make the 1915 affair a memorable one.

APPOINTED PRODUCTION MANAGER.

The Pathé Frères Phonograph Co., New York, announced this week the appointment of Frank L. Capps as production manager of the company. Mr. Capps will be in complete charge of all mechanical, experimental and development work. He is one of the best known members of the talking machine industry, having been connected with the Columbia Graphophone Co. for many years in important executive positions in their laboratory, technical and experimental divisions.

"EDISON WEEK" FOR BUFFALO.

(Special to The Talking Machine World.)
BUFFALO, N. Y., October 11.—"Edison Week" will be observed here by dealers in Edison phonographs during the seven days beginning October 18. The Buffalo selling campaign will be in conjunction with the one to be featured all over the country. Albert Stettenbenz, Jr., manager of the C. H. Utley store, states that the Utley establishment will join in the celebration of "Edison Week" by a large exhibition of Edison instruments, window displays and special advertising features.

Write Me Today!

This is good, or I would not waste money telling you about it.



WM. I. SCHWAB, Manager

You are paying good money to get new customers and prospects for your talking machine department.

My Proven Plan

will bring customers right into your store without one penny of advertising expense to you. Drop me a line and I will give you all particulars free. This is no price cutting scheme—no catch penny idea, but a straight, efficient, up-to-date trade puller tried and proven by over 2,000 dealers.

Use Coupon for Details

WM. I. SCHWAB, 281 Canal St., Providence, R. I.
Please send me your **PROVEN PLAN**.
I am not obligated to do anything or buy anything.
Name
Address

Your Opportunity

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

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

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET

NEW YORK

MANUFACTURERS OF S. G. A. MOTORS

A 200 per cent. one-year demand



Columbia Grafonola
\$15

The demand for Columbia Grafonolas and Columbia Double-Disc Records has been increasing so rapidly that the bare figures—80%, 100% and now 200% annual increase over an already enormous output—are enough to convince any dealer in talking machines that the demand is healthy, natural and dependable, and growing even stronger every week.



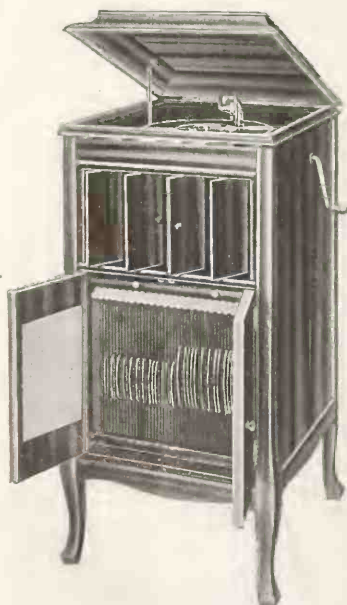
Columbia Grafonola
\$25

This demand itself is the most unmistakable indication that the Columbia line is a product that the public wants.

It is quality of product that is the foundation of our constant growth. It is quality of product that will always be the keystone

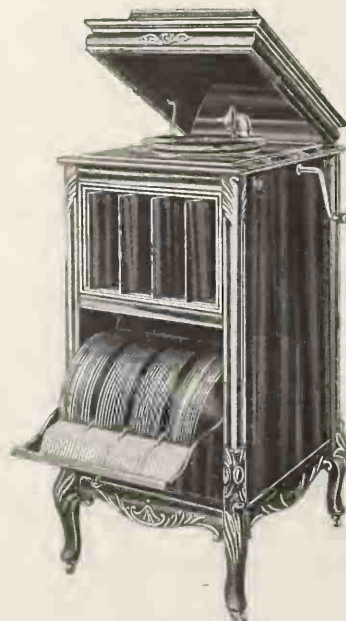


Columbia Graph Woolworth Bu



Columbia Grafonola
\$85

(Equipped with the exclusively Columbia Individual Record Ejector.)



Columbia Grafonola
\$100

(Equipped with the exclusively Columbia Individual Record Ejector, \$110.)

Columbia \$

ar increase proves the and

of our future development. We give bigger values in Columbia product by actual comparison than any other line in the trade. Machine for machine, record for record, Columbia product gives the consumer a higher intrinsic value on every dollar he spends.

Now if you have a good business reason for letting what should be your share of this very considerable profit go to some one else or go to waste entirely, are you sure it fits *present* conditions?

We shall take the keenest interest in comparing data with you if you will only moisten the first postage stamp.

phone Company ng, New York



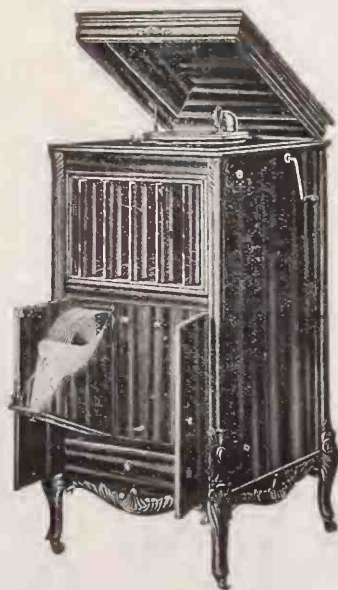
Columbia Grafonola
\$35



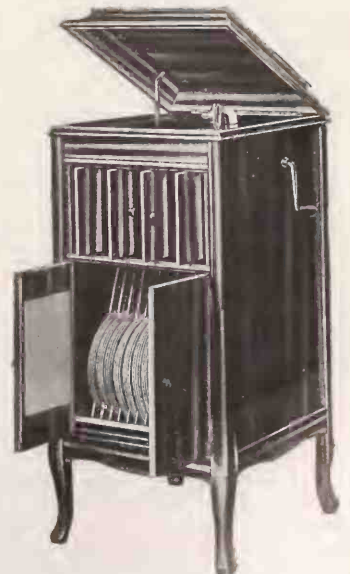
Columbia Grafonola
\$50



fonola



Columbia Grafonola
\$200



Columbia Grafonola
\$75

FLOAT THAT TOOK THE PRIZE.

E. P. Van DeMark, One of Chicago's Enterprising Talking Machine Dealers, Made a Big Hit With His Display at the Carnival of the 43d Street Business Men's Association.

(Special to The Talking Machine World.)

CHICAGO, ILL., Oct. 11.—E. P. Van DeMark is one of the South Side's most enterprising talking machine dealers. "Van," as he is commonly known, is always up in the front rank when it comes to boosting talking machines individually or the talking machine industry as a whole. He never misses an opportunity to show what a good machine can do, and so when the Forty-third Street Business Men's Association decided upon a bigger and better street carnival than was ever held before "Van" saw an opportunity to get in some first-class boosting.

He went to work, and in the accompanying photograph one gets an idea of the two floats that took the prize and enjoyed the plaudits of the crowds during the night parade.

In the picture can be seen the Victor float and directly beside it the Columbia display. Both were worked out without any denial of time or expense, as can be seen.

The Victor float consisted of an immense representation of a Victrola which was built on Mr. Van



Van DeMark Victor and Columbia Float.

DeMark's automobile. It was a very close representation of the larger Victor styles, even the design of the four posts being worked out in correct reproduction. The "cabinet" was made of beaver board built into a framework of two by fours and firmly bolted together. It was six and one-half feet square at the base, and sixteen feet high over all. Inside the big float was placed a \$60 machine, the tone arm of which was connected with immense copper sound chambers which led upward to the regulation aperture on the mimic machine. The "Victrola" was painted in a correct shade of mahogany and was so realistic that many took the trouble to inquire the materials used. Upon either side of the hood and on the wheels of the machine were placed twenty-eight-inch metallic reproductions of Victor Red Seal records. These were supplied by the Victor Co. The wind shield was laid down in a horizontal position, and upon it sat Victor, Mr. Van DeMark's fox terrier, who is known to all in the neighborhood as "the Victor dog." Victor took the whole proceeding calmly, and sat right at his post throughout the entire progress of the parade, paying no attention either to the red fires or the curb-hounds that barked at him along the line of march. The cost of this float was close to \$200, but Mr. Van DeMark says he expects to get it all back before very long.

The Columbia float was constructed on a long truck extending twenty-four feet over all. It was drawn by eight black horses and decorated in red, white and blue bunting and other decorations. Upon it were placed five Columbia machines, two of the \$150 size, two of the \$100 size, and one table machine. A friend of Mr. Van DeMark, dressed as Uncle Sam, operated the machines as the float passed along the street, while a pretty girl, dressed as Columbia, nodded down upon the throngs on the sidewalk from her high place upon a throne. Other men handled the horses and took care of the red flares. As the float passed along the street patriotic marches were played. The cost of the Columbia float was approximately \$150.

This is the "FORD" of the Phonograph Industry

Retails for
\$3.00



Height 12 in.
Length 9½ in.
Width 9½ in.

Cabinet Finished
in Oak

The New Emerson Phonograph

Plays any disc record made, including Victor, Columbia and Edison, without the use of any attachment. No record too large or too small for this machine.

Retail price \$3.00 East of Mississippi.
\$3.50 West of Mississippi.
\$4.50 Canada.

Write for sample and wholesale prices.

"Universal Cut" Emerson Records

The most noteworthy event in the last decade in the field of sound reproduction. Perfect disc records to retail at 10 and 25 cents. The 10-cent records are 5½ inches in diameter and single faced. The 25-cent records are 7 inches in diameter and double faced. The first list includes a wonderful collection of the very latest popular songs, operatic and dance hits, as well as some of the best classical and standard selections. In course of preparation are records by such artists as Caruso, McCormack, Mischa Elman, Tita Ruffo and other celebrities to retail at 10 and 25 cents.



Emerson "Universal Cut" Records will play on Victor, Columbia, Edison or any other type of phonograph without any attachment.

Write for lists and
wholesale prices

PLAZA MUSIC CO.

14 WEST 20th ST.
NEW YORK

EVOLUTION OF A UNICO BOOTH.

How the Philadelphia Manufacturers Transforms Uninviting Rooms Into Palatial and Pleasing Sales and Hearing Booths.

The most vivid example of comparison in today's mercantile world is the "before and after" plan of presenting an illustration. Continuing this thought, photograph No. 1 shows the appearance of a part of the second floor of the Unit Construction Co., 121 South Thirty-first street, Philadelphia, Pa., before it started to build a model Unico talking machine, or player-piano shop. It resembles a barn loft, an old garage or anything else that is dingy in appearance.



Before.

Now look at photograph No. 2, taking you from cellar to Fifth avenue salon, as it were. This difference, made with Unico booths, built in sections and put up without nail or screw. So easily put



After.

up or taken down that if you don't like a 6x9 size pull out a section, close it up and you have a complete 6x6 size. In other words, the booths fit your desires or space, and it isn't necessary to remodel your store at tremendous expense in order to have the latest and most improved equipment.

At the Unit Construction Co.'s factory illustration 2 shows a number of booths in different models, finishes, kinds of hardware, lamps, etc., furnished with furniture appropriate to the design and color scheme, making, in fact, a veritable exposition of booths. If a dealer will spend a little time to see this magnificent example of specialized

efforts for the increase of his business, he will be rewarded in many ways. Those who have no intention of ordering booths are particularly invited to come, and there is not the slightest obligation in any way. This visit will show how stores may be laid out, improved and decorated.

This house has spent upward of \$5,000 to present this exhibition of Unico booths, and here may be seen the many styles of Unico booths, Unico electric ventilating systems, Unico lighting systems, Unico record stock systems, as well as the Unico system of wall and ceiling decoration.

REPORT ON HOUSTON PHONO. CO.

Manager of Creditors' Committee Says: Forced Sale of Stock Will Not Bring Ten Cents on Dollar—Statement of Assets and Liabilities.

(Special to The Talking Machine World.)

HOUSTON, TEX., October 9.—Harry H. Houston, manager of the creditors' committee in charge for the Houston Phonograph Co., this city, has declared a report of the conditions of that company, in which he states that the books have been audited, stock taken and the general affairs of the company as a concern looked into carefully, and that the probabilities are that not over ten cents on the dollar will be realized by a forced sale of the stock.

The assets of the company, including inventory on September 1, are given as \$67,448.55 and the liabilities, including \$60,000 capital stock, are given at \$113,012.18.

NEW LANDAY MANAGERS APPOINTED

Max Landay, of Landay Bros., 563 Fifth avenue, New York, Victor distributors, announced this week the appointment of Arthur Hill as manager of the Landay Bros. store at 427 Fifth avenue, New York. At the same time Edward Ginsburg was placed in charge of the Landay Bros. store at 27 West Thirty-fourth street, New York, the position formerly held by Mr. Hill.

These managerial appointments are in line with the Landay Bros. policy of promoting the members of their organization whenever an opportunity is presented. Mr. Ginsburg was formerly a member of the sales staff of the 427 Fifth avenue store of Landay Bros., while Mr. Hill has been connected with the Landay Bros. establishments for a number of years.

Not everything is righted at once. Given the chance, many of the aggravating things we find in our business right themselves in time.

GREAT PROGRAM FOR EDISON WEEK.

Dealers Throughout the Country, Aided by the Manufacturers, Ready for Window Displays, Concerts and Other Means of Attracting Attention to the Edison Line—Edison Day at the Panama-Pacific Exposition.

Thos. A. Edison, Inc., Orange, N. J., announces Edison Week to be celebrated October 18 to 23, this week being one of special importance to Edison jobbers, dealers and the general public all over the country. Edison Day is to be celebrated on October 21 at the Panama-Pacific Exposition, and great pressure is being brought to bear on Mr. Edison by leading men all over the country in an effort to get him to be at San Francisco on that occasion.

Pages are being used in the Saturday Evening Post, Collier's Weekly, Literary Digest and other papers, advertising Edison Week, as well as the new Edison Diamond Disc phonograph. Window displays will be made by Edison dealers; electro-types of newspaper advertisements are being furnished gratis by the factory, so that dealers can co-operate in a local way; concerts will be prominently exploited and held during all hours of the days comprising Edison Week, and nothing will be left undone by jobbers and dealers to make a tremendous success of the event. In addition to the general advertising, the Edison Co. is furnishing multigraph letters, window signs, cards and hangers, a handsome imitation oil painting of Mr. Edison, some "ready-made" news dope for the daily press of each locality, and the services of the entire advertising department of the corporation for the solving of individual problems that may confront the dealers and jobbers.

All told, this campaign is wide in scope and offers an unusual opportunity for Edison dealers to attract the attention of the buying public to their products.

A PROGRESSIVE WORCESTER HOUSE.

WORCESTER, MASS., October 5.—Beginning with the first of the month the talking machine department of the large music establishment of the Denholm-McKay Co., of this city, will be managed by Royal S. Fink, who is becoming widely known in the business. This house has lately enlarged and redecorated its talking machine department, and in its ivory blue adornments it is now one of the handsomest and most conveniently arranged places of its kind in New England. Mr. Fink has an enlarged staff of salesmen and the business has taken on a new lease of life.

HIGH CLASS PHONOGRAPHS
AT A LOW PRICE

Cabinet style C, net price \$16.00.
Fumed quartered oak, or fine mahogany finish.
Other styles at \$6.00 and \$9.00

Send check for sample, and be convinced of their value.

GRANDOLA PHONOGRAPH CO.
1269 BROADWAY NEW YORK

Quality, Price and Service

Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in

Schloss Brothers Cabinets

at prices that are unequalled for cabinets of their kind.

Write to-day for our catalog and be prepared for the holiday rush.

Schloss Brothers
Makers of the Famous Wagon Cabinets.
637 West 55th St., New York

504—Golden oak, nickel plated trimmings, lock and key, pin box. Height, 33 inches; top, 13 1/4 x 14 1/2 inches. Holds 126 12-inch Records. Matches Victrola IV. Top has countersunk holes to accommodate rubber bumpers on machine. Average weight crated, 50 pounds.

502.—Same cabinet to match Columbia Meteor.

506.—Golden oak, nickel plated trimmings, lock and key, pin box. Height, 33 inches; top, 15 1/2 x 16 1/2 inches. Holds 162 12-inch Records. Matches Victrola VI. Top has countersunk holes to accommodate rubber bumpers on machine. Average weight, crated, 60 pounds.

505.—Same cabinet to match Columbia Eclipse. Golden oak, mahogany. Top, 15 1/2 inches square.

Three Biggest Values on the Market

SAVOY DISC MACHINES

Create a New Standard of
Talking Machine Value

Retail at \$10, \$25 and \$60

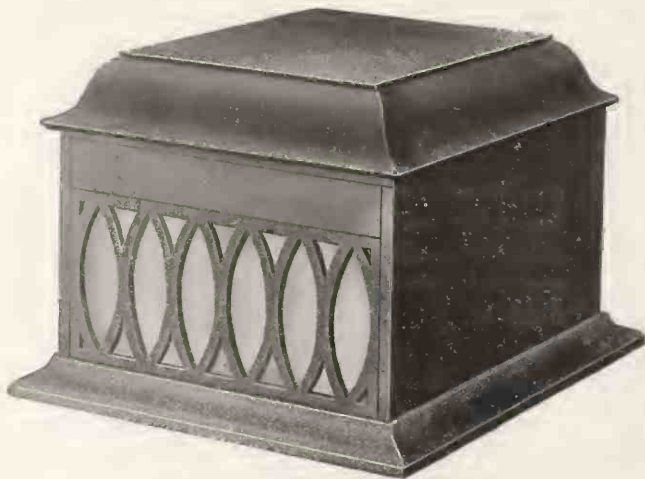
Equal or Better Value Than Any
Other Instrument at Double
Their Price



SAVOY—Style 60
Retails at **\$60**

Mahogany, Highest Grade Finish. Size, on Casters,
48 Inches High, 22 Inches Wide, and 23 Inches Deep.
Double Spring Wormgear Motor, 12-Inch Turntable.

Equipped with reversible re-
producer, playing all makes
of records without any at-
tachment.



SAVOY—Style 25.
Retails 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 10.
Retails at **\$10**

Mahogany Finish—Size, 15¾ Inches Square
and 8½ Inches High.

Double Value to the Public—BIGGER DISCOUNTS to the Dealer
Savoy Gramophone Co., Factory and Showrooms, Grand St. and East River, New York

"A NEW CORRELATION."

New Edition of Victor Booklet Issued by Educational Department of The Victor Co. in Response to an Urgent Demand from Dealers and Others—Some of the Features.

Last spring the educational department of the Victor Talking Machine Co. published an educational booklet, "A New Correlation," which met with instant approval among teachers, educators and talking machine dealers. So great was the demand for this booklet that in two months' time the first edition of 100,000 was completely exhausted.

In response to countless and urgent requests, Mrs. Frances Elliott Clark, Victor educational director, has just issued a revised edition of this booklet, which contains much interesting information for dealers as well as for school people. This booklet shows how the Victor and Victor records may now be brought into the actual work of the schoolroom and be used to illustrate over thirty studies. The pages covering the teaching of English literature alone point to a complete revolution in the method of teaching English. Another interesting chapter discusses the scientific construction of the Victor-Victrola and its application to the study of physics. Through the avenue of Victor records the study of Music History and Appreciation is now made more complete than ever before. Other subjects treated are Current Events, Reading, Stories, Folk Dancing, Physical Education, Art, Nature Study and Notebook Work. Besides being a good suggestive guide to the teacher, "A New Correlation" features a thousand selections which are fine specimens of the unsurpassed Victor recording. This booklet will be mailed free to all teachers and music supervisors upon application to the Educational Department, Victor Talking Machine Co., Camden, N. J.

Manufacturers who desire representation in Eastern territory.

Do you wish a permanent representation in New York? A man who has a large acquaintance in the talking machine trade is about to open an office and is ready to negotiate with manufacturers of accessories and cabinets who desire a high-class representation in this and adjoining territory. Address Eastern Representation, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

SALESMAN—One who is acquainted with the dealers in New York and Brooklyn to sell Victor Talking Machines and Records. Address Salesman, care The Talking Machine World, 373 Fourth Ave., New York.

AM I THE MAN YOU ARE LOOKING FOR?

An aggressive, wide awake talking machine manager and salesman with fifteen successful years' experience in three large departments. Clean cut personality—a business producer with ability to make good. Address "Energetic," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Job lots of talking machines and records; any quantity. Spot cash paid for the same. Address "Talking Machine," care The Talking Machine World, 373 Fourth Ave., New York.

C. O. D. for discontinued, new or slightly used Victor and Columbia records and machines. Advise quantity and price. I. G. Barnett, 2542 N. 28th St., Philadelphia, Pa.

WANTED

Will buy second-hand Victor and Columbia Talking Machines and records. Submit quantity and price wanted. Address "Records," care The Talking Machine World, 373 Fourth Ave., New York.

SPEEDY KOERBER-BRENNER SERVICE.

A House Which Has Steadily Developed a Thriving Jobbing Trade—A Most Efficient Record Service Provided for Retailers.

Business system and exactness pay in every division of trade, and in the talking machine line the jobbers who give close and systematic attention to all details of their service department are the ones who are forging steadily to the front.

Dealers appreciate the word service more than ever before, and in this connection it might be said that the officers of the Koerber-Brenner Co., St. Louis; believe in effective service to their dealers. They have built a solid jobbing enterprise through rendering efficient service.

The record service of the Koerber-Brenner house is splendidly arranged, and of course the regular machine department is well organized also; but this company has recently increased its facilities for the handling of record orders. It conducts an exclusive wholesale business. Concentrating as it does, it is able to render effective service in every department of the business.

Recently several carload lot shipments of records have been received in order to provide for the increased demand during the next two or three months. The Koerber-Brenner Co. is in a splendid position to serve the trade interests in the fullest possible manner.

THREE ELECTRIC GRAFONOLAS.

The Columbia Graphophone Co. announced this week three types of Columbia Grafonolas equipped with electric motors—the Grafonola De Luxe, Nonpareil and Mignonette, to retail at \$250, \$200 and \$150, respectively, or \$50 more than the selling price of the regular types. The Mignonette will also be furnished with the ejector and the electric motor at \$160.

In a letter sent to Columbia distributors James P. Bradt, sales manager of the Columbia Co., said in part: "One of the most important manufacturing problems with which we ever had to do has been solved through the perfection of an electric motor. We have delayed announcing it until tests under every conceivable condition and over a long period of time could justify our entire confidence in it. It will work on any kind of current and is absolutely dependable."

NEW LONDON BALLAD SUCCESS.

"Keep the Home Fires Burning," Now the Rage—Sung in Six Languages—Being Featured in United States and Canada.

(Special to The Talking Machine World.)

LONDON, ENG., October 5.—The records of the songs that have swept Great Britain since the present war began, not even forgetting "Tipperary," bid fair to be eclipsed by the latest ballad hit, "Till the Boys Come Home," and which is even better known by the first line of the chorus, "Keep the home fires burning." Ivor Novello, who is responsible for the piece, is only twenty years old, but already enjoys a wide reputation as a composer. In "Till the Boys Come Home" he has developed a wealth of pleasing, appealing melody to match the spirit of the lyrics. That the song has already been translated and sung in six languages speaks volumes for it.

The various phonograph companies have recorded the number and find it a most welcome addition to their catalog, and it is probable that the talking machine companies in the United States will soon follow suit. The character of the piece is indicated by the lyrics of the chorus, which follow:

Keep the home fires burning,
While your hearts are yearning,
Though your lads are far away
They dream of home.
There's a silver lining
Through the dark cloud shining;
Turn the dark clouds inside out
Till the boys come home.

"Till the Boys Come Home" is published by Ascherberg, Hopwood & Crew, Ltd., of London, and the rights for the United States and Canada have been secured by Chappell & Co., Ltd., who, through their American branches, have developed previous London hits to success on the other side.

DOINGS OF BUFFALO ASSOCIATION.

Election of New President and Other Officers Planned at Meeting to Be Held Next Month—Membership Committee Active.

(Special to The Talking Machine World.)

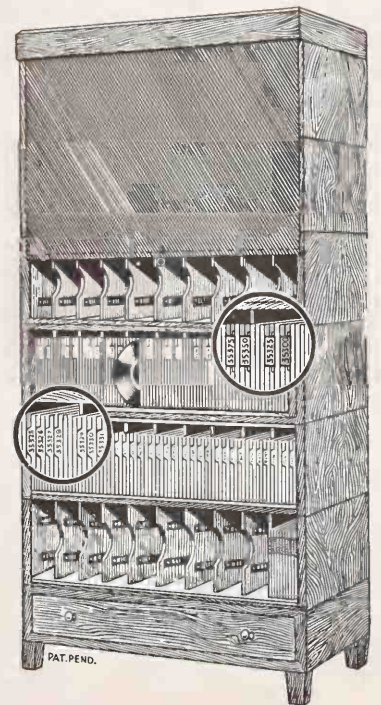
BUFFALO, N. Y., October 11.—Although the Talking Machine Dealers' Association of Buffalo is a bit slow in getting together for fall and winter activities, plans are being formulated by the hard-working contingent of the organization to inspire a membership campaign which will bring every dealer in talking machines into the fold before January 1, at which time the annual banquet is usually held and past performances reviewed in address and toast.

A meeting of the association has been called for the first Wednesday in November, and at that time officers will be elected and a campaign of activity arranged. Since Wade H. Poling has been in Cleveland permanently the association has been without a president, and it is desired to fill that office with an efficient man as soon as it is possible to do so.

The membership committee of the association, composed of Walter J. Bruehl, of Neal, Clark & Neal; Thomas A. Gould, of Gould Bros.; "Ed" Schwegler, of Schwegler Bros., and Mr. Heinike, of Denton, Cottier & Daniels, will advance plans for the membership campaign at the November meeting, which will be held at the Neal, Clark & Neal store.

YOU NEED A MODERN SYSTEM FOR THE BUSY SEASON

Locates Records Instantly
Better Than An Extra Clerk
"Guaranteed"



This six-section unit holds 1,800 (10" or 12") Records—Costs you only \$35.50—(Any Finish) Only 100 complete units for prompt shipment this month. Order now and be prepared.

GIVE YOUR JOBBERS' NAME

THE OGDEN SECTIONAL RECORD CABINET CO. LYNCHBURG, VA.

THE MAKERS OF THE SONORA.

Some of the Men Whose Efforts Go Into the Manufacturing of the Various Parts of the Sonora Phonographs, Snapped for The World.

Here are shown some examples of American manhood—some of the men behind the Sonora phonograph—who were recently snapped at the



Office Staff of Sonora Phonograph Corporation, downtown offices by The World photographer. The large group shows the motor department employes, at least those who stopped work long enough to come out to be "taken." These men are well trained to their respective duties; are active workers, and to withstand the activity of the Sonora Corp. they must be hustlers. It is to be remembered that the Sonora Phonograph Corp.



Employees of Motor Department of Sonora Phonograph Corporation.

has been for several years endeavoring to catch up to the demand for Sonora phonographs, and it is more behind to-day than at any point in its history. Yet, of course, the output has been increased again and again, and plans are under foot to double the production.

The smaller group shows a part of the office employes, at the top row (left to right) being Messrs. Wise, Joseph Wolff, Secretary Widder and Heymann, while at the bottom are Messrs. Schechter, Varin, Solomon and Birks.

Edison diamond disc line of phonographs and records. One of the building's features is a large and well-appointed recital hall, measuring 30x10 feet, accommodating ninety auditors comfortably. Folding chairs are provided, finished in fumed oak, to match the trim and decoration.

At the formal opening of the new warerooms more than 200 of the most prominent residents of Williamsport were in attendance, and the demand for tickets was so heavy that many music-lovers failed to obtain admittance.

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

OPENS "DIAMOND DISC HALL."

(Special to The Talking Machine World.)

WILLIAMSPORT, PA., October 8.—William A. Myers, whose entire building was destroyed by fire recently, has just opened a new and handsome retail establishment at 114 West Fourth street, in the heart of the city's business and shopping district.

The establishment has been named "Diamond Disc Hall," this name serving as a constant reminder to the public that Mr. Myers handles the complete Edison diamond disc line of phonographs and records. One of the building's features is a large and well-appointed recital hall, measuring 30x10 feet, accommodating ninety auditors comfortably. Folding chairs are provided, finished in fumed oak, to match the trim and decoration.

At the formal opening of the new warerooms more than 200 of the most prominent residents of Williamsport were in attendance, and the demand for tickets was so heavy that many music-lovers failed to obtain admittance.

AN ACCOMPLISHED YOUNG LADY.

The recent announcement that the Nanes Art Furniture Co. had purchased the entire plant of E.



Schloss & Co., Grand street and East River, New York, well-known cabinet and furniture manufacturers, did not disclose the fact that one of the members of this concern is a young girl who has devoted a number of years to merchandising and sales activities.

Miss Elizabeth R. Nanes, who is treasurer of the Nanes Art Furniture Co., although a young girl in point of years, is possessed of an unusual knowledge of the requirements of the talking machine field and is well known to the trade. Miss Nanes is familiar with all phases of the industry, and is actively interested in the conduct of the Nanes Art Furniture Co.'s affairs.

Miss Nanes is also secretary of the Savoy Gramophone Co., a newly formed corporation, and is shouldering a considerable portion of this concern's affairs. It has just placed on the market its comprehensive line of disc machines. A thorough business woman, Miss Nanes is also prominent in social circles, taking a keen interest in many sporting events.

Crescent Sales Company

Distributing Agents

Providence, Rhode Island

THE ONLY COMPLETE POPULAR PRICE LINE

CRESCENT MACHINES

Play All Records—
\$200 Down To

\$15.00

New England
Distributors

CRESCENT DOUBLE DISC

Steel Needle Record—
Longer Than Any 75c Record

35c



For quality, variety, interest and activity, the Columbia Record list for November is a Symphony!



(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**

RADE HAPPENINGS IN MONTREAL.

Canadian Graphophone Co. Discontinues Retail—Recruiting Tents Being Supplied With Victor Machines—Other Items of Interest.

(Special to The Talking Machine World.)

MONTREAL, CAN., October 5.—The Canadian Graphophone Company, Ltd., distributors for Columbia products for the Province of Quebec, St. Catherine street East, will discontinue their retail branch at 24A Victoria street and remove their stock to Almy's Departmental Store, where they already have had the direction of the graphophone department.

Edward W. Beatty, K. C., vice-president and general counsel of the Canadian Pacific Railway here, within five minutes selected and paid spot cash (\$250) for an Edison type "A" machine, which was sold through Layton Bros.

Layton Bros. recently sold a \$125 Vocalion, which representation they have recently taken on.

Goodwins, Ltd., one of Montreal's largest departmental stores, has taken on the Columbia line

and is also stocking the Crescent talking machine.

Fall selling has opened up splendidly, especially with the more expensive types of Edison disc machines. Columbia machines and records have also been well represented in recent sales, say Layton Bros.

C. W. Lindsay, Ltd., are in Montreal building up a large trade in Victor products and report several sales to prominent people of Victrolas.

Mr. McDowell, of the Grafonola department of the Winnipeg Piano Co., Winnipeg, has enlisted for the front and was presented with a ring and watch by the staff as a token of appreciation.

The majority of Montreal talking machine dealers will shortly feature their fall recitals.

All recruiting tents in Montreal have been supplied with Victor machines with horn attachment, as loaned by the Berliner Gramophone Co., Ltd., Montreal. This concern reports wholesale business just double what it was this time last year.

Stephen Leacock, one of Canada's most entertaining and humorous writers, in a recent article in MacLean's Magazine, Toronto, entitled the

"Woman Question," contains an illustration of a Victrola with a child in a cradle, the caption of which reads, "The Modern Infant Sung to Sleep With the Faultless Lullaby of the Victrola."

IN NEW YORK FOR SHORT VISIT.

Walter S. Gray, Pacific Coast district manager for the Columbia Co., arrived in New York recently for a short visit. Before reaching the executive offices Mr. Gray had spent some time with several of the Columbia Western district managers, visiting many of their dealers in their respective territories. He was greatly impressed with the evidence of Columbia prosperity everywhere.

Putnam, Conn., numbers among its live-wire retail merchants George E. Shaw, Victor dealer, who has managed to secure some excellent publicity through his up-to-date methods. Two of his recent ideas were the use of a Victrola to illustrate the music of "Narcissus" and the "Rosary," following a descriptive reading of these two pieces, and the use of a Victrola in the absence of a local choir.

LONG CABINETS

**WELL MADE
THROUGHOUT**

These
With
Others
Comprise
the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/2 x 22 1/2 in. Holds 102 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/2 x 22 1/2 in. Holds 102 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

**ELEGANTLY
FINISHED**

Most
Complete
Line
of
Record
Cabinets

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

REPORT MOST SUCCESSFUL MONTH.

Milwaukee Trade Tell Story of Tremendous Activity in Machine and Record Fields—Phonograph Co.'s Recital—Badger Co.'s Big Trade—New Columbia Agents—Bradford Co.'s Advertising Brings Results—Marked Shortage in Talking Machines with All Concerns—A Christine Miller Recital.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., October 9.—September proved to be the most successful month that Milwaukee talking machine dealers have experienced outside of the holiday period, and the indications are that another new record will be established in October. The improvement in business is general and not confined to any one house or one line, a pretty sure proof trade is on a firm footing and that there are even better things ahead. The shortage of machines in all lines is the only thing that is giving dealers any anxiety at this time. Local jobbers are out of some of the larger types of machines in the various makes and many retailers have gone to Chicago in the effort to replenish their stocks in that city, but the shortage there seems to be as serious as it is in this city. Dealers in Milwaukee and all over Wisconsin are anxious to get their stocks up in shape for the holiday trade, but it looks as though they are going to have trouble in securing enough machines to meet the demands of the trade. There seems to be plenty of records available, the shortage of machines being the most serious.

"We could dispose of 100 times the machines we are receiving," said Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber for the Victor goods in this territory. "Dealers are insistent, but we simply can't get enough of the larger machines to meet the demands of our trade. I recently visited the Victor factory at Camden, N. J., and I know that every effort is being made to satisfy the trade, but the demand is too great."

The Phonograph Co. of Milwaukee, jobber in Wisconsin for the Edison line, is receiving more of the \$100 and \$150 machines, but the arrivals of other machines are far from being equal to the requirements. "We received a carload of Edison machines the other day, but before the day was over we had reshipped out every machine to our dealers," said Manager W. A. Schmidt. "It is safe to say that we could dispose of twenty carloads of machines right now if we could get them. We have located about twenty-five new Edison dealers about the State during the past two months."

A. G. Kunde, 516 Grand avenue, Columbia jobber and dealer, says that the shortage of machines is the only thing that is giving him any concern at the present time. The demands of new dealers and the trade in general keep the Kunde stock at a low point.

George Cheatley, of the Talking Machine Co. of Chicago, and H. S. Gibbs, representing the Wurlitzer house, recently called on the local trade.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, accompanied by Mr. Gram, was in Chicago on business recently. Victor sales at the Gram house this season have attained a new high mark.

Louis Marks, manager of the Victor department at the Boston Store, has been reorganizing the Victor department at the Boston Store, and is meeting with a fine business.

S. W. Goldsmith, vice-president of the Badger Talking Machine Co., jobber for the Victor goods in Milwaukee and Wisconsin, is taking treatments at the Mercy Hospital, in Chicago, and it is said



Mermod Motors

(BUILT RIGHT)

Now being made in the U. S. A.

The result of a century's experience.

MERMOT TONE ARMS

Diamond and Sapphire Multi-Playing JEWEL NEEDLES

for

EDISON, PATHÉ, VICTOR, COLUMBIA
and all other makes of RECORDS

MARC K. MERMOD 810 BROAD STREET
NEWARK N. J.

that his condition is showing steady improvement.

The Warr Talking Machine Shop, one of the enterprising Victor establishments on the northwest side, has moved into new and larger quarters at 3414 North avenue, where a larger stock of Victor goods is on display.

L. C. Parker, manager of the Victor department at Gimbel Bros.' Milwaukee store, is confident that the coming holiday trade will reach a new high mark, providing enough machines can be secured to meet the demands of customers. Mr. Parker now has a fine display of goods in his new quarters at the Gimbel store.

The Flanner-Hafsoos Music House, 417 Broadway, closed an interesting deal recently when it sold a \$250 Edison machine and an A. B. Chase piano to W. J. Shannon, a Milwaukee business man.

The Gensch-Smith Co., 730 Grand avenue, featuring the Victor goods, is enlarging its sales force preparatory to the big trade which is expected from now on. Business with this house during September was double that of a year ago.

The J. B. Bradford Piano Co., one of Milwaukee's oldest piano houses, which maintains a successful Victrola department, is still leading all the Milwaukee houses in the amount of advertising which it is doing in the local newspapers, featuring the Victor goods. Officials of the Bradford concern say that it is money well spent.

A. G. Kunde, Columbia jobber and dealer, has placed the agency for the Columbia line with several more well-known Milwaukee houses, including the F. W. Schenck Furniture Co., 259 Third street; the Sanborn Furniture Co., at both its stores; the Marschalk Furniture Co., 2014 Fond du Lac avenue, and the William A. Conklin Piano Co., 731 Greenfield avenue. All these establishments have installed special quarters for the Columbia line and are meeting with good business at the very start.

Beecher Burton, a well-known Milwaukee tenor,

soloist at the Second Church of Christ, Scientist, said to be the highest paid singer in this city, has made several records for the Columbia Phonograph Co.

Charles F. Baer, Chicago manager of the Columbia interests, accompanied by Frank Cook, one of the Illinois Columbia traveling representatives, was a recent visitor at the store of A. G. Kunde.

Lawrence McGreal, recently appointed jobber in Wisconsin for the Pathé Frères line, is daily locating new dealers about the State.

Miss Christine Miller, the noted concert contralto, is to be heard next Friday afternoon in Milwaukee. The Pabst Theatre has been engaged for this private hearing by the Phonograph Co. of this city, and in the neighborhood of 3,500 invitations and cards of introduction have been sent to the music lovers of the city. Miss Miller sings directly with records that she has made for Mr. Edison, and in some instances sings duets with her own re-created voice.

Miss Miller has been selected as the artist who will illustrate the results of Mr. Edison's research work in recording and re-creating sound on "Edison Day" at the Panama-Pacific Exposition. The private hearing illustrates the complete success of Mr. Edison's effort to re-create music with the same tonal quality as the original performance.

J. E. Curtis, supervisor of the Edison interests in the Middle West, is in town this week, and when seen in company with William A. Schmidt, manager of the Phonograph Co., expressed the opinion that the coming private hearing of Miss Miller in Milwaukee would be most successful.

W. D. Andrews, Victor distributor, Syracuse, N. Y., was a visitor to the trade this week, calling upon some of his brother Victor distributors in local territory, including the Blackman Talking Machine Co., 97 Chambers street, New York.



THE BADGER COMPANY BURROWS DEEP to supply its dealers because we realize that *our* business depends upon *them* and that *their* business, to a great degree, depends upon the service *we* give *them*.

That's why we are never caught napping. We have learned that an ounce of foresight is worth a pound of explanations and have made "co-operation" not merely our slogan but also our habit. Victor only. Try us.

BADGER TALKING MACHINE COMPANY, Milwaukee, Wis.

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

VICTOR Distributing Service For the South-West

—centers naturally
in Kansas City

We can offer unusual facilities
in the filling of orders
completely, and the
most prompt and
satisfactory
service.

Schmelzer's

The Oldest Victor Distributors in the
South-West

KANSAS CITY, MO.

ISSUE NEW HERZOG CATALOG.

Is a Most Complete and Interesting Publication
That Will Command Consideration.

The cover is "different," the paper is "different" and the general appearance of the new volume issued by the Herzog Art Furniture Co., Saginaw, Mich., reflects the quality of the Herzog production. It is printed in the new style of printing, with sepia ink on light brown paper, thus bringing out the style details to a noticeable extent. Special sections in this catalog are devoted to Victrola record cabinets, Columbia record cabinets, Sonora record cabinets and Auxiliary record cabinets. Nearly 100 models are shown, comprising many ways of filing talking machine records, and the book is an elaborate presentation of Herzog art furniture for the home.

One special feature of this book is the selling

hints which are published at the top of each page. A study of this will enable a salesman to present models of the Herzog cabinets in a most efficient manner. An extract from this volume covering Herzog construction is worthy of repetition: "The Herzog methods are truly scientific methods. The Herzog plant is unsurpassed in size and equipment. Mature experience is back of this plant, otherwise Herzog cabinets could not be so popular. The construction of the cabinets is most painstaking. The tenons, dowels, mortises and dovetails on Herzog cabinets are the result of real skill. The cabinets are built to withstand the wear and tear of time and accidental abuse."

GIANT PHONOGRAPH IN PARADE.

Stewart Bros. & Alward Co. Float in Labor Day Parade in Newark, Ohio, Arouses Comment.

(Special to The Talking Machine World.)

NEWARK, O., October 6.—One of the most original and interesting features of the Labor Day parade recently held in this city was the float entered by the Stewart Bros. & Alward Co. The float bore an immense reproduction of the \$250 Edison phonograph, which was made out of muslin and had all the woodwork carefully gilded.



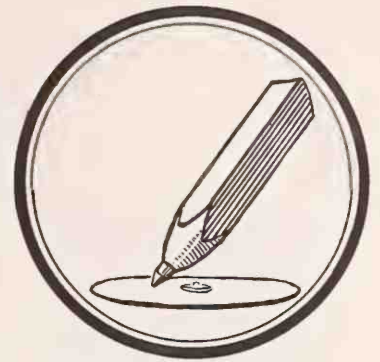
Edison Phonograph Float in Newark Parade.

The machine was built on a platform 8x16 feet and stood 16 feet high with the lid raised. The base of the machine measured 4 feet 8 inches by 6 feet 4 inches, and its proportions may be judged from the fact that the handle was made out of 4-inch pipe 24 inches long and with a 9-inch knob.

One of the surprising features of the float was the presence inside of the machine of four musicians, who supplied music throughout the line of march. The float, which is illustrated herewith, attracted much attention and proved an excellent advertisement for the company.

VISITS THE PATHE PLANT.

Clyde Donnell, of the Des Moines Pathephone Co., Des Moines, Ia., distributing agent for the products of the Pathé Frères Phonograph Co., arrived in New York Monday on his first visit to this metropolis. Mr. Donnell accompanied H. N. McMenimen, managing director of Pathé Frères, on his return trip from the West, and after spending some time at the executive offices, 29 West Thirty-eighth street, New York, visited the new Pathé record plant at Belleville, N. J.



Retails for \$1.00

IF you are not carrying
the Sonora Multi-Play-
ing 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 cor-
respond 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-fashion-
ed, scratchy, constantly-
changed steel needle, now
being rapidly discarded
by careful people.

Manufacturers of steel
needles state that they
must be used but once be-
cause 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

SOSS

INVISIBLE HINGES



"OUT OF SIGHT
EVER IN MIND"

When you fail
to see an un-
slightly hinge
protruding
you know
SOSS is the
answer.

Write to-day.

SOSS MFG. CO., 435 Allanlo Ave.
BROOKLYN, N. Y.

He Who Hesitates Is Lost

How many Victor Dealers hesitated last fall and did not stock
up? Get an early start this year and place your order for
Victrolas now.



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CANTON ST. NEW YORK



NEW RECORDS BEING MADE BY TRADE IN ST. LOUIS

All Classes of Dealers Experiencing Renewed Demand for Machines and Records—No Shortage Felt Yet—Smith-Reis Piano Co. Renews Lease—Famous & Barr Co.'s Victrola Display for Fall Festival Week—Nugent Department to Open on October 15.

(Special to The Talking Machine World.)
 St. Louis, Mo., October 9.—The talking machine trade again is making new records for volume,



**U
D
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L**

"F" stands for Felt. And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Furnished with horizontal shelving or vertical interior. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F. Make your order read "six of each" upon our satisfaction guaranteed basis.

Full of designs for all types of machines is Catalog 47. Send for a copy.

The Udell Works
 Indianapolis, Ind.
 (1205 West 28th Street)

and presumably there is, as yet, no shortage of stock among the dealers here. The jobbers report consistent gains, especially in the country territory, but for the last few weeks there have been consistent gains within the city trade besides those for new stocks. The big downtown dealers are showing better increases than for many months, and for the first month for a year September was encouraging to the small dealers. The trade on the lower priced machines, which was absent, or nearly so, for several months, is back on the job. One dealer reports that his wholesale department made 250 per cent. over a year ago.

The Smith-Reis Piano Co., which is extending its Victor department, has just signed a five-year lease for the premises it occupies and which were formerly the warerooms of the Val Reis Piano Co.

The Lehman Music House, of East St. Louis, recently published a large display ad which was chiefly a picture of a Victrola. Above it was the line: "Cut out the advertisement of any other firm and bring it to us and we will duplicate the offer."

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobber, departed the first of the month for an extended trip. He reports excellent prospects throughout that firm's territory for the fall trade and a late summer trade of really astonishing proportions already booked. This house is carrying a large stock of machines and records and has made the fullest preparations to look after the needs of its dealers this fall and winter. A point is made to aid the dealer in every way, and it is this co-operation which has helped to increase the Koerber-Brenner Co.'s clientele.

The Famous-Barr Dry Goods Co. observed Fall Festival Week by filling one of the large show windows with Victor machines, showing all of the types that are handled in the local trade, from the cheapest up to the new \$300 model. The window attracted much attention, and among the people who stopped to look always there was one person who would point "one like our machine" to give sort of a personal recommendation to the display. While a simple display, it was different in that it included the entire Victor family as far as models were concerned.

The Nugent department store talking machine department, planned to open August 15, is announced without fail for October 15. E. D. Fallon will be manager. Edison disc and Columbia machines will be handled. The plans for the opening were delayed because of trouble in arranging the booths to the satisfaction of all concerned. The demonstration rooms are on the first floor balcony, in the household annex of the store.

The Aeolian-Vocalion formed one of the feature exhibits at the St. Louis Agricultural Fair the week of October 4, and despite the handicap of the conditions existing at such places made an excellent impression. Aeolian Hall is continuing the high-class advertising campaign that has been employed in introducing this machine, and Manager Ching says that the trade is responding satisfactorily. The machine has been placed in enough homes to become known, and, coupled with the advertising that is being done, appears to have established itself with the talking machine admirers.

**TONE ARMS
 HORNS
 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.

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

Harry Levy, for several years manager of the talking machine department at Aeolian Hall, has been taken from here into the wholesale department to be opened in Chicago. Mr. Levy made many friends during his stay here, and convinced those he came in contact with that he is a well-informed, capable talking machine man.

Manager Irby W. Reid, of the Columbia warerooms, says that he is receiving many congratulatory letters from the dealers in this jobbing district congratulating the Columbia Co. on the quick

**Quality, Price
 and
 Service**

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

**LOOSCHEN
 CABINETS**

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
 12th Ave., 31st and 32nd Street
 Paterson, N. J.



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 Grafonolas. 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

delivery of "hit" records. Even the dealers in the smallest towns on his jobbing list are commenting on this. The dealers say that much of their success in selling records is due to their ability to meet the popular demand as soon as it begins for any song or instrumental number. "Our customers read of these songs and come around to inquire when we will have them, and we play them for them and make a sale out of the sheer surprise of the inquirer. They think to put something over on us, but we put it over on them," writes one dealer.

Mr. Reid is much interested in the prospect for Columbia records to be made by the Scottish Rite Choir of chanters at the Columbia laboratories this month. The choir is going to Washington to be present at the laying of the corner-stone of the Mother House of the Scottish Rite, October 20 and 21, and will go from there to the Columbia record laboratories. This choir is the original of the Scottish Rite and sang at the laying of the corner-stone of the Washington Temple two years ago, and attracted much attention. Following the success of the choir feature of the ceremonies there, several choirs have been organized. The choir will sing four numbers for records. All of the arrangements for the making of the records have been made through Mr. Reid, and it is expected that the numbers will be very popular here.

J. J. Bennett, of the Columbia traveling force, is in Illinois, where the corn crop is taxing belief in the credibility of those who tell of it, and is meeting with great success in establishing new sales agencies and is sending in orders from existing dealers that lead to a belief that dull times never reached that section.

The Smith-Reis Piano Co. finally is making progress with the plans to turn one-half of its large first floor wareroom into a Victor record department. It was for this purpose that the large stock of sheet music that was considered a part of the store was sold to the Hunleth Music Co. The plan was that the sheet music should be removed early in September, but that plan went awry because the Hunleth Co. was unable to lease a store room that was at all suitable to be changed to the needs of the store. Finally a store at 516 Locust street was obtained and the Smith-Reis stock removed there, as well as the stock of music supplies from the Hunleth store at 9 South Broadway, where the company has been for a generation. The Smith-Reis department will be one of the most elaborate in the city when completed, and everything is being done toward the quick dispatch of the record business on the theory that the average record customer knows more or less what he wants nowadays and wants quick as well as good service, certainly no unnecessary delays.

The Silverstone Music Co. is planning the most

elaborate talking machine demonstration ever attempted in this city for Edison Day, October 21. That week is to be observed here by the electric light folk because that is the incandescent light anniversary. Last year the light folk made no attempt to observe the occasion, and a local newspaper, in casting about for a story, asked Mr. Silverstone if he was going to observe the occasion, and while talking on the telephone to the reporter Mr. Silverstone made plans for a celebration to form a basis for an observation, and the next day proceeded to complete the plans, and gave a very creditable anniversary from a talking machine standpoint. This year he began in time, and has plans laid for an elaborate affair.

The demonstration will be chiefly a recital given in the Victoria Theatre, one of the large Grand avenue houses. The feature of the program will be a duet by Miss Elizabeth Spencer, a St. Louis singer who is probably better known in the East than in St. Louis. She will sing with her own records. Miss Spencer did this in the recital hall at the Silverstone warerooms some time ago while on a visit here, and gave an admirable demonstration. There will be, of course, other numbers to fill out the recital program. The evening's entertainment will be introduced by a talk on Mr. Edison, probably by Mr. Silverstone, and at the conclusion of this a handsome portrait in colors of Mr. Edison will be unveiled. Mr. Edison and other officials of the company have been invited to be present, and it is expected that some word from Mr. Edison will be read. There are plans for the Edison

diamond disc owners to be specially honored on this occasion by the presentation of badges. All admissions to the theatre will be on invitation and by ticket. The day of the recital will be observed at the Silverstone warerooms by special recitals all day in the concert hall and souvenirs for visitors. The strictly business end of the demonstration will concern the dealers who buy through the Silverstone Music Co. jobbing department. All will be invited to be in the city that day and evening, and following the recital there will be a banquet at the Majestic Hotel, at which C. W. Burgess, territorial supervisor for the Edison Co.; Arthur Gabler, chief of the demonstration crew working in this territory, and Mark Silverstone will be the principal speakers. They will talk on different phases of the talking machine and the merchandising of it. All of the dealers are expected to be present at this banquet and to hear the speakers. It also is hoped that the dealers will give to each other business tips that will be of value to each other.

Mr. Burgess arrived here October 1, just in time to get into the thick of the planning for this demonstration, and he entered heartily into the spirit of the enterprise.

ROY FORBES NOW MANAGER.

Roy Forbes has been appointed manager of the Victor talking machine department of James McCreery & Co., on West Thirty-fourth street, which is under the direction of the Musical Instrument Sales Co.

Like another extensively advertised product, our

Truetone
TRADE MARK

Made in
U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS
WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET

NEW YORK

LINDSTRÖM MOTORS
"The Motor of Quality"

A Square Deal

Loads of Dealers NEED loads of Victor goods this year.

A SQUARE DEAL is all you can expect—YOU are entitled to that.

The next few months will be the SUPREME TEST!

We have more orders on hand for machines than we have stock on hand to fill them—but THIS is sure—Each Dealer is going to get HIS PROPER share.

The BIGGEST record stock in America is right here—we will fill your record order 98% complete.

The Talking Machine Company

12 N. Michigan Avenue

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., Oct. 11.—The talking machine business, as far as the Middle West goes, continues to display all of the activities which have been so sorely lacking in so many other industries during the past year.

Wholesale distributors say that, in spite of increased output facilities on the part of almost all of the factories, the supply is yet far unequal to the demand, and while the supplies of to-day would have been fairly sufficient for this time last year, the demand has increased proportionately, so that the low condition of machine and record stocks continues to be the all-absorbing problem for the dealer. Distributors are making frantic efforts to supply their trade with machines, and they report that the factories are apparently doing all they can to satisfy conditions. Record stocks are also low, but at the present time are in better condition than are supplies of machines. The local retail trade has been, generally speaking, very good, but does not show the increase over last year that the wholesale houses report.

Accessories are also in good demand and the various makers are meeting with generous calls right along.

Perfects New Attachment.

H. T. Schiff, president of the Vitanola Talking Machine Co., has at last perfected, after many days and nights of hard work, a remarkably ingenious attachment, whereby the owner of a Vitanola machine may play a "hill and dale" cut record with remarkably successful results. This is arrived at by simply turning the sound box from the vertical position used when playing lateral cut records to a horizontal position. Contact with the record is then arrived at by a jewel point set in the regular

needle shank. Other applications of this principle have been worked out before, but none has been more successful than this. The tone that is secured is in every sense full and round. It correctly catches and interprets every varying degree of sound.

New Sonora Agencies.

The following agencies have been appointed by the Sonora Phonograph Co. in Chicago and contiguous territory: The Gamble Furniture Co., 2542 West North avenue; L. L. Smeridge, 1140 Wilson avenue; A. F. Forsen, 4810 West Chicago avenue; A. J. Dundore, 1914 Irving Park boulevard; H. Reichardt Piano Co., 6421 South Halsted street; Oscar J. Kloer, 6316 Harvard avenue; F. C. Aylesworth, 1210 East Forty-seventh street; J. F. Flynn, 6618 Sheridan street; Horner Piano Co., 549 North avenue; S. M. Laberteaux, 7112 South Halsted street; Leo Knack, Forest Park, Ill.; and the Leonard Bros. Co., Rantoul, Ill.

The work of taking care of all these new agencies has devolved upon William R. Everett, manager of the agency department. Mr. Everett joined the Sonora forces only about three weeks ago, and while he has had no extensive training in the past in the talking machine industry, his own experience in advertising and manufacturing is standing him in good stead.

Finds Michigan Cities Prosperous.

William C. Griffith, who after an experience of a year as floor salesman for the Talking Machine Co. was last month transferred to the traveling forces with Michigan as his territory, is making good as a road salesman and is enthusiastic regarding the prosperity of many of the cities he covers and with the prospects for fall trade in the Wolverine State. On a trip from which he has

just returned Mr. Griffith said that he found the manufacturing towns which he visited were generally in prosperous condition and especially those in which automobile manufacturing figures large. The city of Flint in which the Buick factory is located and which distributes \$500,000 in wages every month, is suffering a veritable lack in hous-



Wm. Chenneweth Griffith.

ing facilities. The Chamber of Commerce has taken the matter in hand and largely through the enterprise of its members is able to promise that 1,100 homes will be ready for rental or sale by January 1. In Lansing the Reo factory is working night and day and is way behind on its orders as a result of the big war order for trucks. Mr. Griffith says that he found Victor dealers everywhere doing excellent business and the only com-

(Continued on page 51.)

The "Wado Triplets"

WADOLATUM — WADO-POL — WADO-OIL

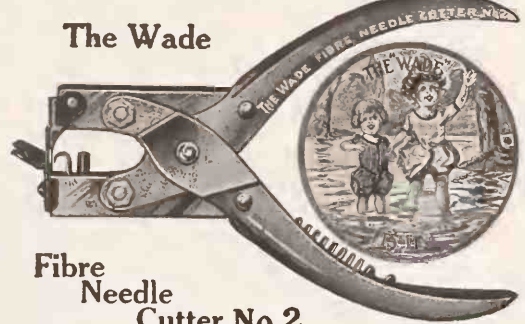
Bring Business To YOU!

Here's How They Do It—

They will keep your patrons' talking machines well greased, oiled and polished.

As long as their talking machines are in perfect condition, they will continue to buy records.

The Wado Triplets make it easy for them to keep their instruments in the "pink of condition."



If It's the "Wade," "It's Fine"

Outdoor sports and amusements are almost over, and it's time for the folks to Oil, Grease and Polish up their machines, and get ready for their indoor entertainments.

Get your order in at once to your jobber so you can supply the demand.

You know what it means to have the GOODS on the shelf.

Our GUARANTEE on the QUALITY is the same as on the WADE FIBRE NEEDLE CUTTERS.

Notice the Patent Dropper.

Wade and Wade
3807 Lake Park Avenue
CHICAGO - ILLINOIS

SEND IN YOUR APPLICATIONS NOW

FOR

LYON & HEALY'S NEW

24 SHEET

VICTROLA

POSTER

== FOUR COLORS ==

A striking poster with a new and effective sales talk

Photograph and Prices upon request

This great poster ought to help

you to do a wonderful

Christmas business

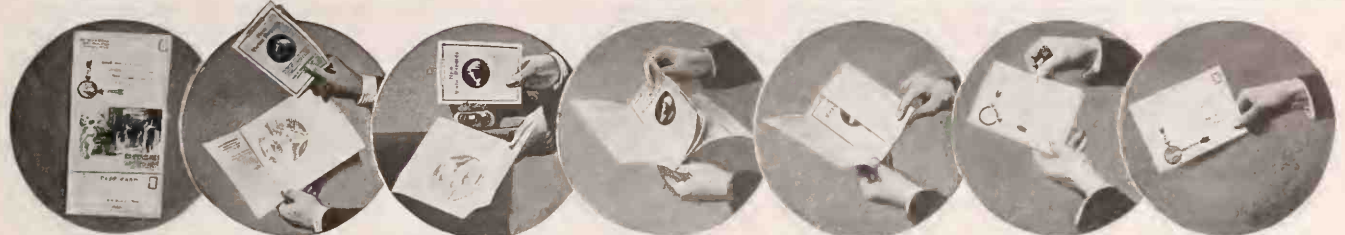
Lyon & Healy

Victrola Distributors

Chicago

INCREASE YOUR VICTROLA RECORD SALES

DEALERS USING THIS SUPPLEMENT COVER DEVICE CLAIM IT THE "BEST EVER" AS A SALES BOOSTER



No. 1. The cover is sent to you in this manner.

No. 2. Crease cover in center of gum strip.

No. 3. Draw the back edge of supplement over moist sponge.

No. 4. Insert supplement in gum strip.

No. 5. Fold in the return post card first.

No. 6. Fasten with clip.

No. 7. Ready for mailing, goes out for one cent.

Carry four pages of advertising matter for your own store, the name of your store appearing in five different places.

You attach the cover as shown in illustration above. The cover becomes a part of the supplement and keeps your name constantly before the reader.

The cover is different each month, carries attractive illustrations and strong copy pertaining to service and suggestions for new records appropriate for the month.

The attached post card makes it possible for the recipient to mark the records desired while reading the supplement.

You cannot afford to lose this opportunity of obtaining this service that is all yours and that appears each month on your supplement as your "Ad" and idea, including illustrations and copy that would cost you at least \$100 to procure thru ordinary channels.

We sell but one dealer in each city. Your territory on this efficient and economical service may be open. Let us hear from you today.

Write today for Sample Cover and Price List

HATCHER & YOUNG, Inc.

Successors to ABBOTT-YOUNG-ADAIR CO.

508 South Dearborn Street, Chicago, Illinois

Our new cut sheet for piano and Victrola advertising just completed. Send for it.

These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49).

plaint they had to make was because of the shortage of goods.

"I noticed a general tendency to increase the space devoted to talking machine departments and the installation of new equipment," said Mr. Griffith. "For instance, at Ann Arbor Schaeberle & Son are putting in three handsome new booths to take care of their increasing business. Amato and Schumann-Heink are to give a recital there this month and they are expecting a large sale of the records of these artists. Fischer's Music House at Kalamazoo is also making extensive improvements and adding new demonstration booths. Charles E. Root, a piano and talking machine dealer of Battle Creek, has just leased an adjoining store which he will fit up handsomely for his talking machine department. And so it goes all along the line. Everywhere you go dealers are preparing to take advantage of the big holiday trade they feel sure they will have."

To Supply Latin American Trade.

The Tusko Manufacturing Co., of this city, maker of the Tusko needles, has received many requests for samples from the leading centers of South America, and so great has been the interest expressed in the needle that President R. H. Jones is now preparing packages and literature bearing Spanish text. A large number of South American distributors have signified their intention of taking hold of the Tusko needle and pushing it vigorously.

Columbia News Items.

The Chicago office of the Columbia Graphophone Co. had another record-breaking month, according to Manager Charles F. Baer. It showed a large increase over August and made a remarkable record, showing an increase of nearly 200 per cent. over September of last year. News of the settlement of the three weeks' strike at the Columbia factory was received with relief, although surprisingly little interference with business occurred. The company was able to ship units to its various cabinet plants and have them installed and was fortunate in having enough stock on hand ready for assembling to keep up not far from its normal basis. Just before the strike an extensive increase in output had been provided for, and these facilities are now available. Evidence of the fact that things are rapidly getting back to normal was witnessed by a carload of records being received this week.

"The phenomenal manner in which the demand keeps up," said Mr. Baer, "is witnessed by the fact that some of our dealers who ordered and received goods in July and August, which they thought would supply their holiday demands, are already reordering liberally."

Among the new Columbia dealers who have been signed up the past month are the Hartman Furniture & Carpet Co., Chicago, Peoria, Ill., and Omaha, Neb.; Charles C. Adams, Peoria, Ill.; Cable-Nelson Piano Co., Kalamazoo, Mich.; A. Livingston & Sons, Bloomington, Ill.; F. W. Schneck Furniture

Co., Milwaukee, Wis.; Herman Bros., Calumet, Mich.; Weiler & Wise, Logansport, Ind.; J. E. Sterling, Benton Harbor, Mich., and the Ries Co., South Bend, Ind.

W. C. Fuhri, district superintendent for the Columbia Graphophone Co., is now on a trip to Dallas, New Orleans and other Southern points, and is expected back some time next week.

Frank Dorian, general manager, and N. Milner, sales manager of the Dictaphone department of the Columbia Co., were visitors at the Chicago office last week.

George P. Metzger, of the Hanff-Metzger Co., which directs the advertising campaign of the Columbia Co., was a recent Chicago visitor.

Record September for Lyon & Healy.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, states that last month was by far the biggest September they had ever had, both in wholesale and retail. This proves without exception, in Mr. Wiswell's opinion, the wonderful ascendancy of the talking machine business, especially in view of the fact that while the productive capacity is infinitely greater than last year the shortage of machines is every bit as pronounced.

"The wisdom of dealers who placed their orders early, and especially those who laid in stock during the summer, is very apparent," said Mr. Wis-

well. "While the shortage is particularly apparent on the Victrola X, XIV and XVI, it covers the entire line. There is a better supply of the \$15 and \$25 models, but the demand here is also quite heavy."

Biggest September for Talking Machine Co.

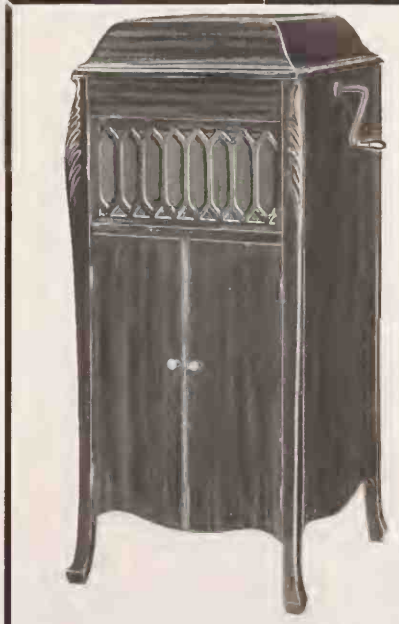
At the Talking Machine Co. R. J. Keith said that last month was not only the biggest September in the history of the house but it has only been surpassed by two other months, those of November and December of last year.

"While we are still way behind on machines, our distribution is such that our dealers are all receiving the squarest possible deal. Our record stock is in splendid shape, and while it may seem almost incredible it is a fact that we recently filled one order from a Chicago dealer for 5,400 records without a single 'out.'"

S. O. Wade's Successful Trip.

S. O. Wade, of Wade & Wade, returned recently from a general trip of the coast and intermediate territory, which resulted in the further extension of the excellent business on the Wade fibre needle cutters and the other Wade specialties. Mr. and Mrs. Wade left Chicago with the delegates to the National Talking Machine Jobbers' Association convention and made the complete itinerary with them to San Francisco. After a week in Frisco

(Continued on page 52.)



A Machine That Will Sell Big

During the coming holiday season is this Style 150 Vitonola. It will play without change of attachment Edison records as good as on that machine itself. Victor and Columbia the same way.

It offers, with the many other Vitonola models, a chance for the live-wire dealer to make some big profits during the big season now here. Get our catalog and proposition. Write to-day.

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 Edison Records.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51).

they took the ocean route to the north coast, spent a week in Portland, ascended the Columbia River to the Dells, visited various points in Oregon and Washington and returned, making various stops, via the Twin Cities. "It was a matter of keen gratification to me to find out by personal contact with jobbers and dealers the esteem in which our products are held," said Mr. Wade. "This was my first visit to the far Western trade, and while we have done a very good business out there in the past I made arrangements by which not only the Wade fibre needle cutter, but our trio—Wadolatum, Wado-Oil and Wado-Pol, respectively designed for the lubrication, oiling and polishing of talking machines—will be given the very thorough distribution in that territory that they have received in other sections. I was greatly impressed with the two expositions, and there is no question but that their influence will be felt in the increased prosperity of the country by the attraction of a vast amount of additional capital in the further development of the resources of the Pacific Coast."

A Timely Window Display.

Arthur T. Boland, manager of the Grafonola Shop at 12 North Michigan avenue, took advantage of the opportunity offered by the engagement of the Boston Opera Company at the Auditorium by arranging a timely and effective window display. On a large shield in the center of the window were photographs of the artists appearing during the week who make records exclusively for the Columbia Co. They were grouped around the photo of Pavlova, whose dancing was a feature of each performance and whose indorsement of the Grafonola-Columbia instruments and dance record was reproduced. Ribbons from the photographs of the singers connected with their records displayed on the base of the window. The artists thus exploited were: Felice Lyne, Rosa Olitzka, George Baklanoff, Maggie Teyte, Luisa Villani, Maria Gay, Giovanni Zenatello and Jose Mardones. The color scheme of the shield harmonized with a Grafonola Grand and Nonpareil, both in walnut, standing on either side.

The Grafonola Shop will have an extensive exhibit at the Home Exposition at the Coliseum October 20-30.

Harry D. Schoenwald, a former member of the sales staff of the Grafonola Shop, has returned to the service of the company and is piling up new sales records.

Catalog of Cabinets and Accessories.

Lyon & Healy have now on the press a new catalog of cabinets and accessories. The record showing is a decidedly impressive one, embodying

a number of new styles not shown in previous catalogs.

Lyon & Healy are bringing out another new poster which, as usual, will not only be used on their local billboard space, but will also be syndicated to jobbers and dealers. It is a twenty-four sheet poster, the largest they have ever issued, and shows the complete line of Victrolas.

Inaugurate Teachers' Day.

Saturday has been made "Teachers' Day" in the talking machine department of Lyon & Healy. The house has been a leader in the work of interesting the city schools in the Victrola as an educational medium and has in the last few years placed Victrolas in no less than 178 of the 310 school buildings in Chicago. As reported last month the engagement of William H. Nolan, who formerly traveled for the Victrola educational department as manager of the record department, gives an opportunity to care for the school business as they have not been able to do heretofore. Invitations have been sent to every teacher in the city to come in any Saturday and post themselves regarding the use of Victrolas in schools, and also avail themselves of Mr. Nolan's experience in mapping out courses and in the selection of records suitable to the practical needs of their pupils. Last Saturday a number of teachers took advantage of the opportunity offered.

In anticipation of the holiday trade nine additions have been made to Lyon & Healy's corps of young women record clerks.

Supplies Repair Parts.

Charles Bryan, of 25 West Lake street, Chicago, is prepared at all times to furnish springs and repair parts for any machine on the market. Mr. Bryan has made a specialty of this business for some years past and has a large trade among Western dealers. The value of a central source for such supplies is apparent, and no matter how old the machine may be, or even of a discontinued type, Mr. Bryan may be depended upon to supply the needed parts. He also has the facilities afforded by one of the largest and best equipped repair shops in the West for doing expert repair work for the trade, and so great is his reputation for excellent work and promptness of service that he has a number of dealers outside of Chicago who intrust the larger amount of their business to him.

Will Furnish Models.

The Chicago Hinged Cover Support & Balance Co. reports a very wide interest among manufacturers of talking machines in its top support and balance. Expressions of approval are being re-

ceived by the company in every mail, and the probability is that within a very short time several well-known machines will be equipped with it. A number of large dealers are already equipping machines in stock and in the homes of customers. The company is now prepared to ship to manufacturers wishing to acquaint themselves with the device a model of the section of a machine top and cover equipped with the support and balance. As previously announced, with the use of this device only a touch of the finger is required to raise the top or close it, and it can be raised to any desired height, where it maintains itself. J. T. Abbott, of the company, expects to leave the middle of this month on a trip through the Middle West.

New Traveler Appointed.

H. Elthorn has been appointed the new Wurlitzer traveler for the State of Illinois. Following the company's usual custom, Mr. Elthorn was selected from within the institution, where he has been connected with the wholesale talking machine department for the past three years.

Fred A. Siemon, manager of the talking machine department, reports that the past thirty days have shown an increase in the wholesale department of about 25 per cent. over the same period of last year. The retail department did not make quite as good a showing, but did display an increase over last year.

New Pathé Agencies.

H. K. O'Neill, of the Pathé Pathephone Co., exclusive Pathé jobber in Chicago, reports a number of new agencies that have been licensed during the past month.

Philip G. Johnson, formerly superintendent of the King Piano Co. factory at Bluffton, Ind., and before that identified with the Steger piano factories, has opened a well-equipped Pathé shop at Blue Island, Ill. This has been Mr. Johnson's home for a number of years, and he starts out with the advantage of a wide acquaintance.

Herman Bros. Co., of Calumet, Mich., is adding a large Pathephone department to its establishment.

The retail store of the E. P. Johnson Piano Co., at Ottawa, Ill., has opened a Pathephone department, to be run in connection with its present establishment. The E. P. Johnson Co., which operates a large piano factory at Ottawa, is also opening a large retail store in Joliet, Ill., where it will handle a large stock of pianos and talking machines, including the Pathephone.

Joseph Kuss is another Ottawa merchant to add the Pathephone to his lines.

A. J. O'Neill has had much to do with the appointment of these various agencies and has done considerable traveling in behalf of the Pathephone Co.

To Make Columbia Supplement Covers.

Hatcher & Young, Inc., advertising specialists and publicists, are now working upon the issuance of a supplement cover for use with Columbia monthly supplements. The decision followed the recent announcement of the Columbia Co. concerning the new style and size of its monthly lists, and inasmuch as Hatcher & Young have met with much success in supplying supplement covers to Victor people, it was decided to extend the service further. Numerous Columbia dealers have approached Hatcher & Young regarding the furnishing of such a cover, but previous to this time conditions have been unfavorable. These covers

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

We Are Exclusive

P A T H É

Jobbers in

C H I C A G O

For information regarding the Pathephone
and our jobbing service, write the . . .

PATHE-PATHEPHONE SHOP, Inc.

17 No. Wabash Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 52).

have met with remarkable success, and at a recent meeting of Victor dealers in New York City one of the delegates who has been using the service right along called the attention of his fellows to the success he had enjoyed through their use, and recommended them to other members of the association. In addition to furnishing this monthly supplement service the Hatcher & Young Co. is now furnishing a monthly newspaper cut, which is furnished gratis to the company's clients.

Fine Edison Business.

C. E. Goodwin, manager of the Phonograph Co., stated in response to an inquiry that its business in September was so far ahead of the corresponding month of last year that he hesitated to give the figures for fear the trade would think he was wandering from the straight and narrow path of verity. The supply of machines is coming along splendidly so far as shipments from the factory are concerned, and the ratio of increase is constantly growing, but the demand is so great that the supply is inadequate to meet it.

A number of improvements are being made to the company's building. The offices on the third floor are being extended and a comfortable private office for Mr. Goodwin is being constructed. Six new record rooms are being erected on the second floor, and on the top floor a suite of new salesrooms are being provided to take care of the holiday rush. Mr. Goodwin returned last week from New York, where he went to attend a meeting of the executive committee of the Edison Disc Jobbers' Association. While there he attended a recital in the Astor Gallery at the Waldorf by Mlle. Alice Verlet, who sang with a number of her own records.

Files Notice of Appeal.

District Judge Geiger on October 7 permitted Hamilton Moses, counsel for the defendant in the suit of the American Graphophone Co. et al. vs. the Boston Store, to file an appeal to the Circuit Court of Appeals, and approved the defendant's bonds. An assignment of errors has been filed and a record of appeal will also be placed on file before November 5. It will be urged that the case be heard as soon as possible, and in all probability there will be a preliminary oral hearing by Judges Baker, Kohlsaat and Alschuler before the first of the year.

To Job Pathephones in Cincinnati.

Harry C. Meek, formerly in charge of the retail talking machine department of Marshall Field & Co., and who just recently opened a Pathephone shop on the north side of Chicago, has made arrangements whereby he has secured Pathé jobbing privileges at Cincinnati, and will open a wholesale house there. Mr. Meek has the project already well under way.

Visitors and Personals.

E. K. Andrews, Jr., manager of the talking machine department of the J. L. Hudson department store of Detroit, spent a couple of days in Chicago last week, accompanied by Mrs. Hudson.

P. H. Shiverich, manager of the Victor department of Scruggs, Vandervoort & Barney, St. Louis, was a recent Chicago visitor.

A. M. Lockridge, who travels for the Talking Machine Co. in Wisconsin, has been laid up with an attack of neuritis and is taking the baths at Mudlavia, Ind.

Mr. Cook, who has charge of the talking machine department of the Boston Store, is on a two weeks' vacation in St. Louis.

Edward Darville has returned to the talking machine department of B'ssell-Weisert & Co. after a three months' absence in the South.

Miss Reeves, formerly in charge of the record department at Rothschild & Co., has taken a similar position with the Hartman Furniture Co., at Thirty-ninth and Wentworth.

Mr. Flint, who is in charge of the Hobart M. Cable store at Clinton, Ia., was in Chicago recently on his way to the factory at La Porte, Ind. The company has a prosperous Victor department. E. A. Vaughn, of Princeton, and John E. Moyer, of Dixon, were recent visiting Illinois dealers.

Among the talking machine dealers visiting Chi-

The Chicago Hinged Cover Support and Balance

is a remarkably ingenious application of the principle of the lever by which the heaviness of the talking machine top is exactly counterbalanced. Absolutely no weights are used.

With it the cover cannot slam and damage the machine. It eliminates the noise and prevents injury to careless fingers.

With it the top maintains itself at any height placed without fastening it. A slight touch of the finger furnishes enough impetus to either raise or close top.

Models will be sent to interested manufacturers who wish to inspect it. We also furnish explicit instructions to dealers who wish to equip machines in stock or in homes of owners.

Chicago Hinged Cover Support & Balance Co.

(Not Inc.)

144 South Wabash Avenue

CHICAGO

ago the past month were F. Miller, of J. W. Miller & Sons, Dixon, Ill.; E. D. Allington, Freeport, Ill.; F. Lehman, of Lehman's Music House, East St. Louis, Ill.; A. G. Kunde, Milwaukee, Wis., and W. A. Bryan, Monticello, Ind.

J. M. Witcomb, of Albany, Wis., was a visiting music dealer this week.

A. W. Cobb a Visitor.

A. W. Cobb, vice-president of the Udell Works, was in Chicago for a few days this week visiting John H. Steinmetz, local wholesale distributor of the Udell Works. Mr. Cobb was much pleased with the progress of the Udell business in Chicago, upon which Mr. Steinmetz had been working very hard. A brand new catalog showing eighteen different styles of Udell record cabinets is now being distributed. It has been made up in such form that the dealer can unfold the catalog before him, which thus ranges the illustrations out in a long display and gives one an opportunity to better judge the different styles.

KEITH'S 200 MILE CANOE TRIP.

(Special to The Talking Machine World.)

CHICAGO, ILL., Oct. 10.—Roy J. Keith, of the Talking Machine Co., who has been in the habit in recent years of invading the Canadian vastnesses with rod and gun, this year spent his fortnight's vacation in the Maine wilderness. At the foot of Moosehead Lake he met his friend Graham Taylor, Jr., of New York, the editor of the Survey magazine, and the son of the famous head of the Chicago Commons Social Settlement. There they outfitted, secured their guide and canoe, laid in an ample stock of provisions and started on a 200-mile canoe journey which led them up Moosehead Lake to the "N. E. Carry." From there they took the west branch of the Penobscot, which took them through Chesuncook, Carabou, Ragged and Ripogenu lakes and finally through Lake Pamedocook to the town of Norcross. This is one of the most famous canoe trips in Maine and was full of pleasurable and exciting incidents. The weather was delightful and the travelers disregarded their tent and slept out of doors every night. They bagged quantities of partridge and duck and saw plenty of deer, but as it was the closed season were compelled to stifle their sporting fervor in this respect. One of the most delightful of the side trips was to York's Camp at the base of Mount Katahdin, the highest mountain

Rob Talking Machine Dealer.

Burglars entered the store of J. J. Stasulanis, music and talking machine dealer at 3231 South Halsted street, the night of September 28 and secured \$325 worth of talking machine records and \$150 in cash. No clue has yet been discovered.

Enterprising Manager.

D. C. Preston, who formerly traveled for the Talking Machine Co. of Chicago, but is now manager of the talking machine department of the big department store of L. S. Donaldson, of Minneapolis, is evidently making good in his new position. One hears frequently of good stunts which he puts over with a view to bringing his department further before the public. For two weeks he had E. K. Rose, well known Hawaiian singer, singing with his own records in the store restaurant during the noon hour and afterwards in the adjoining recital hall. Not only were large quantities of Hawaiian records sold, but the entire department benefited by the exploitation.

in Maine and which rises 5,648 feet above sea level. They climbed to the summit and hunted and fished in the vicinity for three days. At



Loaded for Portage.



A Trout a Minute.

Slaughter Lake Mr. Keith made his record trout catch, bagging fifteen half-pound beauties in fifteen minutes by the clock. Mr. Keith returned to Chicago with great enthusiasm regarding the glories of Maine as a Nimrod's paradise and advises his friends to follow his example next year.

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

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE NICKEL FINISH, \$2.00 GOLD FINISH, \$2.50 LEXTON SAPPHIRE NEEDLES, \$.75 each (One Sample Attachment with one Needle to Dealers on Receipt of \$1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

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

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, Pa., October 9.—There is to be told the same old story—the Philadelphia talking machine business in September was limited only to the ability of the factories to supply goods. Every effort was made to meet all demands, but the end of the month found both machines and records well oversold, and there is a likelihood that this condition will prevail during the next three months of the year. October has opened with the usual rush, and the dealers do not know just which way to turn. Their files contain orders from all directions, and but a part will be able to be filled, the percentage depending on the preparations at the factory and their ability to meet the demand. Thomas A. Edison, Inc., seems to be the only company that is able to keep its representatives going and to be looking for new fields.

A new Edison dealer in Philadelphia during September was the Ludwig Piano Co. This firm has arranged to give the line a good representation. A number of booths have been installed, and this week six large phonographs are in the display window, as well as a number of smaller ones. The company will handle a full line of records. This leaves every piano store in Philadelphia with a talking machine of some description, with the exception of the Lester Co. and Henry F. Miller Co., and the latter concern is thinking some of entering the business with the Pathé machine, which is beginning to take a hold here.

C. J. Hepe & Sons have found their Victor business growing so rapidly that they have given up considerable of their 1119 Chestnut street piano floor space to the erection of four more hearing booths. These booths have been made removable, so that in case they have a special piano sale they can be easily taken down and re-erected again. They report a very heavy business both in their wholesale and retail departments.

The Penn Phonograph Co. reports that its business has been fine in September, and the only regret is that they have comparatively few machines on hand. They are, however, having new stock come through as rapidly as possible. L. B. Brown and Ralph Clarke, for the company, are calling on their trade through this State, New Jersey and Delaware, and everywhere they report great talking machine enthusiasm. The past week, among callers were Fred Kramer, of Allentown, and Mr.

Cross, of Chester, both of whom are highly enthusiastic and came here to see what could be done to relieve the scarcity of machines condition. The firm has rented twice as much space as it previously had on the fourth floor of Eighth and Chestnut streets as storage space for machines awaiting display at its warehouses.

The Louis Buehn Co. has again changed its offices and has enlarged and rearranged them. It has had the biggest September business ever enjoyed, reporting an increase of more than 65 per cent. The company says further that October has started off with a rush and it expects to have a proportionate increase over the same month last year.

Mr. Buehn says: "Indications are for a record-breaking business this fall, and there is no question in my mind that our business will be limited only by the amount of goods we can get from the factory. It will be as large as the Victor Co. will permit it to become. Shipments have been liberal, but not large enough."

The firm has also enjoyed a very heavy Edison dictating machine business, and among its leading installations are: The Employers Liability Insurance Co., of London; N. Z. Graves & Co.; the Sunday School Times, 1031 Walnut street; Christopher Schramm; the Speakman Supply Co., of Wilmingon. The Atlas Powder Co. has added a number of new machines, as have other large powder concerns. The Transophone, the electric back-spacing machine, is being used entirely.

Archie Moore, factory representative of the Edison dictating machine, was here last week.

The Hendricks Hardware Co., of Seventeenth and Venango streets, has remodeled the second floor of its large building for a talking machine department and has put in a number of booths and a reception room, which has been nicely furnished. It will handle the Victor exclusively. Mr. Cook is in charge.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., says: "It is the same old story. Business in September was as good as the factory allowed us to make it. We were able to keep up the 100-per-cent.-more-than-last-year pace, but we could have done much more had we received the goods."

This company has created a number of new agencies, chief among which was the Herald Fur-

niture Co., of Reading, Pa., which opened up a big department on Monday of this week with a full line of Columbia machines and records. The department has been entirely refurnished and redecorated, and it looks most attractive, especially in the new arrangement of the display window. Manager Eckhardt the coming week will get a new Cleveland touring car, the most expensive machine on the market, and report says that it will be the finest, or at least one of the finest, in this city.

The Baltimore business of the Pennsylvania Co. has had in September more than 200 per cent. increase over last year. The firm's entire territory in that section is most promising and most encouraging. The Baltimore manager has increased his booth capacity 40 per cent.

Mr. Eckhardt says that the new double record of the quartet from "Rigoletto" and the sextet from "Lucia" has met with hearty approval, and he believes it will be the biggest seller they have had.

In the Pennsylvania Dictaphone department the report is: "We are so busy we do not know which way to turn." The manager says: "It is a serious question in my mind whether we won't have to duplicate our sales force. Three hundred per cent. is what is expected of us this month, and we have not the slightest doubt we will reach it. The executive office has just notified us that we had gotten our quota, and feel quite chesty about it. Our Baltimore Dictaphone representative, W. P. Sibbet, is also feeling very buoyant through his having also received his quota."

Leading among the many Dictaphone sales the past month were: The Bellbr Trunk & Bag Co., which installed an entire system in its office; the Westinghouse Electric Co., the Moore Push Pin Co., John Manely, the Travelers' Insurance Co., the Chandler Auto Agency, the Board of Health, G. Whitefield Richards and Samuel B. Scott, while large additions were made by the H. K. Mulford Co., William Wharton, Jr., the Underwriters' Association. The Harrisburg representative, M. Lee Goldsmith, has secured some very fine orders in that city. He has already placed upward of fifty machines in the State Capitol, which are being worked every minute of the session. W. W. Pryor, distributor for Trenton, has a fine line of prospects for this month and says things are looking fine, and the Regal Umbrella Co., of York, Pa., which handles the Dictaphone in that city, reports that its department expects to establish a new record for October.

Blake & Burkart report that their business in September was great, simply wonderful, and beyond all expectations. It was the biggest month they had since they started to handle the Edison machine, with the exception of last December. They have been much gratified with the way the machines came through, and they got all they needed, with the exception of one of the newer models. They have been so busy that they have decided not to give any concerts this fall and will not begin until after the holidays.

The firm note that among the new records their best sellers are the Anna Case records, those made by Alice Verlet, and the duet from "Tales of Hoffmann," made by Verlet and Margaret Matzenauer. A number of the recent humorous records, they report, are so plain and distinct that they are a revelation in the talker field and are ready sellers.

In its plan of specializing upon record service, the Louis Buehn Co., 825 Arch street, Philadelphia, Pa., has prepared statistics compiled from its own records and with the help of the Victor Co., under the direction of Charles W. Miller, to show exactly what records sell and what records do not sell. If the dealer will consult the record department of the Buehn Co. he will be able to order the proper number of records, so that no sales will be lost. The record department of the business is very important, and since it has created this service the Buehn Co.'s record volume has greatly increased.

*Pen Your Victor Orders
to Penn*



You are now approaching the busiest season of the year and you ought to secure every machine and record necessary for you to do the greatest volume of business.

So dig hard for business and rely upon us to help you make more profits.

Look over your stock today and "pen your Victor orders to Penn" and become acquainted with our fast service.

Penn Phonograph Company

17 South 9th Street

Philadelphia

PAUL REVERE rendered good service, when he rode from Boston to Lexington. It was prompt and complete. Today the same service would be far from efficient. Why? And the answer applies to the talking machine field as the years go by, with greater emphasis.

Buehn Victor Service was always good service, but with the abolition of our retail interests, it is the most highly perfected service yet created, for it is exclusively wholesale and every record or machine goes to a dealer to help his profits. We do this one thing **WELL**.

Only recently a concern sent in an order for several thousand records. We had never transacted any business with this house before. The entire number of records went to the customer on the afternoon of the day received:—100% complete.

Another new account placed an order (with a side bet) that the order wouldn't be filled more than 50%. It went to him *complete* with the exception of one record—a cut-out. We won the bet, incidentally, and made another brand new account.

Our shipments have been so complete, during the past month, that we have changed the accompanying panel, from "90%" to "98%," and if there are a few records you want, send the list to us and we'll fill the order complete. Remember our work is confined to **YOUR** interests.

The Louis Buehn Co.

Philadelphia

Exclusively **WHOLESALE**

Victor Distributors

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, 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.



Bert Williams once more!—This famous comedian's records in the Columbia November list gives the Columbia dealer something to look forward to in the way of profitable business.



(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**

PROGRESS THE ORDER OF THE DAY IN CLEVELAND

The Demand for Talking Machines and Records During the Past Month Greater Than Anticipated—Installing More Booths and Enlarging Quarters for Winter Trade—Edison Disc Phonograph Demonstrated—Recent Visitors—High Priced Products in Demand.

(Special to The Talking Machine World.)

CLEVELAND, O., Oct. 8.—The demand for talking machines in this city during the past month has been greater by far than many dealers anticipated. Some of the jobbers are worried about getting their share of goods from the factories, and every dealer interviewed expressed himself as pleased with the fall outlook. According to statistics, there are less people, proportionately, out of employment in this city than in any other city in the country.

The Euclid Music Co., prominent East End Victor dealer, is building more booths to take care of its increasing business. James Card, president of the company, just returned from a trip to the factory. He was surprised at the enormous business the Victor factory is taking care of. A. W. Witter, sales manager of the company, thought that business this fall would surpass that of previous years. F. K. Dolbeer, of the Victor factory, was a visitor at the Euclid Music Co. and expressed his pleasure at seeing such a beautiful and luxuriously equipped Victrola store.

The Victrola department of the W. F. Frederick Piano Co., under Earle Poling's managership, has shown a decided increase during the past month. Recent window displays featured Caruso's most famous selections, and Nora Bayes, who was the star at the largest theatre in the city, during the month. The department anticipates a heavy fall and winter business.

Mr. Morton, manager of the Grafonola department of the G. M. Ott Piano Manufacturing Co., states that the results for the month have exceeded his expectations and the demand seems to be chiefly for high price product.

The W. H. Buescher & Sons' Co., Victrola dealer, is optimistic concerning business conditions, and

the company has just completed six new demonstration rooms, thereby bringing the total number to ten. E. F. Buescher, formerly with the Allen Filter Co., is now actively affiliated with this house.

On September 22 a demonstration of the Edison disc phonograph was given in the auditorium of the Engineers' building of this city, under the auspices of the Phonograph Co., Edison jobber, and was a thorough success from every standpoint. Over 500 people were turned away, and among the attendants were some of the most prominent people in the city, including the Rockefeller family. Miss Christine Miller, one of the Edison artists, sang several duets with her own voice, and many people attested to the naturalness of the reproduction by their enthusiasm. The aria, "O, Rest in the Lord," from "Elijah," appealed most strongly to the audience. Sol Marcossou, violinist of this city, who has an international reputation, also played duets with several violin recordings. V. E. B. Fuller, the general superintendent of the Thomas A. Edison Co., was in charge. As a direct result of this recital the Phonograph Co. and its dealers report a big increase in business. The company now has seven local dealers and 110 out-of-town dealers. Leonard T. Schaefer, formerly with the W. H. Buescher & Sons' Co., is now manager of the retail department.

The Columbia Phonograph Co. has been very active during the past month and G. Madson, its energetic manager, reports a large increase over the same month's business a year ago. The Grafonola has been used on the "See America First Tours," and in the seven trips thus far made has given delight to many people. The Grafonola will be used on the remaining trips to the Panama-Pacific Exposition.

Recent visitors were W. F. Frederick, president of the W. F. Frederick Piano Co., Pittsburgh; F. Nestor, in charge of the wholesale end of Frederick Co.'s talking machine business in Altoona; W. F. Smith, East Liverpool; W. H. Watkins, of the Watkins Music Co., Youngstown; F. W. Trory, Kent, O.; J. E. Leightner, Painesville; E. C. Burgess, Oberlin; C. H. Womeldorff, Toledo; Miss Golden Heath, Muncie, Ind.; George Dales, Akron; Phil Doran, Detroit; Mr. Wolf, Mr. Carnahan, of Ravenna; M. D. Kimmel, Medina.

Miss Elsie Baer, in charge of the Victrola department of the O'Neill Co., Akron, was in the city and reported present business and outlook as excellent.

Leslie C. Wiswell, of Lyon & Healy, Chicago, stopped in Cleveland on his way from the Victor factory to Chicago to pay his respects to C. K. Bennett, of the Eclipse Musical Co.

Maurice Fitzpatrick, formerly with the Penn Phonograph Co., of Philadelphia, and now with the Eclipse Musical Co., of this city, is to be the company's traveling representative.

E. B. Lyons, of the Eclipse Musical Co., made a trip through southern Ohio and found all the dealers stocking up in preparation for a big fall business.

H. Freiberg, Victor dealer, reports considerable activity among his customers in the last few weeks, and closed a number of very good sales. The same may be said of trade with A. Smerda, the prominent East End Victrola dealer.

The Victrola department of the William Taylor & Sons' Co. has been enlarged. In all there are now eleven booths in the department, and with the added facilities the firm looks forward to its

LINDSTRÖM MOTORS
"The Motor of Quality"

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

best Victrola season. Mortimer Williams is a new man in the department and is to assist in the record end.

The Fischer Piano Co., jobber of the Pathé line of talking machines, reports that trade conditions are excellent, and with the new dealers it now has a total of eighty-five dealers.

W. G. Bowie, manager of the Grafonola department of the B. Dreher & Sons' Piano Co., says that business is good with the Vocalion and Grafonola. The informal recitals of the department helped materially to increase the month's sales.

Mr. Schirring, manager of the Caldwell Piano Co.'s Victrola department, is optimistic concerning the prospects of big business this winter.

THE NEW VICTROLA SHOP

Recently Opened by Ralph P. Dunlap in Poughkeepsie, N. Y., Is Proving a Popular Place for Purchasers in that Progressive Section.

(Special to The Talking Machine World.)

POUGHKEEPSIE, N. Y., October 6.—Local music lovers have evinced keen interest and pleasure in visiting the new Victrola Shop recently opened by Ralph P. Dunlap at 29 Market street. Mr. Dunlap is handling the Victor line exclusively, and as may be seen by the accompanying photograph



Partial View of R. P. Dunlap's Victrola Shop. has succeeded in making his establishment thoroughly representative of the most up-to-date ideas in store decoration and furnishing.

Mr. Dunlap is no new comer to the talking machine industry, having been associated with his brother in the conduct of his Far Rockaway establishment for a number of years. He is acquainted with every phase of the retail end of the business and is in a position to offer his patrons adequate service in every respect.

Among the first visitors to Mr. Dunlap's new Victrola Shop were J. N. Blackman and F. P. Oliver, president and vice-president, respectively, of the Blackman Talking Machine Co., New York, Victor distributor. Both of the callers expressed their great pleasure with the dignity and home-like atmosphere which characterizes the new store, and assured Mr. Dunlap of their co-opera-

Grade "B" \$4 each

Cotton interlining

Grade "A" \$5.75

Felt interlining



When delivering your talking machines use the
LANSING KHAKI MOVING COVER

Heavily Padded and Quilted
(Made in two grades)

No more bruised or scratched cabinets; no more excess polishing charges to reduce profits—Lansing covers pay for themselves the first month.

MADE FOR ALL SIZES OF PHONOGRAPHS

Write for booklet

E. H. LANSING

611 Washington St., Boston, Mass.

tion in any plans he might inaugurate for trade development.

CELEBRATE 43D ANNIVERSARY.

Attractive Display Made in the Victor Department in Connection with the Recent Celebration at the Bloomingdale Bros. Store.

Bloomingdale Bros., Fifty-ninth street and Third avenue, New York, the well-known department store, recently held an anniversary celebration to mark its forty-third year in business. The store was handsomely decorated from roof to sub-basement, each department striving to outdo its neighbor in the preparation of original and striking displays.

The talking machine department at Bloomingdale's was an important factor in this contest, an impressive Victor display being one of the features of the store's decorations. This Victor exhibit attracted the attention of all visitors to the store and left a lasting impression of material benefit.

As may be seen by the photograph shown herewith, practically every machine in the Victor line was included in the display, including the new Victrola XVIII. and the Auxetophone. The most striking section of the display was the exhibition of the first tinfoil sound-reproducing machine, together with the first model of a Victor machine. Alongside of these pioneers of the industry was the beautiful Victrola XVIII. a comparison of

these models emphasizing the remarkable development of the Victor machine.

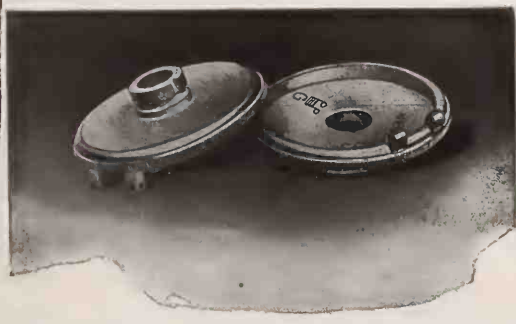
C. J. Iannell, manager of the Bloomingdale talking machine department, who is standing at the extreme left of the picture, prepared this attractive



Bloomingdale Bros.' "Talker" Department. exhibit, the New York Talking Machine Co., Victor distributor, assisting Mr. Iannell in several details and loaning him some of the old-time machines. Mr. Iannell is well known in the talking machine field, having held several important posts in the retail trade, and is making an excellent record at Bloomingdale's.

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 delivered they have all holes, slots, threads, etc., accurately located, and a smooth, beautiful surface well adapted to 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: E. WOODRUFF AND N. 12th STREETS, 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

PLENTY OF MONEY IN DETROIT FOR TALKING MACHINES.

Optimism Prevails Based Upon Splendid Business Showing—Holiday Business Will be Enormous—Wallace Brown in Enlarged Quarters—J. L. Hudson Co. Celebrates—Henry Shea to Have Charge of Pathephone Store—Exhibitors at Michigan State Fair.

(Special to The Talking Machine World.)

DETROIT, MICH., October 8.—The talking machine business in Detroit for the month of September received more than its usual allotment. Based on what the dealers report, the month was far ahead of any previous September, and there was more than the usual amount of cash buying. While all of the stores encourage "payments to suit" as well as purchases on the instalment plan, getting all of the cash on delivery of the machines seemed to be quite an ordinary thing during the past thirty days. The only reason for this, according to dealers, is the prosperity of the city—the fact that everybody is working and optimistic.

As for optimism, there never was a time when that spirit prevailed more generally than at present. Making the rounds of the retailers, both large and small, The World correspondent failed to run across one single report that was inclined to be pessimistic. The first nine months of this year have certainly been good for business, and the next three months will be better than any of the previous ones. October has already started out very actively, and, based on past experience, November and December will be the best months of the year.

There isn't one possible reason why holiday business this year on talking machines should not be record-breaking. Detroit is certainly prosperous; it is a fact that the city was never more prosperous. Everybody is busy; all of the factories are up to their capacities; real estate is active; building permits are increasing; bank deposits were never greater, and people are inclined to spend money. A number of retailers told The World that already they have had orders for machines for holiday trade, which is a trifle earlier than last year. While everybody selling talking machines and records will get their share of the orders placed, the firms

that advertise and go after business are bound to get more than the firm that "sits tight" and says, "We don't have to advertise."

Wallace Brown, of 31 East Grand River avenue, is now doing business in his enlarged quarters. As mentioned last issue, Mr. Brown leased the adjoining store, which doubled his own quarters. He has been able to increase his facilities in every respect, and his service to the trade is now better than ever. Mr. Brown has started a very active publicity and advertising campaign, and is calling attention to the fact that he is the "only exclusive retail distributor of Edison diamond disc" phonographs in Detroit. Once before we stated that Mr. Brown wrote his own advertisements. They are so good that they have been liberally copied. Recently, however, Mr. Brown started to copyright his best advertisements. As for business conditions, Mr. Brown reports that they are entirely satisfactory. The best evidence that business must be good is the fact that he has increased his facilities.

The J. L. Hudson Co. held the greatest event in its history from September 16 to 21. It was the occasion of the thirty-fourth anniversary of the Hudson store. Special merchandise was placed on sale and thousands of dollars were spent in advertising. The first day of the sale showed a total business of over \$133,000. There were bargains in practically every department, even in the piano. But in the talking machine department E. K. Andrew, the manager, was "up against it," so to speak. Nevertheless, he seemed to benefit as the result of the thousands who came to the Hudson store, and his business during the five days of the sale was exceedingly good, particularly on records.

A plan is on foot to perfect in Detroit an association of salesmen to be affiliated with the International Salesmen's Association. Several meetings

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.

have been held at the Detroit Board of Commerce to perfect such an organization. Applications for membership are being received from every man who is interested in selling, regardless of the nature of his position or employment. Quite a number of talking machine salesmen of Grinnell Bros., the J. L. Hudson Co., Max Strasburg Shop and others have attended all of the meetings held thus far.

The Rex Talking Machine Co. has engaged in business with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$5,000 paid in in cash. Stockholders: Moses Aronson, George H. Prentis and Benj. F. Mulford.

The J. L. Hudson Co. for the first week in October advertised a "Victrola Exhibition," displaying more than 100 Victrolas in mahogany, Circassian walnut and six different finishes of quartered oak.

Phonograph Cabinets for the Trade



Design No. 150
Made in Mahogany and
Circassian Walnut

☞ 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

Max Strasburg, of the Max Strasburg Shops, has been receiving newspaper publicity lately in connection with the fall tournament of the Detroit Golf Club, of which he is a member. Max is one of the players in the club and took an important part in the finals. You'll find him at the golf links whenever the opportunity permits.

Harry Shea, general manager of the Pathéphone store in Detroit, and who has been spending most of his time on the road, will hereafter have full charge of the Detroit store, in addition to looking after the entire State. He has purchased the interest of C. F. Morrison, the former resident manager. He says that business is picking up every day and that wherever he has placed an agency good sales have followed. He recently closed with the Piano Exchange at 934 Grand River avenue. The Pathéphone has been heavily advertised in Detroit during the past sixty days, and Mr. Shea says he can attribute many sales directly to the advertising.

Frank Bayley, the Witherell street piano and talking machine dealer, returned some time ago from a trip to the exposition at San Francisco. He reports that talking machine business has been holding very well and that for the next three months he anticipates unusually good business. "We are working up a dandy record business on Edison goods," he said.

A. L. Henry has been appointed traveling representative of the Pathéphone Co., which has headquarters in Detroit.

The Starr talking machine being made by the Starr Piano Co., of Richmond, Ind., was shown for the first time in Detroit during the Michigan State Fair, September 6 to 15. Manager W. H. Huttie, of the Detroit store, says he has already made a number of sales.

At the Michigan State Fair the following concerns exhibited talking machines: Grinnell Bros., Victrolas; the J. L. Hudson Co., Victrolas, and the Detroit Music Co., Columbias. All did a good business.

Outside of Detroit, talking machine dealers are

having a very brisk trade. In the city of Flint there are not enough homes for the people. Some time ago statistics showed that 1,000 more homes were needed, and a number of companies have since been formed to erect sufficient homes to take care of the people. The prosperity of Flint is due to its automobile factories, which are enjoying the greatest business in their history. In fact, Flint is now experiencing the greatest boom in its history. Another busy Michigan town is Lansing, where there is also a scarcity of homes. Ann Arbor, the home of the University of Michigan, is now very busy. It is estimated that at least 7,500 students

will be enrolled. Ann Arbor is a splendid town for the talking machine business. The students rent machines during the school term, while all of the fraternity houses either buy or rent them.

F. A. Denison, manager of the Columbia Graphophone branch in this city, says business continues to keep up remarkably well. Each month shows a big increase. Business for the first nine months of this year was more than 50 per cent. ahead of the same period last year. The Columbia branch is not taking on any more accounts for the present. "We will have our hands full taking care of the customers we already have," he said.

DISPLAYS AT TORONTO EXPOSITION.

Exhibit of the Musical Supply Co. Showing Columbia Line of Grafonolas and Unico Demonstrating Booths, Attracts Attention.

(Special to The Talking Machine World.)

TORONTO, ONT., October 5.—One of the most attractive exhibits at the Toronto Exhibition, the largest annual exhibition in the world, which was held recently, was that of the Music Supply Co. This concern handles the products of the Columbia Graphophone Co. as exclusive Ontario distributor, and its exhibit attracted the attention of all visitors. A full line of Columbia machines, from the Meteor, which sells at \$20 in Canada, to the Grand (\$650 in Canada), was displayed, one of the most popular being the Patricia model. This machine was named after the Duke of Connaught's daughter.

At the Toronto Exhibition similar exhibits to those shown at the Panama-Pacific Exposition by the Columbia Co. were included in the display. These caused considerable comment, especially the exhibit of "How a Columbia Record Is Made." Over 900,000 people visited the exhibition, and the accompanying photograph of the Music Supply Co.'s booth will give a fair idea of its attractiveness. A Unico demonstrating room added to the artistic success of the display.

The Music Supply Co.'s business with the Co-

lumbia line is increasing very rapidly, the sales totals for the current year running from 25 per cent. to 300 per cent. ahead of last year. This firm recently ran a full page ad. in the Globe, which has nearly 100,000 daily circulation. The names of sixteen leading Toronto dealers appeared at the bottom of the advertisement, em-



Columbia Booth at Toronto Exhibition.

phasizing the fact that the Columbia line is handled by some of the largest piano and furniture houses throughout the Dominion.

The Nixon Piano Co., 880 Broad street, Newark, N. J., is one of the latest additions to Columbia dealer lists in near-by territory



The MACHINE for EVERYBODY

At \$5.00 Up

THE WONDER PHONOGRAPH

places all the advantages of the substantial phonograph within the reach of every purse.

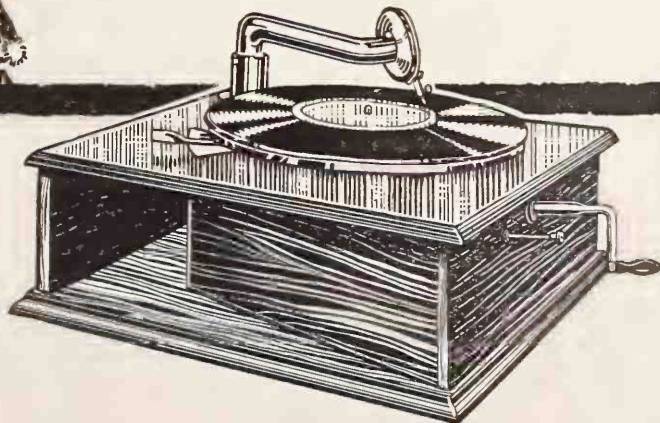
It is graceful and attractive in appearance, furnished in mahogany or oak finishes, simple in operation and accurate in tone reproduction. Five Styles ranging in price from

\$5.00 to \$20.00

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

TELEPHONE, GREELEY 6770.

THE WONDER TALKING MACHINE CO., 102-104 West 38th St., New York





It ought to be clear to you right now that the selling rights for Columbia product in your locality are just about ripe enough for somebody to pick. That it can't do any harm to make inquiries at least.



(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

KANSAS CITY A BUSY TALKING MACHINE TRADE CENTER.

A Tribute to the Alertness, Energy and Ability of the Talking Machine Men—Further Trade Developments on a Large Scale Expected—Dealers Visit Edison Shop—New Columbia Agents—Schmelzer-Arms Co. Activity—Recent Changes in Sales Staff—Month's News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 8.—It's safe to say that no industry contains a higher average of alertness, energy and ability than the talking machine trade—and a Westerner need go no farther than Kansas City to find it out. In Kansas City is a bunch of branch managers, department heads and dealers who are not only up to scratch on the customary and traditional methods of doing business, but who are boldly pushing out on new lines all the time. They are originators—and they get results. It is not surprising then that they all expect to do a great business the coming season and that the talking machine trade in Kansas City territory may show some really wonderful developments in the next few months and years.

There's M. Blackman, for instance, manager of the Edison Shop, distributor for a large territory. Mr. Blackman has instituted the practice of getting dealers into Kansas City, putting them in touch with the Edison sales method, coaching them in demonstration tone recitals and in mechanical adjustment and repolishing. Twenty of the dealers of the territory have visited the Edison Shop at Kansas City the past month for this purpose, remaining from two days to a week, and departing with a much keener appreciation of Edison machines themselves, and with a very greatly enhanced ability for service to Edison customers. Every new Edison dealer is urged to make the visit, and he is quick to see the advantage, and all the older dealers are also invited. What this will mean in sales efficiency when all the dealers are thus working in harmony with the Edison ideals and methods can hardly be estimated.

The talking machine department in the George B. Peck dry goods store is being prepared for an expected heavy trade this fall. The department was opened about a year ago and has helped to destroy some of the traditions of the talking machine trade. For instance, it is a pioneer in Kansas City in an effort to eliminate the sending of machines on trial. No machine is sent on trial unless the applicant is pretty well established as a probable purchaser who can pay for it. Last Easter John F. Ditzell, manager of the department, sent out fifteen machines to persons who responded to a special invitation offering talking machines for use on the holiday—and twelve of the machines remained in the homes, sold! But Mr. Ditzell believes that such special offers are business producers only on holidays. Another tradition-buster—the Peck store sells more oak and special finish than mahogany machines. Each of the five playing rooms is equipped with the various sizes in mahogany finish, but the large reception room, and especially the "comparison" room, has all the finishes. The latter, a room about fifteen by forty feet, has in the busy season one each of the various sizes and finishes, so that a customer,

after hearing one size in the small room, may there hear the other varieties of the same machine. The company always has a large display of the oak finish, and this seems to be an important factor, for the purchaser seems often attracted by the finish that may look well in company with furniture in the home.

W. E. Rupe, manager of the Starr Piano Co.'s Kansas City branch, is enthusiastic over the reception given the company's phonograph in this section. It would seem that every Starr piano owner is intensely interested in the new product, and that many people are now getting acquainted with the Starr name through the offering of the talking machine. Mr. Rupe has found himself quickly in sympathy with other phonograph dealers—"not enough machines to supply the demand." He says he has many contracts out now for machines which he cannot deliver.

Harry Bibb, manager of the Victrola department of the Jones Store Co., is planning some heavy work for the coming season and rather extensive advertising effort is in prospect. Mr. Bibb finds that with his line of customers the cheap machines are not as ready sellers as the \$150 and \$200 machines.

Miss Nellie Williams, formerly with the Schmelzer Arms Co., has been added to the selling force of the Victrola department of the Jones Store Co.

The higher class trade has held up much more strongly than that in the less expensive instruments, according to Harry Wunderlich, of "Wunderlich's." The talking machine business has been very satisfactory in this store the past month.

Blind Boone, who always keeps well up on the latest music, has been spending the past month in assuring himself that he has missed nothing preparatory to starting on his fall tour with his company. He learns his piano pieces from the player, but he is a large purchaser of talking machine records, through which he gets in touch with music suitable for his singers, and through which he learns such music to be able to accompany them. Boone has had an Edison cylinder machine for a great many years, and this machine and the Victrola records are his stand-by in the acquisition of the latest popular music, as well as the more important classical productions and arrangements. Boone is a familiar figure in the rooms of the Schmelzer Arms Co.

The Columbia Co. has got a live dealer in some "real" territory in the Campbell Drug Co., of Pattonsburg, Mo., a town in one of the best parts of northwestern Missouri. This district has not been developed for talking machines and the new dealers probably will have a big opportunity.

H. J. Ivey, who formerly devoted his entire attention to the wholesale trade in Kansas City of the Columbia Co., is now working outside a part of the time.

Two new men have been added to the traveling force of the Edison Shop of Kansas City. They are C. W. Cosgrove, with experience in the retail store at Kansas City, and H. E. Spaan, of Sturgis, Mich., formerly traveler for the Colonial Talking Machine Co.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., made the trip to Sedalia, Mo., with the Kansas City Commercial Club last week to visit the Missouri State Fair. He had plenty to do with the other boosters to fulfill the duties of the trip, but visited the Victor Victrola exhibit and was well pleased with the prominence attained for the display by the Field-Lippman Co. and the effectiveness of the advertising. A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., said: "The prospects for business are really wonderful. We have already had a big increase in September over the same month in 1914 and I hesitate to suggest what the gain for the rest of the year will be."

Mr. Trostler recently returned from Hutchinson, Kan., whither he was called following the Commercial Club trip to close a deal for the transfer of Victrola business there. The Rorabaugh-Wiley Dry Goods Co. has bought the tolerably complete stock of Victor goods of the Wilkinson Music Co., has added fresh lines and is in a position to enter upon a strong campaign. They will get Unico booths and will go at the business energetically and with proper preparation as to outlined plans and methods. Mr. Trostler assisted in establishing the new place.

George F. Sandke, for twelve years a "Columbia" man, has succeeded A. R. Coughlin in charge of the retail floor of the Columbia Co. in this city. Mr. Coughlin goes the second week in October to the St. Louis store in a similar capacity; he is edging back East, having come "originally" from Ohio, and specifically from Cincinnati. Mr. Standke opened the talking machine department of the Grunewald Music Co. in New Orleans two years ago, when it installed Columbias.

J. F. Shiddell, for the past three years with the Columbia Co. at Kansas City, has gone to Oklahoma City to take charge of the Columbia department of the Rosenfield Jewelry Co. The company will handle Columbias exclusively and the prospects are for a very large business.

W. C. Oberlin, who handled Columbias while in the furniture business in Louisiana, has for the past year been operating a large furniture store at Atchison, Kan., and he has arranged for a Columbia department and the stock has been shipped.

The R. L. Burke Music Co., of Joplin, Mo., is said to be doing a fine business in Columbias, with the town full of investors and real money being produced from the mines—that is, ore that turns quickly into large sums.

John F. Ditzell, manager of the talking machine department of the George P. Peck Dry Goods Co., has proved in the past year that Victor talking machines can be sold with large success by mail order methods.

H. R. Barker is finding his record exchange in the Altman building a popular enterprise.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Introduction of a Tariff on Musical Instruments and Certain Other Products the Great Topic of Discussion—How It Affects the Talking Machine Trade—Some Believe That It Will Help Domestic Trade and Keep Out the Cheap Talking Machine—Reduction in Price of Records—New Catalog of His Master's Voice Records—A Remarkable Volume—Ministering to the Musical Wants of the Army and Navy—Guardsman Records Being Exported—Clara Butt Making Columbia Records—The Beecham Symphony Orchestra Also to Make Columbia Records.

(Special to The Talking Machine World.)

LONDON, E. C., October 1.—That which overshadows all else this month is the introduction of a tariff on certain goods, including musical instruments, imported into England from abroad. It is a measure of supreme importance to the whole British musical instrument trade, and, I may at once state, it is not altogether regarded as an un-mixed blessing. The tariff duty is fixed at 33½ per cent, and will apply, according to the Government's present intentions, to all foreign countries, and even to British colonies and dependencies. The class of goods specified as dutiable comes under the category of luxuries. Our main imports of musical instruments and parts thereof are derived from France, America and Switzerland. With freight and insurance rates up enormously, a tariff impost ad valorem is likely to seriously affect trade between England and the countries mentioned, the combined extra costs rendering future imports almost impossible. There is, of course, great diversity of opinion on this matter, but official estimates give rise to the strong belief that the Gov-

ernment anticipates its measure will result in forced economy by the people. For the present fiscal year, 1915-16, the import tax is estimated to yield only £20,000 on musical instruments. That in itself is more significant than appears on the surface, for this amount mainly represents the value of parts and accessories necessary to the completion of instruments otherwise of home manufacture. Without these parts a very large portion of our home and export trade must be held up, unless the public is prepared to pay an extravagant price to indulge its musical taste. On the gramophone side we are substantially dependent upon imports of motors, tone-arms, trumpets and sound-boxes, while likewise the pianoforte industry cannot get along without reasonably priced actions. Owing to every suitable workshop being engaged on munition work, British manufacturers can neither find the labor nor machinery to utilize for the production of articles of luxury. A few supply factories do exist, it is true, but their output is of a negligible quantity. Of this it would be criminal to complain, yet in view of these circumstances the feeling exists that imports of parts at least from our colonies and allies should not be discouraged by the imposition of such a tax. In foreign markets we cannot hope under such conditions to extend our trade, and thus the benefits, if any, arising from the new import duties are largely offset by the loss of export trade. We heartily welcome the new import duties on complete instruments; there is, however, no apparent advantage in taxing the value of parts imported during the war. When our factories are free to devote their mechanical energy to the development of home and export trade, a general tariff will assist us to export on something like equitable terms with foreign

countries. To that end we can but hope that the new policy just introduced is the thin edge of real tariff reform for the future protection of our own markets. Taking a wide and impartial view of the new situation, Louis Sterling, European general manager of the Columbia Co., speaks approvingly of the Government's action, and calculates the trade will benefit by it in the long run. "The cheap machine trade will probably feel the effects of the new duties, more so, comparatively, than the better class instrument business," said Mr. Sterling, "and it will be necessary to raise prices accordingly. For our part, I do not at the moment contemplate any increase in the price of Columbia instruments, because they appeal to a good class public, a community which is feeling the financial stringency of the times more adversely than any other class. It would therefore be injudicious to further restrict trade by raising our prices."

The trade generally, I find, is inclined to the belief that an all-round increase of machine prices must be made within the near future.

Records Further Reduced in Price.

Following upon the announcement in my last published report of the Zonophone record price reduction from half a crown to eightpence, there is to be mentioned two more similar changes of policy. The first and most important is the advice that the "His Master's Voice" Co. has introduced a new category of records—double-sided ten-inch at half a crown and twelve-inch at four shillings. Such an epoch-making departure has naturally aroused tremendous enthusiasm among the happy band of "H. M. V." agents, whose field of operations is thereby widened sufficiently to include a large public hitherto excluded, by reason of price,

(Continued on page 62.)



"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-Aktielskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balma, 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, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



REG. TRADE MARK
We will specially record any composition under the Hill & Dale cut, if required, for particular markets.
Sample parcels assorted, dispatched at Bulk Rates on receipt of Currency Draft value £1 Sterling. We solicit correspondence from Wholesale Houses, Shippers, and Factors handling LARGE PARCELS. We are prepared to deposit from Wax Masters, or Shells sent in and supply pressings from same at special rates.

DOMINANT GRAMMAMOX

**Double Sided
RECORDS of High Repute**

SPECIAL POINTS

We offer one of the finest Needle Cut Records on the market.
 Guaranteed entirely ENGLISH MANUFACTURE.
 Exceptional Quotations for all competitive markets.
 Special Labels, if required, reserved to customers.
 Guaranteed rapid regular deliveries.



BANKERS:
London & South-western Bank, Eng.
Cables: Grammavox, London.

Address "Export Dept.," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued from Page 61).

from the purchase of these famous records. Subject to certain reservations pertaining to concert and other celebrated artists, the new double discs will carry subjects covering every phase of music by special "H. M. V." talent coinciding with the supreme standard of quality and value upon which the reputation of the Gramophone Co., Ltd., has been built. Dealers holding stocks of records which have either been deleted altogether from the catalog, removed from the single-sided repertory and reissued in double form, or records remaining on the double-sided list at the reduced prices, are offered an equitable exchange scheme by which they may replace such records with the new goods or obtain rebate, as the case may be. Recognizing the full importance of their departure, the company has so planned arrangements that dealers will have not the slightest loophole for complaint. Stocks will naturally increase, as they do under all exchange schemes, but with new records (double-sided) at the reduced figure, I am inclined to think the dealers' main difficulty will be to keep sufficient stock with which adequately to handle the enormously increased sales anticipated. "H. M. V." press advertising of the new goods is in force all over the country. This, in combination with the generous publicity service in the form of posters, window hangers, electros, etc., must result in a big "H. M. V." trade this season.

The other company to fall in line with the eight-penny standard is Pathé Frères, who announce a reduction in the price of their ten-inch double-sided series. In view of the recent tariff imposition of 33½ per cent. on imported goods, it would not have been surprising had the company withdrawn its offer. It is anything but a satisfactory position, though there appears to be no question but that the company will maintain its avowed policy. We may be sure it has the matter well in hand and will arrive at a solution consistent with the best interests of all the trade.

Warns Against Copying Music.

The Church Times publishes a warning from the secretary of the Incorporated Society of Authors, Playwrights and Composers, pointing out that copying of musical pieces by church choirs, schools or musical societies to save expense is a legal offense and entails a serious loss on the composers. The paper adds: "It is astonishing to see how many people are completely ignorant of what is meant by copyright. To people in this blissful ignorance it would be perfectly harmless to make copies."

New Embargo on Exports.

The Foreign Office has just issued a proclamation prohibiting the exportation of goods consigned to any persons or bodies of persons in China or Siam other than such as may be notified by order of the Secretary of State for Foreign Affairs of the Board of Trade, to be inserted in the London, Edinburgh and Dublin Gazettes. First lists of approved consignees appeared in a supplement to the London Gazette published September 24. Firms desiring to export goods to the countries in question consigned to traders not yet appearing in these lists should apply to the Foreign Office, which will inquire, if necessary, by telegraph (at the applicant's expense) or by post, of His Majesty's consular officers whether the proposed consignees may be approved as not serving as intermediaries for enemy firms.

News from "His Master's Voice" Company.

An encyclopedic production is to hand from the Gramophone Co. It is a new catalog of its amazing record repertory. My first thought is one of very great sympathy with the gentleman who undertook the responsibility of compiling, revising and proofing it. Some idea of its magnitude may be obtained when I say the book contains close upon 300 pages. The catalog part is so cleverly sectionized and indexed that a child would not fail to promptly locate particulars of any title that one might mention. I will not enter upon statis-

tics, for, if I was to give an estimate of the amount of energy involved, as represented merely by the items listed in one page, it might prove too much of a pill for my readers to swallow. Let it pass that this book of concentrated brains and labor is a stupendous work, illustrating in some measure the ramifications and development of "His Master's Voice" trade.

The company announces that a further series of small ad electros are ready and may be obtained by its dealers for local newspaper advertising free of charge. By this and other means "H. M. V." agents are directed and encouraged along the road of commercial success.

For size and quality the October "H. M. V." list is, in my opinion, the finest issued by the Gramophone Co. for many a day. It is a veritable mine of wonderful music, the crystallized expression of the works of the world's leading composers sung or played, as the case may be, by a score or more of eminent artists. There is itemized, for instance, a fine duet by Caruso and Scotti, the wonderful harmony and blending of whose voices is heard to superb advantage in their rendition of "Dio che well' alma" (God in My Soul), from Verdi's "Don Carlos." Mme. Edna Thornton and Miss Violet Essex keep alive the "Opera in English" section of the supplement with further pleasing contributions of popular operatic numbers, while in "Good Night" we are treated to an exceedingly attractive duet by Dinah Gilly and Mme. Destinn, the former, by the way, in this number making his debut on records. Splendid contributions are also listed by a host of other prominent artists—Alma Gluck, Alice Lakin, Hubert Esdell, Harry Lauder, New Symphony Orchestra, the band of H. M. Coldstream Guards, etc.

A Fine Zonophone List.

As usual, the British Zonophone Co. is up to date in the issue of another grand list of pleasing titles which merit the approval of all its dealers. By the



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 62).

way, the recent price reduction to 18d. has resulted in the company being fairly inundated with orders. Within a few days of the news being known Zonophone record orders totaled well over a million!

Trade Contributes to Toll of War.

Of the many thousands of gallant lives claimed by this terrible war, the gramophone trade can unfortunately count its proportion of victims, almost every company having to record the loss of one or more members of its staff. Having a personal acquaintance with Lieut. Gordon Murdoch, it is with a deep feeling of regret that I have to record his death through shrapnel wounds received during a German bombardment of the trench in which he was located "somewhere in France." The son of George Murdoch (John G. Murdoch & Co., Ltd.), the deceased officer was a well-known figure in trade circles, and by his pleasing personality and ever courteous bearing under all circumstances won for himself a popularity and general respect from all with whom he came in contact. Lieut. Gordon Murdoch has laid down his life for his country's cause—a noble end, surely! The news naturally came as a big shock to his host of trade friends. In common with the many expressions of sympathy which have reached George Murdoch, he will perhaps accept from the writer this respectful note of heartfelt sympathy upon the loss of his brave son, whose splendid work "at the front" has won such a fine tribute from the adjutant of his regiment, the Second South Lancers, of undying fame.

New Guardsman Gramophone Catalog.

A new catalog of Guardsman gramophones, with illustrations and full specifications against each, is to hand from the Invicta Record Co., of New Inn Yard, London, E. C. Three types of instrument are itemized—exterior horn, hornless and cabinet. According to the specification and price, each model typifies very great care in its construction and design, and in these times of short supplies they certainly represent remarkably good value at the prices listed.

At the moment of writing the new Guardsman record list is not ready for review, but I understand it will contain some very fine recordings calculated to invoke general approval. Dealers interested may obtain the list direct from this company, which will also be pleased to forward upon request its new record catalog, inclusive of August repertoire.

Offer to Supply "Hill-and-Dale" Records.

While the needle-cut record predominates in

England, there are other parts of the world where the hill-and-dale or phono-cut is most favored. Recognizing this fact, the Sound Recording Co., Ltd., Swallow street, Piccadilly, London, W., which has built up a big reputation as maker of the "Grammavox" series of discs, now announces its willingness to record any phase of music on the phono-cut type of disc. At its disposal this firm counts an exceedingly large and varied repertoire, almost the whole of which is doubtless available to record under the hill-and-dale principle. Large buyers interested may rely upon close attention to their proposals, for the Grammavox people are nothing if not enterprising. They "make good" on quality and price.

Providing Music for the Fighting Men.

Apart from the needs of the home, colonial and foreign markets, an additional field for the development of trade in the direction of ministering to the musical wants of our great army and navy renders necessary the establishment of special departments by some of the gramophone companies. J. E. Hough, Ltd., of Edison Bell fame, has certainly taken the lead in this important work. Be it in harbor or aboard his storm-tossed vessel in the North Sea, Jack is able to enjoy all the best music, topical ditties, etc., by means of records and gramophones supplied by the great British firm mentioned. "Tommy," too, is in an equally favorable position, for here again Messrs. Hough have distributed as free gifts thousands upon thousands of disc records and many gramophones. On top of all this generosity, the daily press recently published a further offer to the effect that the Edison Bell people would give free of charge to hospitals and military encampments 500 boxes, each containing twelve new discs (twenty-four records) and 400 E. B. needles. Since the railway companies refused even to carry these parcels free, Messrs. Hough merely requested applicants to send 1s. for carriage. Within a week practically the whole consignment allotted had been applied for. To read some of the letters, as I was privileged, made one feel that Messrs. Hough's timely thoughtfulness had indeed brought light and joy to many a weary soul "out there," where life and human endeavor is reduced to a mere gamble.

McCormack's "Timbered" Voice.

The American habit of writing such words as "centre" with a final "er" is productive occasionally of curious results, says the Telegraph. For example, in a contemporary John McCormack is described as having "a lovely timbered voice." It is not to be inferred from this, however, that the famous Irish tenor's singing is wooden!

Lieutenant Kennerly Rumford.

For the last eight or nine months Kennerly Rumford has been actively engaged in Red Cross work with our army in France, which services are now officially recognized by his having been gazetted lieutenant.

Big Increase in Wage Return Figures.

Some explanation of the remarkable boom in gramophones and other musical instruments is found in the official wage return figures just pub-

(Continued on page 64.)

Reno
The Man of Many Parts



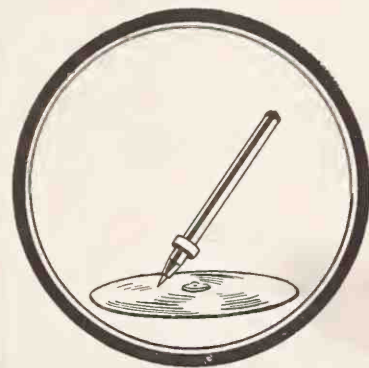
Accessories for any Machine Ever
Made from the Year Dot to 1915

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

J. STEAD & CO., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Springs and Needles
Best Prices—Best Quality
Inquiries Solicited

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 artists who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer together with lists and other interesting publicity matter sent free upon receipt of your trade card.

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 63).

lished. Wages are up £175,000 per week since the outbreak of the war, and unemployment is now practically non-existent in the large industrial centers of trade activity.

New Special Coliseum Supplement.

From the Coliseum record people I have received a special new supplement which contains particulars of their issues from the various London "Revue's." The titles represent all the best successes from this class of musical play, and oversea dealers out to build up a big trade in London "hits" will be advised to write the Coliseum Co. for lists and terms of trading, etc. Of the company's latest program, that for October, I must say it comprises a remarkable aggregation of picked selling titles contributed by well-known vocalists, solo instrumental, band and orchestral combinations. Two good titles are down to the credit of George Crowther (the late Billy Williams' double), and about whom I wrote in my last report. This record, No. 826, is in great demand all over the country. Record 824 is one with a history. It will be remembered that Billy Whitlock was recently fined (after spending a night in jail) for innocently displaying a swivel light on his motor bike. The record in quest parodies his experience, a sort of vocal sketch being delivered thereon by Harry Bluff. Since the composition is the combined work of Messrs. Bluff and Whitlock, it is evident the resultant royalties from the sale of this funny record will more than compensate the latter gentleman for the cost and trouble his court experience involved.

Great Variety in New Winner List.

The latest Winner record list, published in full under the usual column, is replete with good selling issues of a variety appealing to all tastes. Oversea dealers who make a specialty of importing the best of London's musical "hits" will find in the Winner program a very excellent choice, both vocal and instrumental. Fox trots, ragtime, revue

successes, ballads, orchestral and band contributions vie with each other for pride of place. And Winner value is not alone confined to up-to-date selections, special praise being due the company for the fine array of artistic talent provided. In point of quality, too, these records represent a tone standard of remarkable fidelity to nature, the recording being throughout as perfect as mechanical art knows. A glance at the list will convey an idea of the Winner value, this program being typical of all others which are comprised in a new catalog, issued recently. The Winner Co. is open to appoint a few more agents abroad. It has a tempting proposition to place before enterprising record houses prepared to handle a big business. Particulars may be obtained from the company, whose address is to be found in its announcement elsewhere in this issue.

"Guardsman" Records for Export.

The Invicta Record Co., Ltd., manufacturer of "Guardsman" records, is, I learn, experiencing a large and growing demand for their goods from all parts of the world. Its sales during the past eight months have been three times as great as even that time last year, and business is still increasing. The Guardsman record is made in one of the oldest record-manufacturing factories in the country. Fortunately it can still keep pace with orders, and the company advises me it is in a position to supply records for the United States and Canada in fair quantities. The company is very busy recording new numbers, and its goodly list of American successes is rapidly expanding. Its own record is needle-cut, but as its recording expert has had a vast experience in phono-cut records I am requested to publish its ability to make records of this description for a strong firm in the United States which can push such a line on competitive price terms. This seems a good chance for a real live house which wishes to run its own record in the States. All inquiries should be addressed to the firm at 1 New Inn Yard, London, E. C.

Military Officers Prove Good Customers.

Apropos the paragraph elsewhere concerning J. E. Hough's large consignments of records to the British army and navy, I learn that their West London depot in Cranbourne street is experiencing a very busy time, it being no uncommon sight to find Manager Percy Willis entertaining a squad of officers at one time. "Record, gramophone and sheet music sales," said Mr. Willis, "are on the upward trend. We have been busy here right throughout the summer, but trade is such to-day that we expect to register record figures this year. By personal attendance and through the post we have built up a very fine sales connection with naval and military officers, from whom we receive daily warm appreciation of the special service placed at their disposal." Excellent!

How Clara Butt Came to Columbia.

The story of how Madame Clara Butt came to head the Columbia Co.'s remarkable recording program for this season is one of the most interesting stories of the day. The famous contralto learned that W. H. Squire, the composer-cellist, had recently been recording in cello solos for Columbia, and asked if she might not be privileged to hear some. Although Mr. Squire's record had not been issued, it was arranged that test prints should be placed at the "divine Clara's" disposal.

Hearing them, Madame Butt expressed considerable surprise at the extraordinary results secured in the recording, and became greatly interested when informed that it was due to the new Columbia recording process. It was suggested that she might like to make tests herself by the Columbia process, and to this proposal she very readily assented. The experimental records proved so satisfying to the singer—exactingly though she naturally be—that the natural sequence was a long-term contract to record exclusively for Columbia. This month sees the announcement of the first Clara Butt records on Columbia.

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

Madame Clara Butt has chosen most representative songs for her debut on Columbia, there being, for example, 10-inch records (4c. 6d.) of "My Treasure" and "The Sweetest Flower That Blows;" 12-inch records (6s. 6d.) of "Abide With Me" (Liddle) and "The Lost Chord," and for grand opera (12s. 6d.) "O Don Fatale," from "Don Carlo."

Miss Rosina Buckman, the famous New Zealand soprano, is to take the leading roles in the new Courtneidge-Beecham opera season at the Shaftesbury Theatre. This artist has two records on the current Columbia list—a 12-inch of Mimi's song from "La Boheme," and "One Fine Day," from "Butterfly," and on the 10-inch list a Maori song, "Waiaata Maori."

T. Edens Osborne's Gentle Hint.

From the advertisements of our Belfast friend, Thomas Edens Osborne, I learn that a considerable number of Columbia graphophones have been sent to the British expeditionary force by well-known Belfast citizens. Mr. Osborne takes the opportunity of pointing a moral by implication in the form of a reminder to newspaper readers that Zonophone and "H. M. V." records are reduced in price. The Belfast public will, I guess, not be slow in taking such a nicely veneered hint!

Messrs. Beecham and Squire for Columbia.

In securing the Beecham Symphony Orchestra exclusively the Columbia Co. has scored a decided musical hit, for Thomas Beecham, its leader, is more than a conductor. He is a pioneer, and a daring one. At the age of nineteen he founded an amateur orchestra near Liverpool, and on one occasion successfully deputized for Dr. Richter, who, through indisposition, failed to appear. Six years later he was conducting the Queen's Hall Orchestra, subsequently forming the New Symphony Orchestra, which he organized and led until 1909. Then he founded his own Beecham Symphony Orchestra, which immediately became one of the greatest and most important organizations of its kind, as it is to-day.

In the Columbia records Mr. Beecham takes us through "The Magic Flute" Overture of Mozart, and a more delightful interpretation it would be impossible to conceive. Similarly, in the Russian composer, Borodine's "Prince Igor," we have a different caliber of music, exquisitely delineated.

This new recording result is also strongly shown in the first records by W. H. Squire, the acknowledged leader among English cellists, whose first records for Columbia include the Barcarolle from "Tales of Hoffman," Rubinstein's "Melody in F," "Silver Threads Among the Gold" and "La Cinquintaine," all titles whose popularity insures a welcome.

Noel Arnold a Visitor.

Noel Arnold, of the A. H. Mayer Co., New

ATTENTION—Victrola Dealers

We offer a few specialties to help you sell goods.

The **FINEST CABINETS FOR LITTLE MONEY** having larger capacity for all kinds of records and albums.

Our mahogany cabinet for style 9 is a wonder, with a lot of talking points all its own. Compartments for all sizes of records, albums, etc.

Our oak cabinet and cover for style 6 is not duplicated in the trade. We will send one sample \$10 outfit for \$6.50 cash enclosed (no book accounts at this price, which is less than cost), which when fitted and fastened to your machine will make it look worth double—a fine proposition for you when you are competing with cheap trade.

We have invented, patent pending, The "Silent Prop," which allows covers to be opened and closed without noise or rattle. Same can be adjusted to your machine in a few moments. Retail, 50 cts. Sample, 25 cts., postpaid; \$2.00 per doz., with directions.

Descriptive circulars ready, correspondence and a sample order solicited from live wires.

H. A. SAGE

Cabinet Works, 15 Madison Avenue

DETROIT, MICH.

(You had better read this over twice.)

York, was a recent visitor to the London office of this journal. In the course of a very interesting conversation with your representative he drew a comparison between American and British stores which rather suggested we failed to meet his preconceived notions, doubtless in regard to British commercial policy generally. Some other time I will perhaps be in a position to dwell further upon our interview; meantime, the mail must be caught.

TAKES ON THE PATHE LINE.

George Fennell & Co., 2209 Third Avenue, New York, one of the most successful furniture houses in the upper section of the city, is a recent addition to the lists of Pathé Frères representatives in local territory. The company carried an attractive advertisement in the Sunday newspapers featuring the \$200 Pathephone.

NOW LEASE ENTIRE BUILDING.

(Special to The Talking Machine World.)

PHILADELPHIA, Pa., September 20.—The Brown Talking Machine Co., which recently leased the store and basement at 228 Market street, has also rented the three remaining upper floors of the building for the use of its business.

Nine men out of ten believe they are worth more salary than they get. The tenth man *proves* his value—and gets more.

HABIT OF GRANTING COMMISSIONS

Forms the Subject of a Very Timely Letter Sent Out to the Trade Recently by the Manager of the Victor Co.'s Contract Department.

An interesting letter on the "Objectionable habit of granting commissions" was sent out to Victor distributors and dealers recently by L. W. Colings, manager of the Victor Co.'s contract department. This letter discussed the various phases of the commission proposition clearly and concisely, one paragraph reading as follows:

"Discrimination must be made between the representative who is regularly and exclusively employed by you and the ordinary salesman, commission man or agent who sells on commission different lines for other manufacturers or dealers who have other occupations. This latter class prey on the profits of legitimate dealers and do not hesitate to share their commissions with consumers, which demoralizes any well-organized business."

The Sonora Phonograph Corp., 57 Reade street, New York, is sending to the trade an elaborate ware room hanger and window card which is to be used for display purposes by Sonora dealers. The background of the card is in imitation mahogany figure, while the text is printed in black and gold. This design is both an ornament and a selling force.

A BIG volume of Victor machine sales during the coming three months means that you have excellent prospects for an increased record business for ALL of 1916. Every possible machine should be sold and delivered, and you will require the services of the Silas E. Pearsall Co. to help you secure the MOST business.

Efficiency in machine and record deliveries is the keystone of our service, particularly on "shorts." So, no matter how small your order is, telephone or mail it and you will see in a small way just how you will be handled when you need goods for the PROTECTION of the profits from sales already made.

SILAS E. PEARSALL CO.

18 W. 46th St. (near 5th Avenue), New York, N. Y.

PEARSALL VICTOR SERVICE



All the way from the attractive design on the front cover to the selected Columbia records in the back the November Columbia Double-Disc Record List will be as sure a money-maker as the mint.



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

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

MORE ROOM FOR LABORATORY.

G. C. Jell, General Manager of Columbia Recording Laboratory, Institutes a Number of Important Changes and Improvements—Considerably More Space Now Occupied.

In order to adequately prepare for the exigencies of the coming fall season, which promises to be the most successful and prosperous period in the history of the talking machine trade, G. C. Jell, general manager of the recording laboratory of the Columbia Graphophone Co., inaugurated a few months ago a complete renovation of the recording headquarters at 102 West Thirty-eighth street, New York. From one end of the laboratory to the other Mr. Jell instituted changes and improvements and at the present time this department bears very little resemblance, if any, to the quarters occupied earlier in the year.

For some time the recording laboratory of the Columbia Co. has been sorely pressed for additional space, as the phenomenal growth of Columbia record business since the first of the year had taxed its facilities to the utmost. This lack of room had handicapped the progress of the department and made the changes almost imperative.

The first move launched by Mr. Jell was the acquisition of double the floor space previously occupied by the laboratory, thus giving the recording department the use of three entire floors instead of a little more than a single floor, which it formerly occupied. These three floors were then arranged to give maximum efficiency and con-

venience in every direction, the plans providing for new furniture and new offices for every single division of the recording laboratory.

Three fully equipped recording rooms were con-



G. C. Jell.

structed and furnished on the seventh, eighth and ninth floors. It is planned to record the majority of Columbia records on the ninth floor, as in the past, particularly the vocal selections, using orchestra accompaniments. The seventh floor will be used for recording large bands and orchestras, this

room being unusually pretentious in size. The recording room on the eighth floor will be given over to personal records, foreign records, trials, etc.

The offices are furnished in oak throughout, Mr. Jell occupying a roomy private office on the ninth floor. The general offices are also located on this floor, with two comfortably furnished reception rooms for the convenience of artists and visitors. Anton Heindl, manager of the foreign record division and Henry D. King, head of the personal record and professional departments, have private offices on the eighth floor, with all necessary facilities at their immediate command.

ROYALTY PRAISES EDISON DISC.

Duke of Connaught Authorizes Flattering Letter Sent to R. S. Williams & Sons Co., Edison Jobbers in Toronto.

(Special to The Talking Machine World.)

TORONTO, ONT., October 5.—The following is a copy of a letter received by R. S. Williams & Sons Co., Ltd., Edison jobber, from the Government House, Ottawa:

Government House, Ottawa, August 23, 1915.

Dear Sir—In reply to your request, I am commanded by Field Marshal His Royal Highness the Duke of Connaught to inform you that he is very pleased with the Edison diamond disc phonograph which you supplied to Government House. You are entitled to use the words "Patronized by H. R. H. the Duke of Connaught" if you wish to do so.

Yours faithfully,

RICHARD NEVILL,

Comptroller of the Household to H. R. H. the Duke of Connaught.

R. S. WILLIAMS & SONS CO., LTD., Toronto.

PURCHASE THE SCHLOSS BUSINESS.

Gardner B. Penniman, trustee for E. Schloss & Co., New York, manufacturers of cabinets and furniture, has announced that the company's entire assets, accounts receivable, merchandise, etc., have been sold to and paid for by the Nanes Art Furniture Co., which latter company will be the successor to E. Schloss & Co. and will continue the business as in the past. M. M. Lindenstien is vice-president of the Nanes Art Furniture Co. and in charge of the sales division.

DEATH OF MISS MILDRED POTTER.

The recording officials of the Columbia Graphophone Co. learned with deep regret last week of the death of Miss Mildred Potter, who passed away on October 1 after an operation for appendicitis. Miss Potter was well known throughout the country as a contralto of exceptional gifts, and her several records in the Columbia catalog have been popular with the company's dealers everywhere.

MAKE AN ASSIGNMENT.

Musical Record Library, Inc., 5 Cortlandt street, made an assignment to Webster J. Oliver on September 21.

WE have discontinued our sporting goods department and will in the future devote our entire efforts to the distribution of the Victor and Edison (cylinder) goods and all accessories adapted to the Talking Machine industry.

Our specializing will assure you of the best of service.

Give us trial order

W. D. ANDREWS
BUFFALO, N. Y.

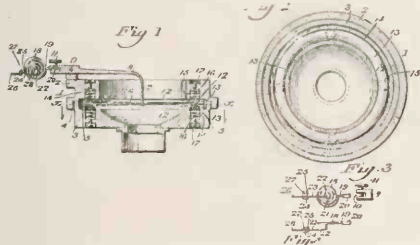
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 6.—SOUND BOX FOR TALKING MACHINES.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,142,883.

This invention relates to a novel construction of a sound box for talking machines, graphophones and other sound recording and reproducing machines, and its object is to improve the construction of the recording and reproducing mechanism, particularly that part known as the sound box and stylus supporting bar, whereby the sound delivered from the diaphragm is greatly improved and a clear and distinct articulation obtained, provision being made for the diaphragm to be yieldingly supported in the box so that it has capacity for vibration adjacent to its perimeter as well as at its center, the sound box and its adjuncts being inexpensive to construct, sensitive in action, easily and quickly repaired and readily accessible for the purpose of inspection or replacement of parts, means being thus provided for a general improvement of the tones, amelioration of the scratchy metallic or grinding sounds common in instruments of this class and for developing the delicate sounds ordinarily difficult to reproduce.

This invention further consists of a novel construction of stylus support embodying broadly the combination of a stylus and a convoluted or resilient support therefor, whereby the requisite freedom of vibration in every direction is imparted to the stylus under all conditions to accommodate or compensate for all inequalities or depressions in the groove of the disc with which the stylus contacts, whereby there is produced a general improve-



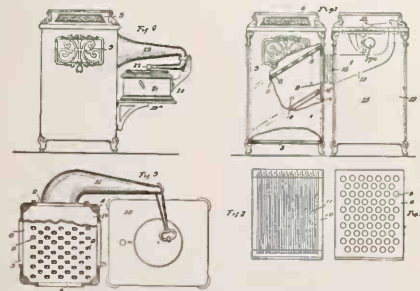
ment of the tone reproduced and an elimination of the scratching and metallic harshness heretofore existing.

Figure 1 represents a sectional view of a sound box embodying this invention. Fig. 2 represents a section on line x-x, Fig. 1. Fig. 3 represents a side elevation showing the stylus and its convoluted resilient support in detached position. Fig. 4 represents a front elevation of Fig. 3.

CABINET SOUND-REPRODUCING MACHINE.—Henry C. Miller, Waterford, N. Y., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,146,342.

This invention relates to improvements in sound-reproducing machines.

One of the objects of this invention is to provide a supplemental cabinet unit having a sound modifying chamber with a sound passage there-through, said cabinet unit being associated with any of the well-known types of talking machines



in order to vary the reproduced sound. The unit is so constructed that it may be readily associated with a talking machine or removed therefrom to permit said parts to be employed in conjunction

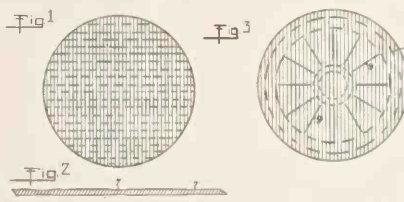
with each other or to enable the talking machine to be used alone, according as desired.

A further object of the invention is to provide a sound chamber having a sound passage there-through and inclosing a plurality of spaced partition members which subdivide the interior of said chamber and act on the sound waves.

Figure 1 is a side elevation of a cabinet unit partly broken away, and a talking machine of the Victor type associated therewith; Fig. 2 is a plan view of one of the partition members employed in the cabinet unit; Fig. 3 is a similar view of another one of the partition members; Fig. 4 is a view similar to Fig. 1, but illustrating the use of the cabinet unit with a talking machine having an exposed amplifier; Fig. 5 is a plan view of a cabinet unit with still a further style of talking machine, the said unit being shown partially in section.

METALLIC ACOUSTIC DIAPHRAGM AND THE MANUFACTURE THEREOF.—Emanuel Aufero, Brooklyn, N. Y. Patent No. 1,146,773.

The invention relates to acoustic diaphragms such as are used in telephones, talking machines,



and particularly in automobilists' signaling devices and the like.

In the drawings Figure 1 indicates a diaphragm dented by hammer-blows in carrying out the invention; Fig. 2 indicates, in exaggerated manner, a cross-section of a portion of a dented diaphragm, and Fig. 3 is a plan indicating a diaphragm upon which the invention has been carried out by the use of a die.

PHONOGRAPH.—Clinton B. Repp, New York. Patent No. 1,146,519.

This invention relates to phonographs, and more particularly to the means for transmitting sound vibrations from the record to the diaphragm.

The main object of the invention is to provide a phonograph embodying therein a transmitting or vibrator member without a pivotal support intermediate the ends thereof, the ends of said transmitter or vibrator member being respectively adapted to apply pressure to the diaphragm and to support a producer point, the means applying such pressure permitting said member or arm to be projected over a disc record.

A further object is to provide a phonograph wherein the sound vibrations will be transmitted from the record to the diaphragm through a transmitter or vibrator member and pressure will be exerted upon said arm at a single point to simultaneously tension the diaphragm and cause that intimate contact between the reproducer point and the record which is desirable to induce in said transmitter vibrations corresponding with all of the sound waves indicated upon a record.

A still further object is to provide in conjunction with an apparatus having the characteristics referred to immediately above means for regulating the pressure exerted by the tensioning member or mechanism.

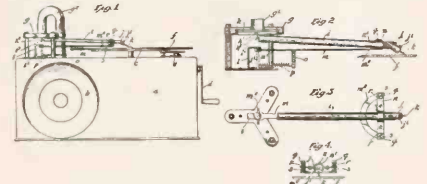
A still further object is to provide a phonograph of this type wherein the tensioning means will exert a predetermined, proportionate pressure upon the reproducer point and upon the diaphragm.

A still further object is to provide a phonograph of the character described wherein the pressure on the diaphragm may be varied without varying the pressure upon the reproducer point.

A still further object is to provide a phonograph embodying therein a transmitter or vibrator member subjected to pressure acting toward the record and away from the diaphragm, by means of

a rigid, swiveling controlling arm, said transmitter being connected to, or supported from, said controlling arm in a manner to avoid any interference with the vibrations passing through said transmitter or vibrator member, or the presence of a fulcrum about which said member oscillates in following the vertical undulations of the record.

A still further object is to provide a phonograph of this character wherein the volume of reproduced sound may be augmented by merely adjusting the stylus or reproducer point. And a still further object is to provide a phonograph embodying therein



a transmitter or vibrator member to which pressure is applied by a rigid controlling rod connected therewith in a manner to avoid interference with the free vibrations of said transmitter or vibrator arm or member, said controlling arm being free to have vertical movement with the undulations upon a record and to have lateral movement to permit the stylus or reproducer point to track in the spiral formed by the indicated sound waves of said record.

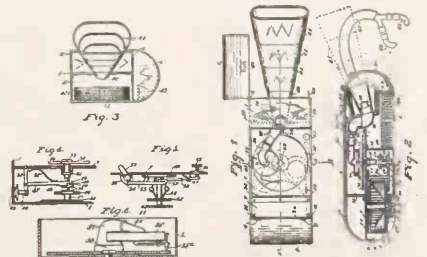
Referring to the drawings, Figure 1 is a side elevation of a phonograph embodying the invention; Fig. 2 is a detailed view, partly in elevation and partly in section, of the sound transmitter and reproducing mechanism only; Fig. 3 is a plan view of the transmitter or vibrator member and its controlling and supporting arm, one end of said transmitter or vibrator member being broken away to disclose in detail the mechanism thereunder, and Fig. 4 is a front view of the forward end of the transmitter or vibrator member, illustrating the manner of attachment of said member to its controlling arm, and the details of the mount for the stylus or reproducer point.

PHONOGRAPH.—Mzl Fuller, Birmingham, Ala. Patent No. 1,146,418.

This invention relates to improvements in phonographs, or sound recording and reproducing apparatus, and its object is to simplify, lighten and condense the apparatus so that it may be embodied in a small, compact and portable structure which can be conveniently carried in the pocket.

This present invention is especially adapted for use in connection with other inventions of Mr. Fuller the object of all of which is to make it possible to conveniently and cheaply produce small, light records and reproduce from the same so that such records may be transmitted through the mails and interchanged to form a part of business and personal correspondence.

With such an end in view, one important thing is to so simplify and cheapen the means of making and reproducing the records that they can be made



generally accessible, and that is the object primarily in view in the present invention, which involves novel features in the construction of the casing or container for the recording apparatus; the tone arm and manner of mounting the same and attaching the sound box thereto; the arrangement and construction of the sound amplifying means; the manner in which the operating mechanism is detachably mounted in the container, and the provision for carrying a number of record discs in the phonograph casing.

Figure 1 is a top plan view of the phonograph mechanism, with the end and top doors open and

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 67).

the amplifying horn extended and the sound box in its extreme inner position with its recording needle or stylus near the center of the turntable; Fig. 2 is a longitudinal cross-sectional view along the line A—A of Fig. 1, with the end door closed and the horn collapsed; Fig. 3 is a front elevation of Fig. 1; Fig. 4 is a detail view of the mechanism for stopping the record platform; Fig. 5 is a detail view of the mechanism for regulating and stopping the motor; Fig. 6 is a detail view taken on the line B—B of Fig. 1, showing the sound box in starting position.

MANUALLY-CONTROLLED PHONOGRAPH MECHANISM.—Peter Hesselius, Chicago, Ill., assignor of one-half to Anders G. Dahlquist, same place. Patent No. 1,132,092.

This invention relates to musical instruments incorporating phonographic mechanism and has for its object certain new improvements to be presently set forth, and may be applied to pianos or organs either manually played or mechanically played.

The underlying idea of the invention may readily be explained in connection with a pipe organ. Such an organ is provided with one or more manual key-boards in which the several keys denote the several tones and intervals of the diatonic musical scale. The organ is provided also with a number of stops, the operation of any one of which will connect its own set of reeds or pipes with the key-board, so that the manipulation of the keys will control the supply of air to the pipes or reeds of the organ which may be connected with the keys by means of the stops.

There are certain limitations as to the variety of tones or tone qualities which can be secured from the reeds, pipes, bells, etc., with which an organ may be equipped, and consequently there are limitations upon the tone quality which it is possible to secure in a pipe organ. While, for example, it may be an easy matter to construct a set of reeds to simulate the tone quality of a clarinet or flute, it is difficult if not impossible to construct a set of reeds or pipes which will closely simulate the tone quality of a violin or cornet. The inventor says:

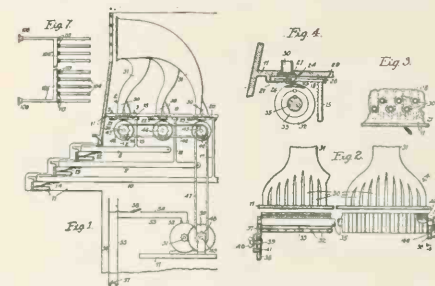
"In accordance with my invention, I may equip an organ with phonographic apparatus for reproducing any desired note of any desired tone quality. The organ is equipped with phonographic apparatus which may be placed under the control of the manual key which represents middle C, whereby the depression of the key will cause the phonographic apparatus to produce a tone having the pitch of middle C, the phonographic apparatus acting to produce the requisite tone as long as the key may be depressed. The organ is equipped with another phonographic record which when reproduced will sound a tone having the pitch of the musical note D. Other phonographic apparatus will produce the other tones of a complete diatonic scale, the phonographic reproduction of each note being under the control of the manual key assigned to each such tone or pitch.

"If one set of phonographic records is made by recording the notes of the diatonic scale, as produced upon a violin, then the phonographic mechanism may be made to sound notes or tones having the violin quality, but under the control of the manual keys of the organ. By means of this arrangement it is possible for an organist to play a piece of music in the usual way by manipulation of the organ keys, the music being produced with the tone quality of a violin, the succession and duration of notes being controlled at will by the organist in accordance with his manipulation of the organ key.

"The organ may be equipped not only with phonographic apparatus containing records of the different notes as produced upon a violin, but it may be equipped also with a diatonic scale of phonographic tones, as produced by a cornet, a bassoon, a trumpet, etc. The phonographic reproductions of the tones recorded upon the phonographic records simulate very closely the tone qualities of the original sounds used in making the phonographic records. As a result, therefore, it is

possible to equip an organ with phonographic records which will enable an organist, by manipulating the stops which control the connection between the keys and the several sets of phonographic records, to reproduce orchestral music with surprising fidelity.

"The tone quality of the sounds recorded upon the phonographic records is not limited to the tone qualities of the usual orchestral instruments. For example, the organ may be equipped with a set of phonographic apparatus in which the phonographic record of each note is produced by a human voice or by human voices. Thus a soprano voice can sing a continuous vowel sound, for example 'ah,' with the pitch of each of the notes of the diatonic scale within the range of the soprano voice. An alto or contralto voice may sing the notes of the diatonic scale next lower in register, a tenor voice may sing the next lower notes



and a bass voice may sing the lowest notes of the set. There may be produced in this way a phonographic voice record of each of the notes of a diatonic scale, each of the notes or tones having the quality of the voice or voices when singing the vowel sound 'ah.' When this set of phonographic records, together with the appropriate reproducers, is put under the control of the manual keys, by means of a suitable stop, then the manipulation of the organ keys will cause the organ to 'sing' in conformity with the organist's manipulation of the keys. The music thus produced in the operation of the phonographic reproducing apparatus may be used alone or in conjunction with music produced by the ordinary pipes and reeds of organs heretofore constructed.

"My invention may be embodied in pianos as well as in organs, and the tone producing mechanism whether incorporated in a piano or in an organ, or in a wholly distinct and separate musical instrument of a new class, may be operated by perforated music rolls and pneumatic or electrical actuating mechanism, which may be substantially identical with that with which pianos and organs of the prior art have been automatically 'played.'"

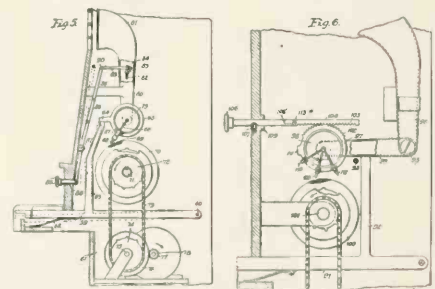


Figure 1 is an enlarged side elevation of a stylus made in accordance with this invention. The socket is shown in vertical mid-section. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a view of the parts shown in Fig. 1 disassembled. Figs. 4 and 5 are bottom and top end views, respectively, of the socket shown in the preceding figures. Fig. 6 is a view analogous to Fig. 1 of the invention embodied in a different form.

Figure 1 is a view showing more or less diagrammatically one arrangement of the phonographic reproducing mechanism, in which I have employed three sets of keys in conjunction with a like number of cylinders, which co-operate with reproducing needles which produce sounds or notes of different tone qualities. Fig. 2 is a cross-sectional view taken on line 2—2 of Fig. 1, some of the parts being removed for the sake of clearness; this view showing particularly the arrangement of the phonographic record cylinders upon which the tones of the diatonic scale are recorded, and also the device through which the sounds are conveyed to the horns. Fig. 3 is a cross-sectional view taken on line 3—3 of Fig. 1. Fig. 4 is an enlarged cross-sectional view taken on line 4—4 of Fig. 2. Fig. 5 is a view of a modified arrangement where-

in a different set of sound boxes is employed in connection with a rotating cylinder upon which the musical tones or notes have been recorded. Fig. 6 is another modification, illustrating more or less diagrammatically an arrangement whereby three different volumes or tone qualities are secured by means of three different needles on each sound box. Fig. 7 is a top view of the mechanism for adjusting the sound boxes employed in the modification illustrated in Fig. 6.

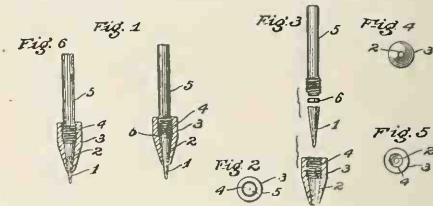
STYLUS FOR NEEDLE FOR SOUND REPRODUCING MACHINES. George H. Hiles, Los Angeles, Cal. Patent No. 1,149,514.

An object of this invention is to minimize the wear on the record while reproducing therefrom and at the same time produce a clear, mellow tone from the record.

Another object is to minimize the scraping sound vibrations that the needle ordinarily transmits to the sound box due to the friction between the needle and the record.

A further object is to provide practically a permanent needle point of agate or other hard stone, so mounted as to minimize the liability of breakage and to be easily removable from the mounting in case it becomes desirable to replace the point.

In music vibrations range from forty per second to a little over 4,000 per second, which is a fair example of the number of vibrations undergone by



the stylus of a sound reproducing machine. It is therefore evident that to properly transmit musical vibrations the stylus point and its mounting will have to be joined together in such manner that the stylus will withstand as many as 40,000 vibrations per second and will also withstand a jump within a thousandth part of a second from 4,000 to 40,000 vibrations per second.

An object of this invention is to provide an efficient manner for the transmission to the diaphragm of sound waves registered on a record plate, and for this purpose is provided a needle point fitting along the greater part of its length a taper seat in a socket of hard rubber and projecting but slightly below the socket, and there is also provided a stem of bone.

Figure 1 is an enlarged side elevation of a stylus made in accordance with this invention. The socket is shown in vertical mid-section. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a view of the parts shown in Fig. 1 disassembled. Figs. 4 and 5 are bottom and top end views, respectively, of the socket shown in the preceding figures. Fig. 6 is a view analogous to Fig. 1 of the invention embodied in a different form.

C. L. Pierce & Co., New Britain, Conn., have placed a Victor IV in the Stanley Works in that city, where it is used as a medium of entertainment for the packing girls. It is giving splendid satisfaction, and the girls are delighted with it.

60 YEARS' EXPERIENCE

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RECORD BULLETINS FOR NOVEMBER, 1915.

VICTOR TALKING MACHINE CO.

DANCE RECORDS FOR NOVEMBER.

- No. DANCE RECORDS FOR NOVEMBER. Size. 17850 Flirting Whistler—One-step (Le Siffleur Coquet) (M. L. Lake) (Patrick Conway, Director) ... 10

- 17847 Kirby McAlzeard Sword Dance (The Girl I Left Behind Me), from "Sword Dances of Northern England," Book 1 (Arr. by Cecil J. Sharp) (English Sword Dance) ... Victor Band 10

COLUMBIA GRAPHOPHONE CO.

DOUBLE DISC RECORDS.

- Popular Hits for November. 1825 Floating Down the Old Green River (Kalmarr) Tenor Solo, orch. accomp. ... Sam Ash 10

- Manana One-step (De Lynemon). Banjo Solo, orch. accomp. ... Fred Van Eps 10

- 1825 Floating Down the Old Green River (Kalmarr) Tenor Solo, orch. accomp. ... Sam Ash 10

LATEST EDISON RECORD LIST.

- 28215 Elegie (J. Massenet) Soprano Solo, orch. accomp. ... Helen Stanley 10

RECORD BULLETINS FOR NOVEMBER—Continued from page 69).

- 2702 Fairy Tales Overture (Carl Kerssen)..... Edison Concert Band
- 2708 Gladiator March (J. P. Sousa). N. Y. Military Band
- 2707 It's Tulp Time in Holland (Richard A. Whiting) Tenor Solo, with Chorus, orch. accomp. Arthur C. Lichty
- 2722 Little Pep—One-step (Ted S. Barron.) For dancing..... Jaudas' Society Orchestra
- 2700 My Little Girl (Albert Von Tilzer) Tenor Solo with Chorus, orch. accomp. Arthur C. Lichty
- 2711 Open the Gates of the Temple (Mrs. Joseph F. Knapp). Tenor Solo, orch. accomp. Hardy Williamson
- 2709 Over the Hills to Mary (Jack Wells). Tenor Solo, with Male Chorus, orch. accomp. Walter Van Brunt
- 2713 Roberts' Globe-Trot—Fox Trot (Charles J. Roberts). For dancing..... Jaudas' Society Orchestra
- 2705 Sailing on the Good Ship Sunshine (David Reed) Tenor Solo, with Male Chorus, orch. accomp. Irving Kaufman
- 2706 Spring's Awakening—Waltz Song (Wilfrid San-erson). Soprano Solo, orch. accomp. Mary Carson
- 2717 There's a Little White Church in the Valley (Arthur Lange). Tenor Solo with Chorus, orch. accomp. Irving Kaufman
- 2721 Wee Little House That You Live In (It's the Best Place of All) (Melior, Gifford and God-frey). Orchestra accompaniment..... Glen Ellison
- 2703 Welcome to California (Armand Putz). Baritone Solo with Chorus, orch. accomp. O. J. McCormack
- 2720 Which Switch is the Switch, Miss, for Ipswich: David, Barnett and Darewski). Tenor Solo, orch. accomp. Billy Murray

- Seaside (Godfrey, Penso & Wright)..... Yorke and Cove 10
- 2808 The Yeomen of England (Hood and German).... Lieut. Herbert Heyner 10
- The Old Soldier (Ambient and Bevan)..... Lieut. Herbert Heyner 10
- 2869 When You Come Home (Weatherley and Squire) Ivor Poster 10
- A Perfect Day (C. Jacobs Bond)..... Ivor Poster 10
- 2870 Megan (Weatherley and Novello)..... Ivor Walters 10
- All That I Ask (Bailey and Coleman)..... Ivor Walters 10
- 2871 Hors d'œuvre—Fox Trot (Comer). With accomp. by Bohemian Band..... Murray's Ragtime Banjo Quartet 10
- Beets and Turnips (Hess and Ahler). With accomp. by Bohemian Band..... Murray's Ragtime Banjo Quartet 10
- 2872 Pretty Pauline (Laurendeau)..... Band of H. M. Irish Guards 10
- San Su Wa..... Royal Court Orchestra 10
- 2873 There's a Long, Long Trail (King and Elliott) William Newton 10
- There's Someone Wants You (Goldburn and Dent) William Newton 10
- 2874 The River of Years (Beverly and Merzials).... Miss Mabel Mann 10
- Softly Awakes My Heart (Samson and Delilah) (Saint-Saens)..... Miss Mabel Mann 10
- 2875 It's a Long Way to Tipperary..... Jack Judge 10
- It's Time They'd Finished It Now..... Jack Judge 10
- 2876 The Aba Daba Honeymoon—Ragtime (Fields and Donovan)..... The Two Bobs 10
- He's a Rag Picker—Ragtime. (Irving Berlin) The Two Bobs 10
- 2877 Dear Old Saturday Night, from "Push and Go" Doreen Herbert and Ted Yorke 10
- Be My Pal from "Push and Go"..... Doreen Herbert and Ted Yorke 10
- 2878 Just We Two and the Moon (Arthurs and Hirsch) Cove and Thompson 10
- Same Sort of Girl (Smith and Kern)..... Cove and Thompson 10

THE WINNER RECORD CO., LTD., LONDON.

- DOUBLE DISC RECORDS.
- 2867 The Army of To-day's All Right (Leigh & Lyle). Yorke and Cove 10
 - There'll be Nothing but Boys in Khaki by the

NEW DEPARTMENT IN KANSAS CITY.

Jones Store Co. Opens Handsome Showrooms for Victor Line, with Harry B. Bibb in Charge—Have Excellent Trade Prospects.

(Special to The Talking Machine World.)
 KANSAS CITY, Mo., September 27.—The Jones Store Co. has put in a talking machine department, featuring the Victor line, which is proving very successful. The parlors are on the third floor, the same floor with the lunch room, the hair dressing department and the ladies' parlors. This gives everyone a chance to hear the music from the department, whether they have "talkers" on their minds or not. And, of course, hearing the music soon puts it on their minds.

Harry B. Bibb, formerly of Dallas, Tex., has charge of the department, and is very enthusiastic over the prospects. Mr. Bibb has been in the business for fifteen years, first with the Conway people in St. Louis, then with Columbia and Edison branch stores; later with the Schmelzer Arms Co., of this city, which position he left three years ago to accept a place with the Field-Lippman Stores in Dallas, Tex.

"And in all my experience," said Mr. Bibb, "I never had charge of a department with better prospects than we have right here in the Victor department of the Jones Store."

VICTOR-MACY CASE REOPENED.

The case of the Victor Talking Machine Co. vs. R. H. Macy & Co., which was dismissed by Judge Hand last March, was taken to the Circuit Court of Appeals, which affirmed the dismissal. The Circuit Court, however, granted the Victor Co. leave to file an amended complaint, and on September 15 the case was again dismissed by Judge Hough, of the District Court at New York. The case has

again been appealed to the Circuit Court, and is still open.

BUSINESS IS EXCELLENT.

Says W. H. Meyer, Sales Manager of A. F. Meisselbach & Bro., Who Is Visiting the Trade and Booking Many Orders.

W. H. Meyer, sales manager of A. F. Meisselbach & Bro., Newark, N. J., who is touring the country in the interest of Balance Sound Boxes and Meisselbach motors, is planning to return home about the first of November.

Mr. Meyer reports that business is excellent and that the outlook is most optimistic. "One thing that I noticed particularly," said Mr. Meyer to The World representative, "is the demand for high-class products of all kinds. Included in this naturally is the growing business on Balance Sound Boxes, which are sold by Edison jobbers and dealers.

"We first started with Balance Sound Box No. 1, and then brought out No. 2, and recently we introduced box No. 3, for concert work and dance music. All of these three styles are built in the usual Meisselbach quality and are acknowledged as examples of a high type of manufacture."

TO HANDLE THE PATHEPHONE.

The French-American Phonograph Co. has leased the store at 487 Fifth avenue, New York, between Forty-first and Forty-second streets, where it will open an exclusive Pathephone shop, handling the products of the Pathé Frères Phonograph Co. exclusively. According to present plans, the store will open on October 15, and elaborate furnishings and decorations are now being installed. An extensive advertising campaign will be introduced, and new ideas to attract the attention of the public to the store are in course of preparation.

VICTOR HELPS TO DEALERS.

Monthly Batch of Literature Just Sent Out Should Aid in the Development of Fall Business—Why Records Should Be Placed in Hand Early to Benefit by Fall Demands.

The Victor Talking Machine Co. sent to its dealers this week its usual monthly batch of literature to aid in the development of fall business. October literature was particularly timely and effective, two very attractive window streamers announcing the arrival of the new records being unusually striking in their color scheme. Other publicity helps contained in this monthly envelope were as follows: October supplement, two October hangers, newspaper review of October records, sheet of ready-made advertising electrotypes, copy of October magazine and educational advertising, copy of October farm paper advertising, sheet of foreign and domestic numerical pasters and supplements of new Arabian, French, German, Hebrew, Hungarian, Italian, Russian and Swedish records.

Referring to the advisability of placing record orders as far in advance as possible, a letter accompanying this literature said in part:

"As for your stock of goods—there is no time to lose! You may have heard that before, you may hear it again, but that doesn't alter the fact that it is absolutely true to-day. Don't make any mistake, there's going to be an enormous business done this year—more than ever before; but no dealer can furnish what he hasn't got, and worse still, he probably won't get a second opportunity. Get in the biggest order you have ever placed and earlier than you ever placed one. The customers you make this fall will stick to you for years. The customers you lose will stick to someone else."

NEW QUARTERS IN CEDAR RAPIDS, IA.

(Special to The Talking Machine World.)
 CEDAR RAPIDS, IA., October 1.—The handsome new store of the Grafonola Co. at 220 Third avenue, this city, was formally opened recently and the effect indicated that the several weeks spent in preparing the new quarters had not been in vain. The Grafonola Co., of which Charles J. Gramling is manager, handles both wholesale and retail business in the Columbia line. W. C. Fuhri, district manager for the Columbia Graphophone Co., with headquarters in Chicago, and F. F. Dawson, secretary-treasurer of the Grafonola Co., attended the opening.

OUTING OF JEWEL DEPARTMENT.

The first annual outing of the staff of the jewel department of the phonograph works of Thomas A. Edison, Inc., was held at Muhsgut's Grove, Springfield, N. J., last month, with about forty employees of the company and their friends present. The party rode to the grove in motor trucks, and after participating in a series of games enjoyed an elaborate chicken dinner.

P. C. Sweeney, of the sales staff of the Edison Shop, 473 Fifth avenue, New York, has resigned to accept a similar position with the Phonograph Corp. of Detroit, Edison distributor.

READY REFERENCE OF GENERAL SUPPLIES

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



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 Manufacturers of Regina Music Boxes; Reginalphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

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

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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.

EDWARD LYMAN BILL
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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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