

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, February 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*.



Mr. and Mrs. Vernon Castle Endorse the Rek-Rep (Record Repeater)

The greatest exponents of modern dances in the world say:

"We have installed on our talking machines in use at Castle House your Rek-Rep Repeaters, and use same in connection with our instruction work. We consider the Repeater to be one of the most valuable accessories to the talking machine that has ever been invented, and feel sure that it will be a source of great pleasure to all owners of talking machines."

You can make big profits by stocking the

REK-REP RECORD REPEATER

RETAIL PRICE \$2.25

(Complete with Rek-Rep Automatic Stop).

Everyone who uses a talking machine for dancing—and that means everyone who has a machine—knows the exasperation of having the music stop just in the middle of a dance.

The Rek-Rep (Record Repeater) does away with that annoyance. It is a new device, invented for use with disk records on the Victor, Columbia and Aeolian Machines. By means of the Rek-Rep (Record Repeater) any disk record can be repeated any number of times without a touch from the operator.

There Is a Big Market Awaiting the Rek-Rep.

People Have Been in Need of Such a Device Ever Since the Dance Craze Started.

The Rek-Rep (Record Repeater) is a simple device, made of steel—brass or nickel plated. It weighs only 1½ ounces. So simple in construction and easy in manipulation that a child can adjust it in a second. Easily attached to any needle-point machine by slipping it over the center pin which holds the record itself. It can be used on both 10 and 12-inch records, single or double faced. No troublesome joints or hinges—nothing to get out of order. Cannot scratch or injure the record in any way. No part of the Rek-Rep touches the playing part of the record. Has but two bearing points.

Sell the Wonderful Rek-Rep When You Sell Dance Records.

Every buyer of dance records is a prospective customer for the Rek-Rep. Every time you sell a dance record show your customer the Rek-Rep and make an extra sale.

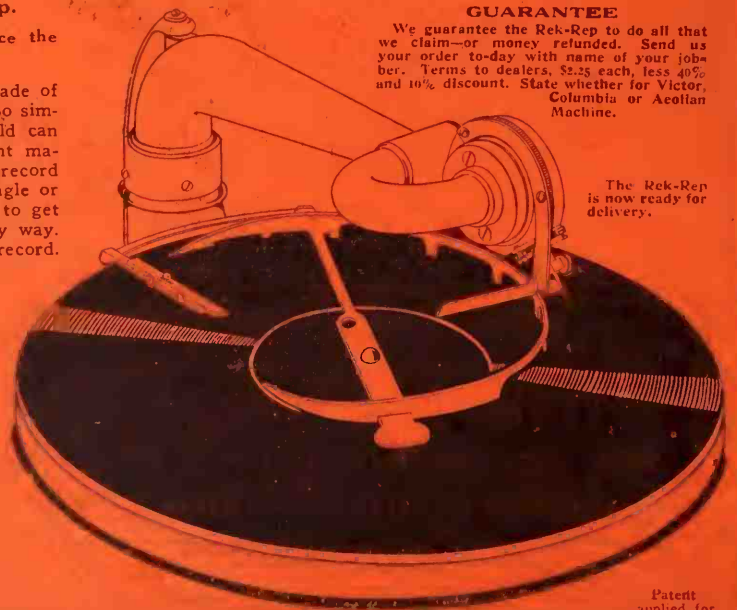
The Rek-Rep Is Fitted with Automatic Stop

The Rek-Rep is equipped with a simple device which can be adjusted in a second to automatically stop the phonograph after the record has been played through once or twice or will allow it to repeat continuously.

As an automatic stop alone, the Rek-Rep is the most efficient on the market. No dying out of the music at the end of the record if the stop is not set correctly. The phonograph is stopped only after the needle has been automatically lifted from the record.

GUARANTEE

We guarantee the Rek-Rep to do all that we claim—or money refunded. Send us your order to-day with name of your jobber. Terms to dealers, \$2.25 each, less 40% and 10% discount. State whether for Victor, Columbia or Aeolian Machine.



The Rek-Rep is now ready for delivery.

Patent applied for.

Record Repeater Co., Inc.

432 FOURTH AVENUE,

NEW YORK CITY

The Talking Machine World

Vol. 11. No. 2.

New York, February 15, 1915.

Price Ten Cents

TALKING MACHINE IN A NEW ROLE.

Used in Course in Public Speaking at Western Reserve University for Purpose of Enabling Students to Hear Themselves as Others Hear Them and Thus Correct Their Own Errors.

(Special to The Talking Machine World.)

CLEVELAND, O., February 6.—“Hear yourself as others hear you” is the principle upon which Professor Woodward has introduced mechanical science into his public speaking courses at Western Reserve University. His plan was evolved while listening to an intercollegiate debate. It seemed as he heard the arguments of the pupils from half way across the house that there would be differences of diction, varying shades of expression, softened tones of voice if the speaker could have been their own audiences. It's about impossible, according to the professor, to analyze the appearance of personality and explain it to its owner. But he claims Edison has done it.

That's why a phonograph has become one of the properties of the public speaking course and it has set many a coming lawyer and lecturer on the road to success. “The students are required to talk into the machine as part of the course,” Professor Woodward explained. “The record is put on the phonograph for a private lesson. Listening to himself talk, as though he were another person, seems to impress the student with an understanding of his weak points. Tone is the thing most often to be corrected. A harsh, nasal tone doesn't sound any better from the lecture platform than it sounds from the phonograph, and it is most irritating as a reproduction.

“Fault of time pauses, emphasis and choice of words is another thing for the machine's attention.” Most of the university pupils are law students, taking the public speaking course in connection with their law work. An occasional actor is turned out.

PATHE LINE WITH PIANO HOUSES.

A Number of Important Institutions Secures the Representation of These Phonographs.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week the consummation of a number of important deals whereby the Pathé products will receive representation by prominent and successful concerns. The Story & Clark Piano Co. will handle the Pathophone and Pathé discs in its Chicago, Detroit, Cleveland, Pittsburgh and St. Louis stores, and a complete line of Pathé goods will be handled by Schuler Bros., Buffalo, N. Y.; C. W. Snow & Co., Syracuse, N. Y.; Fisher Piano Co., Cleveland, O. This, following the announcement last week that the Starr Piano Co. had secured the Pathé line for its various stores, tells a story of progress.

INFORMAL DANCING EXHIBITIONS

At Harmans' Talking Machine Store in Lima, O., Prove a Big Trade and Advertising Factor.

(Special to The Talking Machine World.)

LIMA, O., February 6.—Harmans, live-wire Victor dealers of this city, have been giving informal dancing exhibitions in their store to illustrate the exceptional value of the Victrola as a medium for furnishing dance music that is unexcelled as far as tempo and rhythm are concerned. At one of these recent exhibitions Prof. F. S. Laux and Miss Helen Vale, two locally popular interpreters of the modern terpsichorean art, appeared to demonstrate the latest steps, and 1,000 people crowded every corner of the Harman store to view the exhibition.

Local newspapers devoted considerable space to the entertainment, referring to the fact that it was a combined demonstration of the latest dances and the Victrola, as of the sixteen dances on the program eight were dance numbers and the remainder of a general nature to indicate the unlimited musical scope of the Victor record library.

HOW PHONOGRAPH FIGURED.

Played Dead March as the Karluk Sank—Capt. Bartlett Tells How He Started Phonograph as Ship Plunged to Its Grave—All Her Flags Were Flying—Moving Picture Shown.

The sinking of the Stefansson exploration ship “Karluk” was graphically described to 100 members of the Explorers' Club at their dinner at the Hotel Astor recently by Capt. Robert E. Bartlett, who commanded the expedition after Stefansson set out on the sledge voyage North, from which he never returned. Burt McConnell, the last survivor to see Stefansson, showed moving pictures and told of the farewell which took place on the ice of the Polar Sea.

Rear Admiral Robert E. Peary, who presided, said it was still too early to give Stefansson up for lost.

The “Karluk” went down with flags flying and the phonograph on board blaring out the strains of Chopin's “Funeral March,” according to Capt. Bartlett.

This was months after Stefansson, with two men and twelve dogs, had said good-bye, and the ship had drifted with the ice floes along the Bering coast. The ship was wedged between great masses of ice, and the nearest land, Wrangell Island, was sixty-five miles away. Capt. Bartlett said he did not expect the “Karluk” to last, and had a hut built on a near-by floe in case of emergency. On the night of January 10, 1914, he felt her heel, he said, and he knew that the end was at hand.

“The men worked steadily and without a sign of fear,” said the captain. “A couple of bottles of whisky used judiciously in their coffee helped a whole lot.”

Water was pouring into the aft port bunker, but Capt. Bartlett stuck to his ship all the next day. When he saw everybody else was safe, he turned on the phonograph and waited.

“We had a lot of records,” he said, “but when I felt her going I got out Chopin's dead march and put that on. I also put out all her fires, as I said she might as well have a decent funeral. Then I got off and stood on the ice and watched her. Down she went, head first, stern up in the air, and the phonograph going.

“It was like losing a dear friend. I remembered hearing about Admiral Cervera down at Santiago when his ship was lost, so I took off my hood, and as the ship went down I said, like him:

“‘Adios, ‘Karluk!’”

MEMPHIS DEPARTMENT A SUCCESS.

Talking Machine Department of Bry-Block Mercantile Co. Does Big Business After Short Career—Handles Three Talker Lines.

(Special to The Talking Machine World.)

MEMPHIS, TENN., February 6.—After an existence of only a little over four months in the trade, the talking machine department of the Bry-Block Mercantile Co. has established a business that insures its permanent success in the field. The department is under the management of Geo. A. Chopin, formerly connected with the O. K. Houck Piano Co. and who is assisted by Mrs. Chopin and a large corps of assistants. The Victor, Columbia and Edison disc lines are all represented in the department, and the extent of the business handled is indicated by the fact that on several occasions the total of sales has exceeded \$3,000 per day.

A LIVE SPRINGFIELD DEALER.

(Special to The Talking Machine World.)

SPRINGFIELD, MO., February 6.—J. W. Knox, of this city, has a complete up-to-date talking machine store. Mr. Knox handles both the Victor and Columbia machines, and Miss Denny, who has charge of the department, is familiar with the record catalogues of both companies. Miss Denny is an expert saleswoman in this line of music.

COLUMBIA WITH CABLE PIANO CO.

Toledo, O., House to Handle Complete Line of the Columbia Graphophone Co.

(Special to The Talking Machine World.)

TOLEDO, O., February 6.—The Cable Piano Co., of this city, has closed a deal whereby it will handle the products of the Columbia Graphophone Co. A complete line of machines and records will be carried, and the prestige of the Cable Co., together with the unlimited sales possibilities of the Columbia goods, insure the success of the new department. The Cable Co. is handling the Columbia line in several of its branches in the large cities, and its satisfaction with these products is evidenced in the addition of the Columbia line to the various stores controlled by this prominent concern.

TO OPEN IN BROOKLYN.

The G. T. Williams Co., of Brooklyn, to Be Jobber of Victor Products in That Borough.

G. T. Williams, who resigned as general manager of the New York Talking Machine Co. last week, is one of the incorporators of the G. T. Williams Co., of Brooklyn, N. Y., which will act as a distributor of Victor products in Brooklyn territory. S. W. Williams, formerly traveling representative with the New York Talking Machine Co., is also an incorporator of the new company, whose capital is given as \$10,000. The company has leased quarters at 217 Duffield street, where it will conduct its Victor distributing business.

EDISON DISC IN NOVEL RECITAL.

Proves a Star Feature at Organ Recital in Kansas City—Organ Accompaniment to the Records Received with Enthusiasm.

(Special to The Talking Machine World.)

KANSAS CITY, MO., February 6.—The organ recital recently given at the Grand Avenue Temple by Powell Weaver had on its program the Edison diamond disc phonograph from the Edison Shop operated by Mr. Blackman. Mr. Weaver played an accompaniment to the machine. This is the first concert of the kind to have been attempted in Kansas City, and Mr. Weaver had to waive his rule in giving recitals and accompany the machine for an encore. The first number given was the Anna case record “Louise,” this was followed by “Voi Che Sapete,” sung by Mme. Bori, of the Metropolitan Opera Company. The diamond disc records were used in this recital. The recital caused a number of inquiries to come to the Edison Shop, and by special request the machine again will appear on the program in March.

DRUGGIST TAKES ON COLUMBIA LINE.

(Special to The Talking Machine World.)

KANSAS CITY, KANS., February 6.—Joseph Paradowsky, owner of the Quality Drug Store, at 800 Minnesota avenue, this city, has installed a talking machine department in his drug store. Mr. Paradowsky has been advertising his talking machine department in the local papers. He handles the Columbia line of goods. Mr. Paradowsky said: “I got the idea from the country drug stores, and it appealed to me, so I thought I would try it.” “It has come to stay,” Mr. Paradowsky added; “it has already been successful.”

TO ADD TALKING MACHINE LINE.

B. G. Allison, a jeweler of St. John's, Mich., is remodeling his store for the purpose of making room for a line of talking machines.

INCORPORATED IN PORTLAND, ORE.

The Eilers Talking Machine Co., Portland, Ore., has been incorporated with capital stock of \$45,000. The incorporators are: Henry J. Eilers, Henry F. French and Charles McKinnis.

"TALKER" EXHIBITS AT PANAMA-PACIFIC EXPOSITION.

Plans Perfected for Big Celebration in Connection with Panama-Pacific Fair—Leading Talking Machine Companies to Make Exhibits—Rapid Progress Being Made on Completion of the Various Talking Machine Booths for Important Exhibitors.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 4.—As the time draws near for the formal opening of the Panama-Pacific International Exposition much enthusiasm is evidenced here on all sides, and work is being rushed on the installation of exhibits and other final details in order to have everything as nearly complete as possible when the gates are thrown open on February 20. Plans for the big celebration on opening day, which in all probability will be declared a legal holiday by Governor Johnson upon request from exposition officials and others interested in the exposition, are being formulated by the Mayor's Committee of Fifty, composed of men and women prominently connected with the business and civic interests of the city. The music trade is well represented in the active preparations for the event. Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to their Victor business, has been appointed chairman of music by Mayor James Rolph, Jr., and Byron Mauzy, the Stockton street music man, is also serving on the Committee of Fifty.

The Talking Machine Exhibits.

It is now definitely assured that talking machines will form a comprehensive group among the exhibits. These instruments, together with pianos and other musical instruments, will be located in the Palace of Liberal Arts, and the exhibitors are sparing no effort in making their displays the finest ever shown at any exposition.

Victor Booth Nearly Complete.

The Victor booth is 90 per cent. complete at this early date and will be entirely ready when the exposition opens, according to the statements of those in charge. This display will be very advantageously situated in the center of the building under the dome and will face on three of the main aisles. Its installation is being done under the supervision of Mr. Worthington from the Victor factory, who will remain in San Francisco until the close of the exposition.

Progress on Columbia Co. Booth.

Work has progressed nicely on the Columbia booth in the past month, and Marion Dorian, treasurer of the Columbia Graphophone Co., has returned to San Francisco to oversee the installation of the exhibit. Other officials of the Columbia Co. are expected to arrive for the opening celebration of the exposition. E. D. Easton, president of the company, has already started toward the Pacific Coast, expecting to visit his daughter at Fort

Apache, Ariz. She is the wife of Lieutenant E. C. Bradburn, of the U. S. Army. Mortimer Easton and wife are traveling with President Easton, and the former will remain here throughout the exposition in charge of the foreign record and Dictaphone sections of the exhibit.

Exhibit of Sonora Phonographs.

Sonora phonographs will be exhibited at the exposition under the auspices of the Sonora Phonograph Co., of this city, who have the booth well under way and promise an elaborate showing. F. B. Travers, manager of the local company, is supervising the installation of the exhibit and he will give it his personal attention after the exposition opens. The booth is of artistic design, providing ample space for a general display, besides two demonstration rooms.

DUTY ON PHONOGRAPH NEEDLES.

Customs Court Hands Down Decision Upholding Collector of Port of New York in Assessing a Duty of 45 Per Cent. on Needles as Parts of Phonographs.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 8.—Among the decisions handed down by the Customs Court last week was that in the case of Landay Bros. vs. the United States, in which it appears that phonograph needles were assessed by the collector at 45 per cent. as parts of phonographs. The importers protested that they were properly dutiable as manufactures of wire. The Board of General Appraisers overruled the protest of the importers and the decision of the board is affirmed.

Of course, the above duty referred to the old tariff, the present duty on phonographs, and consequently needles, being 25 per cent.

ADVERTISING A DIVIDEND PRODUCER.

It is a noteworthy feature of the business situation as it has been created by the war that all well-known big industrial corporations, that are doing business mostly by advertising, have been able to maintain the dividends they used to pay before the world was shaken by the disturbances which the European conflagration caused in every part of the world. This experience proves to what great extent advertising is able to protect and maintain the earning ability of industrial enterprises.

There is no court of appeals for the man who is sentenced by his own mistakes.

DEALERS' ASSOCIATION MEETS.

Eastern Talking Machine Dealers' Association Holds Session on January 26—Lack of Interest Claimed—Important Matters to Be Taken Up at Annual Meeting to Be Held on February 25 in the Woolworth Building.

The Eastern Talking Machine Dealers' Association held its first meeting of the new year, and in fact the first regular meeting for several months, at Keen's Chop House, at West Thirty-sixth street, New York, on Tuesday evening, January 26. Although notices had been sent out to every member and all had been urged to attend there were only about twenty-two dealers present and several matters of importance had to be postponed until a later and better-attended meeting.

The meeting was preceded by an informal dinner and among those who addressed the dealers was V. W. Moody, of the New York Talking Machine Co., who cited what the Victor Co. was doing for the protection of the dealers under its contracts and the obligations of the dealers in connection therewith. President J. G. Bremner, of the association, also gave a strong talk on the apparent lack of interest shown by many of the members in the work of the association and the efforts of the officers and executive committee to accomplish results, and made a plea for greater co-operation in the future.

It is planned to hold the annual meeting of the association in the rooms of the Merchants' Association of New York, in the Woolworth building, on February 25, at 2 p. m., and a vigorous effort will be made to have the bulk of the association membership present. During the course of the meeting the dealers will be addressed by J. R. Young, convention manager for the Merchants' Association. Other important matters that will come up for consideration will be the election of officers, the proposed change in the name, constitution and by-laws of the association, plans for increasing the membership by taking in jobbers and others engaged in the trade, and ways and means for eliminating various existing evils.

POSTAGE TO GERMANY MORE.

Direct Routes Gone, Government Cancels Two-Cent Rate.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 8.—Postmaster General Burleson to-day suspended the two-cent postage rates on mail from the United States to Germany, and announced that until direct transportation service was restored the rate on letters from this country to German destinations would be five cents for the first ounce and three cents for each additional ounce.

DON'T MAKE A MOUNTAIN OUT OF A MOLE HILL

Dealers who lose sales and accompanying profits because their nearest distributor cannot supply the goods and on account of extra transportation charges on shipments from a distributor farther away, WAIT, are practising false economy. The extra express or freight charges pale into insignificance when compared with the profits and the added satisfaction given your customer by reason of promptness in supplying his wants.

Don't Tie Up to One Distributor Unless That Distributor Gives You the Best Possible Service.

THAT'S WHAT "EASTERN SERVICE" IS—THE "BEST POSSIBLE."

Prove It to Your Own Satisfaction and Profit. A Trial Order Will Do It.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



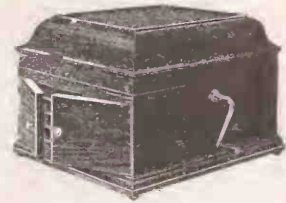
Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak.

Victor supremacy



The Victrola has become the greatest factor in the success of every music dealer.

The Victor business for 1914 again exceeded the previous year's business.

This success was general and every dealer enjoyed his share of the increase.

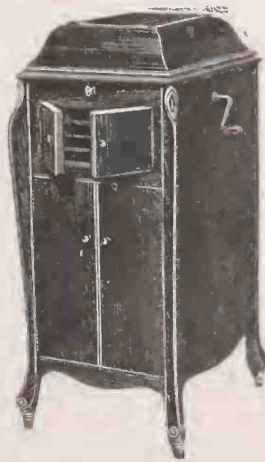
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

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



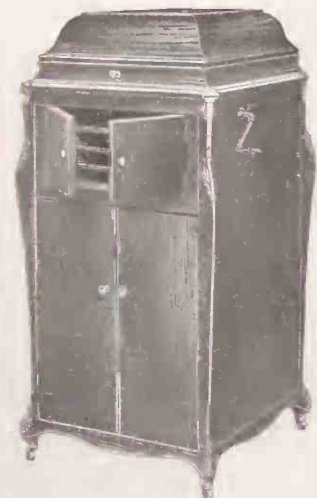
Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



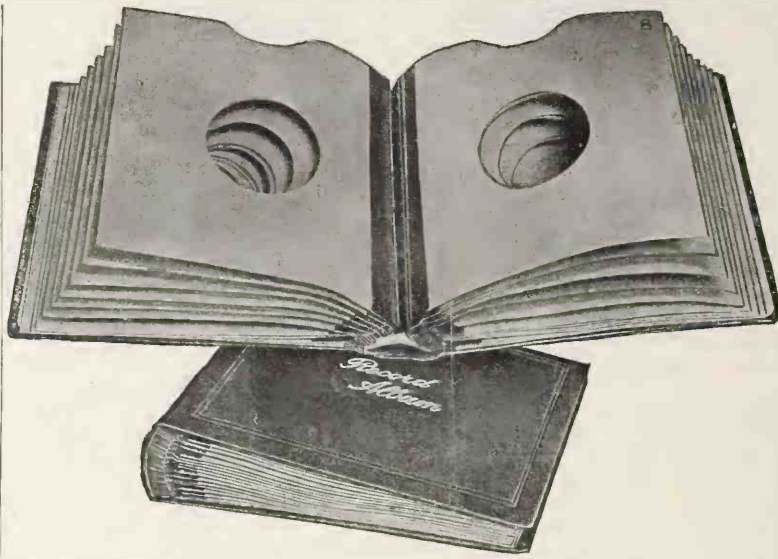
Victrola XVI, \$200
Mahogany or oak

FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

These Record Albums Will Pay for Themselves in a Short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They Will Fit in a Library Cabinet or Book Case, or They Will Lie Flat on One Another.

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI. We also make Albums containing 17 pockets, and with the indexes our Albums make a complete system for filing all Disc Records.



For Durability, Artistic Design and Finish, 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 send samples and quote our very low prices?

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

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

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

ACTIVE TRADE IN THE TWIN CITIES.

Northwestern Automobile Show in Minneapolis Brings Score of Talking Machine Dealers to Twin Cities—January Business Exceeds That of Last Year—High-Priced Instruments in Demand—Talking Machine Men Visiting the East—Other Items of Trade Interest.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., February 7. —Talking machines and automobiles appear to go hand in hand in the Twin City territory, for the big Northwestern automobile show in Minneapolis has brought scores of talking machine dealers to the Twin Cities, and they transacted important business with the jobbing houses. At the Minnesota Phonograph Co.'s headquarters it was stated that from eight to ten country dealers visited the office every day to place orders, renew agencies or establish new agencies. This experience is typical of all the jobbing houses in St. Paul and Minneapolis. The rural sections in the upper Mississippi Valley have taken hungrily to the talking machine, as is well known, but the encouraging feature is that they have graduated from the \$25 class of instruments to the \$100 and \$200 classes. It is a matter of record in more than one jobbing house that certain country correspondents order more high priced instruments than of the cheaper grades.

January gives promise that 1915 will be a bigger year for the talking machine men than was 1914. The sales for the month exceeded those of January, 1914, almost without exception, and it is the general opinion that the start is only an indication of what is to come.

Jay H. Wheeler, manager for the Columbia Co. in the territory covering Minnesota, the two Dakotas, Montana east of Butte and the western counties of Wisconsin, has only one complaint, and that is that the supply of instruments is not equal to the demand. "This is not unusual," explained Mr. Wheeler, "for we have had considerable difficulty for a year or more in supplying our agents.

The city trade also is holding up in a most satisfactory manner."

G. A. Mairs, head of the talking machine department of W. J. Dyer & Bro., is in the East visiting the general offices and factories of the Victor and Edison companies. Laurence H. Lucker, of the Minnesota Phonograph Co., left February 2 for a visit to the Edison headquarters.

George Small, formerly traveling representative for the Edison Co., has joined the city sales staff of the Minnesota Phonograph Co. in St. Paul.

AT A HIGH WATER MARK.

Louis Sterling, General Manager of the European Establishment of the Columbia Graphophone Co. Makes Interesting Report Regarding Business Abroad During His Visit to Headquarters in New York.

Louis Sterling, general manager of the European headquarters of the Columbia Graphophone Co. in London, visited the executive offices of the company in New York recently.



Louis Sterling.

He makes the interesting report that the company's business in London during the first month of the new year has not only remained at a high water mark, but actually surpassed all previous corresponding periods. The enterprise and foresight of Mr.

Mr. Sterling has had much to do with keeping up the progressive policy of the Columbia when many other lines of business in the English capital have been curtailing expenses and policies in every way.

Mr. Sterling returned to his London activities on the "Lusitania," which sailed January 30.

TO BECOME A VICTOR DEALER.

John H. Bieling Resigns from the New York Talking Machine Co. to Enter Retail Field.

John H. Bieling, who has been a member of the road staff of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, for the past year, resigned from this position recently in order to enter business himself as a Victor dealer. Before commencing work in the retail field Mr. Bieling will take a short vacation, which he has well earned after his many years of active participation in the talking machine industry.

As a member of the famous Hayden Quartet, Mr. Bieling recorded a great many selections for the Victor library which have met with a worldwide sale. He also recorded as a soloist, and for many years was one of the most popular members of the Victor recording staff. During his year's association with the New York Talking Machine Co. Mr. Bieling has acquired a host of friends, particularly in Brooklyn, the territory he covered.

CHANCE FOR MANUFACTURER.

A firm in Russia informs an American consular officer that it desires to establish connections with American manufacturers of gramophones, parts and accessories. Prices should be stated in rubles, c. i. f. destination. Correspondence preferred in Russian. It is stated that if terms and prices are satisfactory, orders will be placed at once. Manufacturers interested in this query should address the Bureau of Foreign Opportunities, Department of Commerce and Labor, Washington, D. C., referring to Inquiry No. 15463.

When a man has worked thirty-seven minutes trying to get his stalled automobile engine going again, it pleases him beyond words to have his better half ask from the back seat, "Do you think you could fix it, if you knew what was the matter with it, dear?"



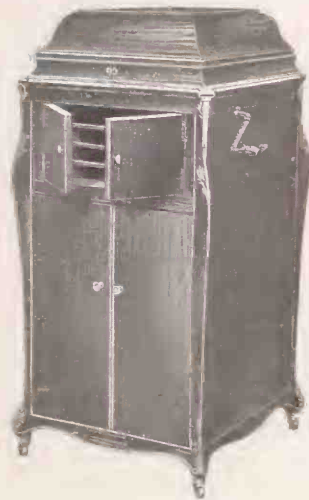
Victrola XI, \$100
Mahogany or oak



Victrola VI, \$25
Oak



Victrola IX, \$50
Mahogany or oak



Victrola XVI, \$200
Mahogany or oak

Victrola supremacy—all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola is supreme.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



Victor Distributors

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

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

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



The Columbia Double-Disc Advertising Record is doing precisely what it was designed to do—we are hearing from it "all over." It is one of the few absolutely novel and effective sales helps. It is seldom enough that you can do as much advertising for \$10 as you can with that record for 25c.



(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**

SPLENDID JANUARY BUSINESS IN SAN FRANCISCO.

Opening Month of New Year Runs Considerably Ahead of Same Month of 1914—Excellent Reports Made by Sherman, Clay & Co., Columbia Graphophone Co., Sonora Phonograph Co. and Other Jobbers Regarding Business and Prospects for the Year.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 4.—Andrew G. McCarthy, of Sherman, Clay & Co., says business has kept up exceedingly well since the holidays, business for January this year having run considerably ahead of the same month in 1914. He considers prospects bright for the entire year. Phil T. Clay and F. R. Sherman have just returned from a tour of inspection of the company's interests in the Northwest, and they report improved conditions in that section on account of the resumption of operations in lumber and the heavy export movement of grain.

Victor dealers have had a big call for the records of John McCormack since his recent engagements in this vicinity, and the first appearance of Miss Alma Gluck in concert here is stimulating the demand for her records.

A Good Year for Columbia Trade.

Walter S. Gray, district manager of the Columbia Graphophone Co., in closing up the books for last year is gratified to find that 1914, despite the abnormal general conditions over the country, was the best year this branch of the Columbia Co. has ever had and December was the biggest month in its history. Mr. Gray says every indication at present favors a substantial increase for 1915.

F. R. Anglemier, manager of the local branch of the Columbia Graphophone Co., is well pleased with business for the past month. He says both

records and machines have been in good demand since the first of the year, indicating that dealers' stocks were closely cleaned up at holiday time. He is gratified to note that collections are coming through in good shape also.

A Live Sonora Campaign Started.

The Sonora Phonograph Co. is making progress with an aggressive campaign for 1915. A wholesale department is being opened at 616 Mission street, and plans have been concluded for the opening of a southern California branch to care for the trade, both wholesale and retail, south of the Tehachapi Pass. This store will be located in Los Angeles, and will be under the management of E. M. Bonnell, who is well-known to the trade in that city. Manager F. B. Travers says retail business has held up in good shape since the first of the year.

Higher-Priced Edison Disc Machines Popular.

James S. Baley, manager of the Edison Shop on Geary street, says the demand for the \$250 style of Edison disc phonographs is the feature of the business at present. The \$80 style had a big call during the holiday season, but was practically sold out then and the in-between styles so far have not proven so popular here as the \$80 and \$250 machines.

Jas. J. Black Talks to New York Over 'Phone.

Jas. J. Black, manager of the Wiley B. Allen Co., was among the first San Francisco business men to talk long distance over the new transcontinental

service to New York. Arthur D. Geissler, of the New York Talking Machine Co., rang him up a few days ago, and Mr. Black says he could hear and recognize Mr. Geissler's voice as readily as if he had been in the same town. In the Allen department special feature is being made of the Style XVI Victrola with very good results, according to Mr. Black. Clarence Anrys, son of Frank Anrys, general manager of the company, is connected with the talking machine department, and he has made a splendid record so far by devoting special effort to the sale of more expensive machines. Joel R. Scott, manager of the record department, reports a big January business.

Some News Brieflets.

A recent visitor in San Francisco was Wm. H. Hoschke, president of the Crescent Talking Machine Co., New York.

Branch's, Inc., in Stockton, Cal., has added the Edison line of phonographs.

J. E. McCracken, traveler for the Pacific Phonograph Co., is again working the San Francisco Bay district, after spending some time in the Northwest, and Mr. Schwab is now working the Oregon territory. A. R. Pommer, head of the company, says business has picked up very noticeably.

CONVENIENT REPAIR CATALOGS.

The Victor Talking Machine Co. sent out to its trade recently new repair catalogs for Victor XXV B, Victrolas XVI H, XVI Electric, and numerical price lists of parts. To properly accommodate these important publications, the Victor Co. suggested the use of a new style patented spring binder which will hold about 200 pages and is provided with an inside folder for retaining the repair part catalogs.

DITSON *Victor* SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO., Boston, Mass.

COMPLAIN OF STOCK SHORTAGE IN CLEVELAND.

Business Apparently Only Measured by the Supply of Talking Machines and Records—January Makes Splendid Showing, All Principal Makes of Machines and Records Being in Demand—Talking Machine Dealers Expanding and Perfecting Establishments.

(Special to The Talking Machine World.)

CLEVELAND, O., February 6.—Conditions locally are fairly satisfactory, rather kaleidoscopic in character. Some dealers report the situation to be quite as good as could be expected in their views, while others decline to express their opinion, saying they might be declared prevaricators if they did. However, the talking machine business on the whole will compare favorably with that of any other in the city, not excepting the automobile. About the only complaint heard among the dealers is one of a "shortage," and which seems to be pretty general.

Business at the local Columbia store is growing day by day, and but for a shortage of machines very satisfactory. G. M. Madson, manager, said business showed an exceptionally fine increase over 1914, but that there was a great scarcity of machines, the stocks of Columbia dealers were never so low. The Cleveland store is at present holding orders for over 300 machines.

Recent new Columbia dealers are: D. W. Lock & Co., Canton, O.; Conrad, Baerch & Kroeble Co., Ohio; Sample Furniture Co., Royal Furniture Co., J. H. Duboky & Bro., S. J. St. John, H. B. Brack & Sons, Cleveland; Schmidt & Lane Piano Co., Tiffin, O.

An increasing demand is noted by the Phonograph Co., distributors of Edison phonographs. The business for January, Mr. Bloom, secretary, stated had been very good. "In fact," said he, "it has largely surpassed our expectations, despite the fact of the disastrous fire at the Edison factory. The first shipment of Blue Amberol records has been received, also a few B-80 machines. The factory expects to ship disc records about the 18th of this month, when conditions will again be normal.

There is always considerable doing in the talking

machine department of the piano house of B. Dreher's Sons Co. W. G. Bowie, manager, said that owing to the shortage of machines and records in Cleveland, "business has not been as large as we expected. However, during February we have been told we will be able to get all styles of Victrolas, and we anticipate an increase over last year. We have already taken several orders for machines sold from catalogue. In view of general conditions there can be nothing but an optimistic outlook for Victor dealers during this year, if 1914 is served as a criterion. Those affiliated with the talking machine trade should indeed congratulate themselves."

Conditions with the Brainard Piano Co., exclusive Columbia dealers, on Euclid avenue, are in good shape and very satisfactory. Mr. Morton, manager of that department, said: "I was highly pleased with our December business, and had we been able to supply the demand I would have been doubly happy, but the shortage of stock seems to have been prevalent with the other dealers, and I am satisfied to share it with them. Our good January trade, continuing into this month, leads me to believe that this talk of hard times is a fancied condition rather than a reality."

Cleveland dealers are experiencing an increasing demand for the Edison diamond disc instruments as a result of the work being done by a special "Flying Squad of Demonstrators," sent to that city by Mr. Edison. The squad is composed of five men, direct from the Edison laboratory, at Orange, N. J., who are thoroughly familiar with the subject, and who have been rendering very entertaining recitals at the different churches, clubs, hotels and organizations.

The additional new large demonstration parlors of William Taylor Son & Co. have greatly increased the efficiency of the talking machine de-

partment. T. A. Davies, manager, said that with good sales of Victrolas and Grafonolas, business was fine, the largest the company has ever had. Record sales, he said, were large and increasing.

The Eclipse Musical Co. has been as busy as it well could be, though handicapped by a shortage of supplies, which curtailed business probably 50 per cent. Demand for both Victrolas and records, Mr. Towell says, is constantly increasing and he is optimistically looking to the future.

The Bailey Co. is pushing business in the talking machine department, under the guidance of Manager Friedlander. He says trade, all things considered, has been better than naturally was to be expected during the past few months, and is continuing very satisfactorily.

R. W. Shirring, manager of the Victor department and continues excellent under existing conditions. He reports sales of many Victrolas and large numbers of records.

The Hart Piano Co. has disposed of the talking machine business to the Harmony Music Shoppe Co., which is continuing trade in the same department as occupied by the Hart company. The company handles the Victor goods exclusively, and the manager stated trade was very good in both Victrolas and records.

H. M. Brainard, of the H. M. Brainard Piano Co., is spending a few weeks in Florida.

J. J. Riley, who is associated with Thomas A. Edison in his laboratory, en route to Detroit, paid the Phonograph Co. a brief visit last week.

J. W. Ong, formerly manager of the piano department of the Stix, Baer & Fuller Co., St. Louis, stopped over a few days in the city last week.

The talking machine department of the May Co. is a busy place, with always a number of buyers in attendance. Sales of machines and records aggregate a large volume of daily sales, and increasing attention is given to the trade.

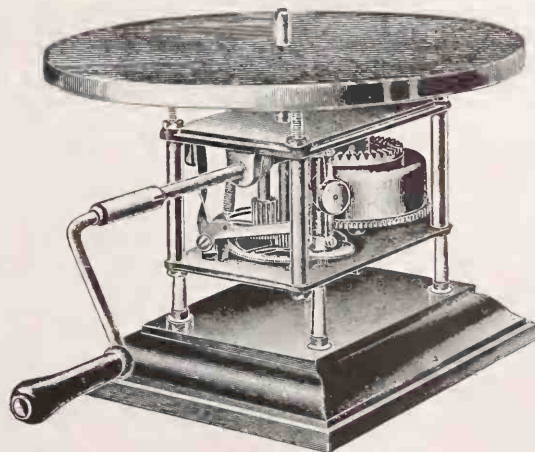
Business with the Grafonola Co. continues in the most encouraging manner. Just now the company is making a drive with the Columbia Grafonola "Leader," the new \$85 instrument.

CARL LINDSTRÖM A-G.

BERLIN, GERMANY

MOTORS FOR TALKING MACHINES

"THE MOTOR
THAT MADE



LINDSTRÖM
FAMOUS"

RECORD MOTOR

One, two and three spring motors with one and two worm gears. Output 500,000 motors annually

NEW YORK OFFICE: A. Heinemann, 45 Broadway

The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

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HENRY S. KINGWILL, Associate, Telephone, Wabash 5774.
 London, Eng., Office: **2 Gresham Buildings, Basinghall St. W. LOWELL STURDY, Manager.**
 Representatives for Germany and Austria: **VERLAG NEU SIMIT, Berlin C. 19, Ross-Strasse 6, Germany. GEO. ROTGIESER, Director.**
 The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

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

ADVERTISEMENTS: \$3.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$120.00.

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

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

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

NEW YORK, FEBRUARY 15, 1915.

ONE of the reasons why the talking machine business has been particularly good may be attributed to the fact that there never has been a time when there has been an accumulated supply of manufactured products in reserve, the makers of which have been compelled to seek a market. In other words, the market has always been created before the instruments were made for it.

The difference between an over-sold product and an under-sold product is very material. It has been this very condition and the freedom from price-cutting which has enabled the business to move ahead on sound and satisfactory lines.

Jobbers and dealers who have put their money into talking machines and records have found that there was a security and stability about them which would not be in evidence if the products were subjected to the cut-price principles which are in vogue in so many trades.

Figure where a talking machine dealer's stock would be if his next door neighbor for special purposes of raising money, or for any other reason, was to offer his instruments in stock at half price!

The selling rules which have governed the talking machine industry have been wise ones, and they have conserved trade structures so that the business has been profitable from the viewpoint of jobber and dealer.

THESE satisfactory conditions have been easy to maintain when the demand for the product has been greater than the physical properties could produce.

It therefore, will be pleasing to see that these same influences are continued—that price standardization and price stability remain as dominating influences in the talking machine trade.

The year commences with excellent prospects for this industry, and the probability is that the output for the present year will exceed that of any year since the industry was launched.

There will be a number of new forces engaged in the creative and selling departments, and it is believed that the new factors will give their encouragement to the maintenance of rules which make for business advance and business security.

The talking machine industry is no place for the fly-by-nights, whose deteriorating and degrading influence can only leave but an unpleasant memory.

Reports from various centers, with which The World is in close touch, show that a splendid optimistic spirit exists in talking machine circles.

Trade in a variety of lines has shown a distinct revival and increased activity.

THE comments made by leaders of industry point to better times, and conditions will improve if we all do our part in helping along the move.

The creed of optimism is worthy of acceptance by everyone.

The people who believe that this world is a splendid place—that the majority of mankind is on the upgrade and on the square—that the present moment affords us as good chances as ever were found, and that success is sure to follow the fellow who keeps at it, have a fountain of inspiration in their own hearts.

It is not necessary, nor wise, to indulge in fanciful dreams. We all have problems—some simple and others seriously complicated, and we all have to work, and through work we all develop.

We are in a workaday world, and every man who amounts to anything at all is a worker. The other kind are only cumbering up the earth.

Success is not to be picked up on the street, like pebbles, but can only be won by good, straightforward, sincere application and effort.

This world is a good enough place, so that we may all formulate an optimistic creed without interfering with the rights and liberties of others. It is the kind of creed which will offend no one and will be helpful to all!

A NUMBER of communications have reached the office of The World, in which the personal opinion of the Editor of this publication is asked concerning pending trade litigation.

It should not be necessary to continually enlighten our friends concerning the attitude of The Talking Machine World in matters which are before the courts.

The position of The World is such that no other policy than that of absolute neutrality can be maintained in justice to all. The duty of this publication is to record news happenings of the trade, and we are willing to leave to the courts, which are the duly constituted legal tribunals, to settle such matters as may be properly brought before them.

The Editor of The World can not be a self-constituted judge and jury in trade litigation, nor is he an authority on patents.

And here is another thing. At frequent intervals we have received communications from readers who have asked our opinion concerning the validity of certain patents. Now, we are not patent attorneys, nor do we conduct a legal department offering such service, nor do we care to express a personal opinion regarding patents. Our advice invariably is to consult a patent attorney.

It seems absurd that we should be compelled to emphasize an attitude which, if people will stop to think one moment upon the subject will realize, should be strictly maintained by any fairly conducted publication.

THE Executive Committee of the Talking Machine Jobbers' Association, at its mid-winter meeting in Chicago on January 24, devoted considerable attention to the perfecting of plans for the annual convention of the association at San Francisco in July. The officers of the National Association of Piano Merchants also met in New York last month, and discussed ways and means of making the annual convention of that association, which convenes in the city of the Golden Gate at the same time, a success. It is proposed by this organization to draw as many members as possible of the music trade industry to the exposition city at its annual convention.

Of interest to talking machine readers will be the fact that a suggestion has been made by one of the members of the Piano Merchants' Association to have all the music trade organizations, including the Talking Machine Jobbers' Association, represented in a national body called "The Music Trade Chamber of Commerce." It is not thought for a moment that this will be carried out, for various reasons.

There are various elements in the music trade which will not blend in association work, and there are some who view with disfavor the growth of the talking machine and feel that it has encroached upon the regular business of the piano trade.

The president of the Piano Manufacturers' National Association remarked in the presence of the Editor of The World that he would favor a move among piano manufacturers to cut their advertising out of the music trade papers which carried talking machine advertising.

The co-operation of talking machine jobbers would be impossible, for their individuality would be lost, while in the present jobbers' associations there are many powerful piano merchants, yet we do not feel that they would favor any combination which would combine the talking machine problem with any outside element.

The talking machine has brought in new money into the music trade business. It has aided many a piano merchant to carry his overhead expenses when his piano business was absolutely stagnant. It has proven a source of never-ending interest in the store and it has been a live and novel feature in the music trade.

THERE is food for thought and encouragement in the statement made by the Collector of the Port of New York that the export business of the United States for the year just opened will approximate three billion three hundred millions of dollars.

"At present," declares Mr. Malone, "the value of exports from New York ranges from \$3,000,000 to \$6,000,000 a day. At this rate the total value of exports passing through this port for the year 1915 will reach \$1,350,000,000. The port of New York handles about 40 per cent. of the export trade of the country."

This means an increase of four hundred million dollars in exports and indicates enormous demands upon producing plants of various kinds in this country. It tells a story of extension of business, employment of more labor in a hundred fields, all of which has a tonic effect upon thousands of minor and contributory industries.

A country with such a prospect must be roused in spite of itself. No depression can spoil the start, no doubts retard the pace. Sooner or later millions of individuals will find themselves better off, and this means better times in the music trade industry.

"**S**ALESMANSHIP is the fundamental thing," says W. R. Hotchkin, a recognized expert in this important domain, who adds: "Many men who contemplate entering into advertising come to me and ask me what steps to take to prepare themselves for the business. My advice to all of them has been: 'Learn salesmanship.' Get a job somewhere selling goods; develop assurance in yourself and confidence in your ability. Analyze your mer-

chandise so that when a customer comes up to you you will know what you are going to talk about."

THE psychological value of optimism even in the face of the greatest difficulties, is so apparent that it needs no arguments to sustain it. This timely statement was made by W. K. Cochrane, the prominent advertising specialist of Chicago, who featured the following remarks in a page announcement recently:

"It is inconceivable that any merchant or manufacturer should cease—or even curtail—his advertising just when the country is on the threshold of a tremendous double harvest—the natural harvest of our own unprecedented crops and the logical harvest consequent on the war in Europe.

"It is under such conditions as these that advertising reaches the zenith of its power. The man who listens to the yellow pessimist and sits back to 'wait for things to settle down,' is yielding his common sense and enterprise to the baleful influence of idle sentiment, and actually starving the goose that lays the golden egg.

"To all my clients I have sent this definite, uncompromising and cheerful message: 'Keep the columns of the papers bristling with your announcements and thus open wide your doors for the flood of prosperity that is bound to rush in. Make hay while the sun shines. We won't have another chance like this in a hundred years.'" I have noticed with a feeling of profound disgust the conservatism and business cowardice that have set in in America since the Kaiser threw down the gage of battle. We, the very people who will logically profit by the war abroad—and profit immeasurably—are now acting as though we were at war ourselves. We are talking blue things, pinching the pennies, cutting down our advertising and forcing prosperity to stand back.

"As a matter of fact this is the very hour when we should rush into print to a greater extent than ever before because unless the earth opens and swallows us up, there will be greater prosperity in America this fall than ever in the history of the Republic. We are not at war. We are not likely to be. The warring world looks to us for its supplies and we can't keep prosperity down, no matter how hard we try. If my advice is worth anything to you it is here in six words: 'Advertise now and never let up.'"

EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

With the rapid progress now being made by the Edison factory in the way of machine and record shipments, we can assure our dealers our usual prompt and efficient service within a few weeks' time.

Eclipse Phonograph Company

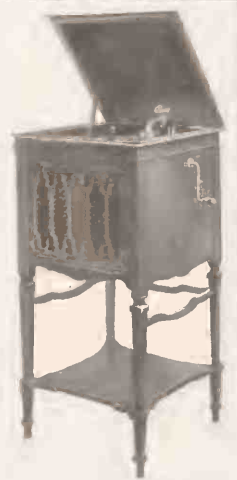
A. W. TOENNIES & SON
Edison Distributors

203 Washington St.

Hoboken, N. J.



A200



A150



A250



A80

An Edison Message to Jobbers and Dealers

We desire to express our deep appreciation of the great consideration and courteous patience of our Jobbers and Dealers during the past two months. It has made the task of rebuilding and reconstruction more pleasant to know that we have had the sincere sympathy of our friends in the trade, and to know that they were so willing to cheerfully assume the loss that the shortage of goods has caused them.

The worst of our troubles are now past history. Out of the ashes has arisen the beginning of an Edison factory and organization that will be bigger and better than ever. The fire has taught us a number of things that will be useful in building up a new business. It has made it possible to begin contemplated improvements that otherwise might have been deferred for a considerable time. It will permit the introduction of new systems. We can now inaugurate new policies and do other things, all of which will later greatly benefit the entire trade.

When this issue of The Talking Machine World reaches its readers our office force will be back in the Administration Building and the factory will, with a few exceptions, be making shipments of all Phonograph products.

Message to Edison Dealers

Blue Amberol Records have been going out for three weeks. We began shipments of Diamond Disc Records on February 5th. Shipments of \$30 Amberolas will begin February 15th and of \$60 and \$80 Amberolas on March 1st. We have been shipping \$80 Disc Phonographs for nearly a month. The first lot of \$150 and \$200 Disc Phonographs will go out February 15th. We have \$250 Disc Phonographs in stock and more coming through. Attachments for old style Cylinder machines are coming through rapidly and some are about ready to ship. By March 1st we hope to be ready to supply the principal repair parts for all types of Phonographs.

The daily output of the Blue Amberol Record plant is now about what it was before the fire. The Diamond Disc Record plant is in splendid shape and the daily output is steadily increasing. The several plants in which Phonographs are being made are working smoothly, and a large daily production is now only a matter of a short time. Repair work on our factory buildings is being vigorously pushed.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., February 9.—The new year appears to have started in well with the various talking machine houses and with salesmen everywhere starting out to make 1915 a banner year in the business, the beginnings are of a most encouraging nature throughout New England as well as here in Boston. Already one hears of a shortage of goods, which is not surprising in the case of the company which experienced so bad a fire several weeks ago, the Edison plant; but one learns on this end that work toward rebuilding has progressed so rapidly, that the delay and inconvenience was after all of only short duration.

Rapidly Getting Into Shape.

The Oliver street quarters of the Pardee-Ellenberger Co., Inc., are gradually getting into shape again after the fire of five weeks ago, which entailed considerable of a water loss to the Pardee-Ellenberger Co., but did not seriously interfere with business. While goods are being received and shipped as before, the general appearance of the interior is not as yet what it was before the fire, nor what it will be when improvements have been completed. Until a few days ago the metal ceilings were still in their torn-out condition, and until these were replaced the electric wiring could not be adequately installed. The display room too could not be put in complete order, but at this writing there is a general improvement noted, and with rugs once again in place, the interior is taking on its old-time cheerful, inviting appearance.

A Distinguished Visitor.

A caller a few days ago at the Pardee-Ellenberger Co.'s warerooms was Carl Gantvoort, one of the leading members of "The Debutante" company, playing in this city. Mr. Gantvoort, who is a vocalist of considerable note, sang for another company a few years ago in London and with considerable success. He was anxious to investigate the merits of the Edison diamond disc machine, of which he had heard much about, and after listening to various records he pronounced them quite the most accurate reproductions he ever had heard. Mr. Gantvoort has sung with the Boston Opera Co. and has met with considerable success in London.

Makes Favorable Report.

W. J. Fitzgerald, wholesale manager of the Eastern Talking Machine Co., makes a favorable report this month of business conditions. The company has signed up some new contracts of considerable importance, and there is a steady out-

put of goods. It is Mr. Fitzgerald's opinion that there is to be a very busy spring for the company.

Furbush-Davis Co. Edison Concerts.

The Furbush-Davis Piano Co., which carries the Edison diamond disc machines has instituted a series of daily concerts at 3 p. m., which are going a long way toward popularizing this phonograph with the public. Since January 1 the company has installed some expensive outfits in a number of Boston homes. Mr. Davis has returned from the Edison plant, whither he went to discuss business plans for the new year.

Visiting New England Points.

Manager Arthur Erisman, of the Columbia Graphophone Co., was out of town several days the past week, having gone to Providence, Worcester, Springfield and centers in the interest of the Columbia business. Manager Erisman reports everything booming in splendid fashion and the complaint everywhere is an embarrassing shortage of goods.

Close with New England Dealers.

Manager Erisman since January 1 has closed contracts with more New England dealers than in any other similar time since he has been in charge of the Boston office. So rapidly is the business growing, says Manager Erisman, and so many are the houses that are anxious to handle Columbia goods that he is accepting nothing under a \$500 initial order. Among some of the large concerns with which contracts have been signed are the Gavit Furniture Co., of Westerley, R. I.; the Goff & Darling Co., of 276 Westminster street, Providence, R. I.; the Burrows & Sanborn Co., of Lynn, Mass., a large department store; the Carlton Furniture Co., of Nashua, N. H.; Wood Bros., at Pittsfield, Mass.; W. H. Wheeler & Sons, Claremont, N. H., and E. S. Brown, of Fall River. One of the especially large deals was with the William B. Lincoln Piano Co., well known in Springfield and Taunton, Mass. For its store in the latter named city the company has placed an order for \$6,000 worth of goods, which indicates the concern's faith in the future of the talking machine business.

Incorporated.

The Atlantic Talking Machine Co., of Boston, is one of the latest concerns to take out incorporation papers. The incorporators are Oliver W. Wyman, Alphonso A. Wyman and Helen G. O'Connor. The company is capitalized for \$25,000.

Gratified with Outlook.

Warren Batchelder, manager of the Victor de-

partment of the Henry F. Miller Co., expresses much gratification over the way business has started for the year. Curiously enough during several stormy days within the past week business was exceptionally good, many customers having been entertained by Manager Batchelder and his staff.

Business Forging Ahead.

The Arch street Victor quarters of the M. Steinert & Sons Co. is forging ahead in surprising fashion under the management of Mr. Royer. Lately some new compartments were added on the second floor in the part given over to the executive offices and several clerks were installed therein. Manager Royer is planning to make some radical changes on this same floor, the principal one being the removal of his private office from the further end to a location nearer the entrance. Mr. Royer is getting ready to have another "efficiency conference" with his staff, the same as he had several times last winter, and with such excellent results.

Arranging for Another Dinner.

The Business Building Club of the Columbia Graphophone Co. at its last meeting gave consideration to the question of the annual dinner, that of last season having proved so enjoyable that the Columbia force is anxious to have another. Manager Erisman at the meeting gave some valuable suggestions as to furthering the business.

Misstatements Corrected.

Owing to a statement that had gained currency relative to the Victor Talking Machine Co.'s business, the Boston News Bureau had occasion to put out a counter-statement a few days ago, which read as follows:

"Officials of the Victor Talking Machine Co. take exception to reports that in 1914 the company made net profits equal to 110 per cent. on the common stock. Vice-President Haddon says: 'It is most unlikely that the net will equal the percentage on the common stock made in 1913. The statement that the company has gone into the manufacture of low-priced records is absolutely false, as there has been no departure from our regular catalog lists.'"

Presents Some Interesting Figures.

Under the caption of "Increased Business," Manager Erisman is about issuing a memorandum to employes in which the query is put, "Would you like to share in the increased business of the Columbia Graphophone store in Boston for the year 1915 over 1914?" Mr. Erisman's plan is to share among the employes the year's increase. In his

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

E NO NEEDLES

Real Music
At Last

E DISON DIAMOND-DISC PHONOGRAPHS

THE TRADE IN BOSTON AND NEW ENGLAND

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

circular he says: "As of December 31, 1915, the expiration of this year we would total up the business of this year and compare it with the business of 1914. On the increase in business we would set aside two per cent. of this increase, to be divided pro rata among employes, the understanding being that only employes would benefit in this division who were in the service of the company covering a period from April 1, 1915, to December 31, 1915." Manager Erisman is anxious to put through this plan, and he promises hearty co-operation in making it a success.

Participated in Dinner to Mason Currier.

All the "boys" associated with the talking machine department of Chickering & Sons, took part in the testimonial dinner to Mason Currier, the Chickering retail manager, which was tendered him

DRAW LESSONS FROM EDISON FIRE.

Boston Manufacturers' Mutual Fire Insurance Co. Prepares Circular Based on Investigation of Big Fire at Edison Plant to Show Effect of Fire in Buildings of Concrete Construction.

(Special to The Talking Machine World.)

BOSTON, MASS., February 8.—The Boston Manufacturers' Mutual Fire Insurance Co. has lately issued a circular (No. 89), giving a description, with illustrations, of the fire at the plant of Thos. A. Edison, Inc., at West Orange, N. J. In the introduction the statement is made that "while the above property was not insured in the mutual companies, in view of the great interest taken by our members in the fire and its effect on reinforced concrete construction, we have considered it best to have a full investigation made by one of our own engineers, and also by one of the leading reinforced concrete experts in the country." These two experts are C. W. Mowry, for the company, and Leonard C. Watson, who is a member of the American Society of Civil Engineers, and widely known as an expert.

In the report Mr. Mowry deals with the fire itself, and Mr. Watson with the effect of the fire on reinforced concrete. The president of the fire company, Joseph P. Gray, whose signature is appended to the introduction, says in part:

"We believe that our members will find these reports to be of interest and instructive. The question has often been raised: What type of a building is fireproof? The only answer is that no type of building is fireproof when it is filled with com-

at the Parker House recently. Mr. Currier's son, Wallace Currier, it will be recalled, is head of the talking machine department, and since his advent on the scene this branch of the Chickering business has made quite a record for itself, many good sales of Edison and Victor outfits having been consummated. The prospects for a larger business are excellent.

Business Brisk at Ditson's.

A call at the Victor quarters of the Oliver Ditson Co. any day now finds business brisk. Manager Winkelman and his staff are constantly on the jump and the house is suffering the same as so many others are for lack of goods. Manager Winkelman states that the January business showed a marked improvement over that of a year ago.

combustible materials and unprotected by automatic sprinklers. It may now be stated that this fire was an example of a manufacturing plant with closely adjoining and connecting buildings, all without the fire protection which long experience had shown to be absolutely essential for their safety. As stated in one of the leading engineering journals, 'first and foremost, the Edison fire emphasizes once again that most trite of fire proofing axioms—a non-burnable frame does not in itself constitute a fireproof building. To go to the expense of erecting many large and elaborate reinforced concrete buildings, housing most inflammable materials and surrounded by wooden structures, and then to light those buildings with plain glass windows in wooden frames and to omit any automatic sprinkler or emergency water service, can be excused only as an eccentricity of a genius whose transcendent ability in certain fields has in no wise made him omniscient.'

"The fire also again shows what we have emphasized in the past—that one of the most important features in buildings is the column design, and that they must be amply strong and well protected. This applies as well to those of other materials than concrete, and it is also evident that the circular form for reinforced concrete columns is best adapted to withstand fire."

Then follows the reports by the two experts, the points of which are illustrated by some excellent pictures of the Edison fire.

Optimism is a condition of the mind, pessimism a condition of the liver.

NEW RECORD ORDERING SYSTEM

Being Explained and Demonstrated to Victor Dealers in New England by Howard Shartel, in Charge of the Record Department of the Victor Factory—Facilitates Stock-Taking.

(Special to The Talking Machine World.)

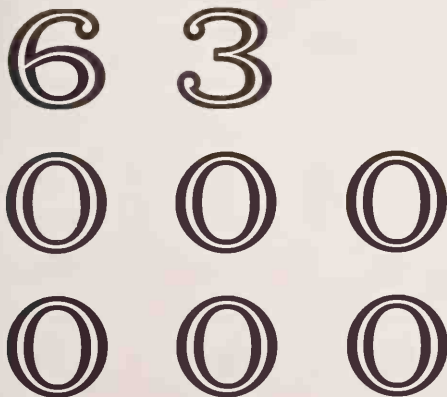
BOSTON, MASS., February 8.—Howard Shartel has been in Boston for several days, coming over here from the Victor headquarters. Mr. Shartel is in charge of the record department at the Victor factory, and he is on a tour among the Victor representatives, explaining a new and elaborate system, which he himself has devised, which looks to a more efficient and more complete system of ordering records. Mr. Shartel spent several months evolving this system, and green, red and black ink play an important part in keeping track of records. By this system an entry in one ink is made when the order for records is placed, a second entry in another ink tells when either the whole or a part of the order is received, and a third entry tells when the last invoice is received. There is a clever "danger signal" which is kept in the record racks which automatically tells the dealer when the stock is running low, and this is sure to prove of the greatest benefit. On his present tour Mr. Shartel is instructing managers and clerks in the new system, which it is understood the Victor Co. thinks very highly of, and which promises to completely revolutionize a system which never has been satisfactory. The first of the month he was in Bangor and experienced 15-degrees below weather. He next went to Portland, and reached Boston on February 4, remaining here for several days, where he did some very good work.

ENDORSES VICTORS FOR SCHOOLS.

Interesting Feature of Address Delivered by Dr. A. E. Winship on the "Appreciation of Music"—Reprinted by Victor Co.

A most remarkable and interesting advocacy of the use of the Victrola in the schools of the country is contained in the paper entitled "Appreciation of Music," read by Dr. A. E. Winship, editor of the New England Journal of Education, before the National Conference of Supervisors last year. So valuable was the address considered, in view of Dr. Winship's prominence in educational circles, that the Victor Co., through Mrs. Frances

(Continued on page 16)



Sixty-three millions of Bagshaw-made Talking Machine Needles in 10 consecutive days.

Some people do a lot of talking about the wonderful sale of goods, but we back up our quality talks with BIG SHIPMENTS. People from all over the world buy Bagshaw-made talking machine needles, and for all around general excellence it is impossible to make them better.

Next month we will have an interesting announcement to make, which proves the tremendous demand for Bagshaw-made needles. Watch for it.

W. H. BAGSHAW, Lowell, Mass.

Oldest and Largest Manufacturer

Established 1870

"Made in America"

E. Clark, director of the educational department, has had it printed in its entirety in pamphlet form for distribution among the trade and public. It is suggested that every talking machine dealer secure a copy and read it carefully, in order to be supplied with some of the strongest arguments yet presented for the use of the talking machine in the schools.

INDIANAPOLIS TRADE NEWS.

Great Activity at Udell Works—Death of Robert Kipp—Columbia Business for January Thirty Per Cent. Better Than Same Month Last Year—Jobbers Very Busy at Present.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 6.—The Udell Works, manufacturers of cabinets for talking machine records and piano player rolls, resumed operations last week with a full force of men after a brief shutdown for the purpose of taking the usual invoice.

Howard T. Griffith, advertising manager of the Udell Works, announces that the company is making a number of new cabinets for Victor talking machines. An elaborate booklet for the trade, describing the latest cabinets, will be ready for distribution in a short time.

Mr. Griffith said the indications for good business now and in the spring are excellent. He said there has been a splendid demand for the company's cabinets.

A. W. Roos, manager of the Columbia Graphophone Co.'s store at 27 North Pennsylvania street, said he collected more cash in January this year than he collected in January and February of 1914, and that business for January this year was 30 per cent. better than that of last year.

F. J. Cook has been put in charge of the Dictaphone sales department, succeeding Thomas Devine. Mr. Cook came here from Chicago, where he was employed for two years with the Columbia Co. in the Dictaphone line. Mr. Cook already has made a creditable showing in his department.

W. C. Fuhri, district manager of the Columbia Co., spent a few days at the Indianapolis store recently.

The wholesale trade of the Stewart Talking Machine Co., according to W. S. Barringer, manager, is growing by leaps and bounds. In view of the favorable reports Mr. Barringer is receiving from all parts of Indiana, he believes that business conditions will be normal this spring.

Walter Kipp, president of the Kipp-Link Phonograph Co., distributor of the Edison machines, left Indianapolis Saturday, February 6, for New York and the Edison factory. Mr. Kipp went to New York for the purpose of attending the annual meeting of the Edison Disc Jobbers' Association. He said he expected to return to Indiana with lots of good tips for Indiana dealers.

The funeral of Robert Kipp, Mr. Kipp's father, was held February 4. Mr. Kipp's father was born in Germany, and came to Indianapolis in 1867. He was engaged in the wholesale toy, novelty and druggists' goods business.

Little interest in this session of the Legislature is being taken by the talking machine dealers from a business standpoint because there is no legislation pending that will affect the talking machine business in the slightest manner.

VICTROLA FOR SENATOR MCGREGOR.

A recent sale of more than passing interest closed by B. C. Seivers, manager of the Victor department of the J. R. Reed Music Co., of Austin, Tex., was that of a Victrola XVI, in a special ebony finish, to Senator T. H. McGregor, of Texas, for use in the Senator's country home. The Senator was greatly impressed with the musical attributes of the Victrola, and purchased quite a collection of representative Victor records.

INCORPORATED.

The Home Phonograph Co., New York, has been incorporated with a capital stock of \$5,000 by Rebecca Rifkin, David Rifkin and Walter I. Rigney.

NEW STYLE PATHEPHONE.

Just Placed on the Market to Retail at \$100—Has Won Much Praise for Construction and Finish from Representatives and Buyers.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has announced the addition to its line of Pathephones of a new model, shown in the accompanying illustration. This instrument, which is designed to retail at \$100, has been greatly praised by all trade visitors to the Pathé showrooms, who predict for it a ready sale throughout the country. There are now four regular styles of Pathephone in the Pathé line, comprising machines retailing at \$15, \$50, \$100 and \$175.

The \$100 model of the Pathephone is 43 inches



New \$100 Pathephone Style.

high, 20½ inches wide and 21¼ inches deep, and in cabinet design conforms closely to the lines which are most popular at the present time. The lower section of the cabinet is arranged for the filing of Pathé discs, there being plenty of room for the filing of the smaller or larger sized Pathé records. All exposed metal parts of the mechanism are gold-plated, and a feature of the new machine is the furnishing of two sound boxes with every instrument. One of these sound boxes is constructed to play Pathé discs, and other hill and dale cut records, while the other sound box plays lateral cut records.

Eugene Widman, of the Pathé Frères Phonograph Co. speaks enthusiastically of the progress that the company is making in arranging for the handling of its products by well-known and successful houses. During the past month, in particular, a large number of important deals have been closed for the representation of the Pathé line in all sections of the country, and these new agencies include old-established talking machine dealers and prominent piano houses. Mr. Widman states that Pathé discs have won approval from all the Pathé dealers and their customers, the operatic repertoire included in the company's record library being specially enlogized.

SUCCESS.

Skill is required to spell "success."
Urbanity follows next, I guess;
Courage important is, of course,
Caution, too, restraining force;
Energy can't omitted be;
Sagacity's needed continually,
Steadfastness, also, seems to me.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly.

SEND A FIRST
ORDER TODAY.

UPHOLDS VICTOR CO.'S CONTRACT.

Supreme Court of Minnesota Approves Ruling of District Court in the Case of Laurence H. Lucker Against Victor Co., in Which Vital Issues Were Concerned—Defines Status of Foreign Corporation in the State.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., February 5.—The Minnesota Supreme Court recently affirmed the judgment of the District Court in the suit of the Victor Talking Machine Co. against Laurence H. Lucker, and also has definitely established the rights of foreign corporations doing business in Minnesota with local distributors. The decision is one of wide interest to all lines of business.

The Victor Co. brought suit against Mr. Lucker to recover about \$6,500 for goods sold to him, and Mr. Lucker filed a counter claim for \$240,000 damages for injury to business and loss of trade, alleging that the Victor Co. had demanded that he discontinue handling the Edison goods and that its contract was in restraint of trade. The jury found for Lucker, but Judge Steele, ordered a judgment for the Victor Co., notwithstanding the verdict. Following is the syllabus:

Victor Talking Machine Co., respondent, vs. Laurence H. Lucker, appellant.

Syllabus: A foreign corporation selling goods to purchasers within the State upon orders received from traveling salesmen or by mail, and which ships goods into the State only to fill such orders, is engaged in interstate commerce, and it is not within the prohibitions of G. S. 1913. Secs. 6205-8 relating to foreign corporations doing business in this State. Its transactions are not rendered local by the fact that it advertises its goods in this State, or by the fact that its traveling salesmen turn in orders to local distributors to be filed by them, if the corporation disposes of its goods only by outright sales in the manner above described.

Second—Such foreign corporation does not lose its right to enforce its interstate contracts in our courts by subsequently engaging in local business without complying with our laws.

Third—A contract by one party to sell goods to another as ordered, but for no fixed period, is terminable at will of either party, and no right to damage can be predicated on its termination.

Fourth—Competition in trade is lawful. One man may seek the business of a competitor and may tell the trade not to buy of his competitor, so long as he indulges in no threat, coercion, misrepresentation, fraud or other harassing means.

Judgments affirmed. Hallam J.

WHAT ARE PATHESCOPIES?

Question Before General Appraisers for Decision for Proper Classification Under Present Tariff Law—Board Reserves Decision.

The proper classification under the present tariff law of Pathescopes was discussed recently at a hearing held by Judges McClelland, Sullivan and Brown of the Board of General Appraisers. Ex-Judge Sharretts, who appeared as counsel for Pathé Frères, of Paris, and their American representative, W. B. Cook, told the customs tribunal that Collector Malone had returned the articles at 35 per cent. ad valorem, under Par. 93, as optical instruments.

The counsel said the Pathescopes are moving picture machines made especially for home entertainment, and differed so materially from "optical instruments" that such a designation by the collector was obviously incorrect. It was insisted that the apparatus be admitted at 25 per cent. ad valorem as projection lenses, or in the alternative at 20 per cent. as manufactures in chief value of metal not specially provided for.

It was disclosed that machines of the kind in controversy were not imported to any extent at the time of the passage of the present law, and consequently were not specially provided for by name in the act. The articles are now coming in in large quantities. Counsel for the Government argued that in the absence of any special enumeration for the Pathescopes they are more nearly described as "optical instruments" than under any other section of the law. The board reserved decision.

START THE NEW YEAR RIGHT.

Wm. Keller & Son of Eastern Pennsylvania Carry Some Strong Advertisements in the Local Papers Featuring the Victrola.

Some very striking advertisements featuring the Victrola were carried by Wm. Keller & Son, of Easton, Pa., in the local papers during the opening weeks of the new year. One in particular with a caption, "Victrolas on Rock Island Golden State Limited," containing a picture of this famous train, and told in detail how on each trip one Victrola is to be found in each of the Pullman palace, drawing room, parlor, sleeping, smoking and observation cars that compose the train. In other words, there are ten in all, with a full library of records, for the convenience of those who travel between Chicago and the great Pacific Coast cities of San Francisco, Oakland, Los Angeles, etc. In this connection the pertinent question is asked, Why did this great railroad company select the Victrola?—"There's a reason."

This, however, is only one of four or five very strikingly prepared advertisements which indicate the goaheadness of the Keller institution. Wm. Keller & Son are also making good use of a photograph showing Lucy Marsh, the soprano, so popular with users of Victrola records, and of Prof. La Ross, listening to records in the Victrola parlor of the Keller display rooms.

TO SPECIALIZE IN VICTOR LINE.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 6.—The Penn Phonograph Co. has sold its stock of Edison cylinder phonographs and records to the Girard Phonograph Co. of this city. The Penn Co. is also giving up the jobbing agency for these goods and in the future will specialize upon Victor products.

The foreign record department of the Columbia Co. sent out to its dealers recently an attractive window hanger featuring patriotic records in the German and Austrian languages.

TRY SWITKY SERVICE

You can refer to any of our regular dealers. Ask them about our holiday service to them.

Speed, Accuracy, Fairness to All

The reason? **WHOLESALE ONLY**

Do not say that you can't get it until after you have tried us.

'PHONES, 7531-7532 MADISON SQUARE

BENJ. SWITKY

NEW YORK CITY



We are perpetually advertising *comparison*—and we have no apology for it. On the contrary it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record lists. Try it—month by month, record by record.



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

Columbia Graphophone Company
Woolworth Building, New York

OUTLOOK IMPROVES IN MILWAUKEE AND VICINITY.

January Witnessed Increased Activity in Manufactories with Increased Purchasing Power—New Booths for Gram—Victrola at Northwestern Wisconsin—Stocks Are Low Throughout Trade—Columbia in Normal School—More Room for Gimbel Bros.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., February 6.—Trade in the talking machine field in Milwaukee and about Wisconsin has been unusually good since the opening of the new year. Business is usually rather quiet after the close of the holiday period, but this year seems to have been the exception, probably due to the fact that the shortage of machines experienced during the holiday period curtailed much business and forced dealers to let their stocks get unusually low. Local jobbers in the Victor, Edison and Columbia lines say that their dealers are ordering remarkably well, but that they are still having some trouble in getting shipments from the factories. Local dealers seem to be meeting with a fine business, and some record breaking sales for the month of January were reported.

The outlook for the present year seems to be brighter than it was a month ago. More of the large industrial plants in Milwaukee are operating near normal capacity and all of them have been increasing their working forces. There are fewer people out of work, and this is reacting favorably upon all lines of business. Money seems to be a little easier, collections are not giving quite so much trouble and general confidence is a little stronger. Conditions about the State are even brighter. Farmers are receiving remarkably high prices for their grain and other products, money is more plentiful and general trade in the smaller cities and towns is showing improvement. If conditions continue to improve as they have during the past month, talking machine men will have little to worry about.

The Edmund Gram Piano House, carrying the Victor line, has plans under way for installing a series of handsome new booths for its Victor department on the first floor. The booths will be of mahogany, trimmed with ivory and gold, harmonizing with the interior finishings of the handsome Gram store. Paul A. Seeger, manager of the Victor department, has been meeting with a brisk business since the opening of the new year.

The Victrola is being given wide publicity in Northwestern Wisconsin by the Steinberg Piano Co., of Eau Claire, which recently launched a series of interesting public concerts. The first of these musical affairs was held in the auditorium of the city library at Eau Claire and was attended not only by people from the city but by people from various points about the county. The concert was under the general supervision of the library board, and was held on a Sunday afternoon, when it was possible for more people to attend. The new electrically operated Victrola was featured. Mr. Steinberg received many compliments on the nature of the program and the general success of the event.

Harry R. Fitzpatrick, traveling wholesale representative of the Victor Talking Machine Co. in

Wisconsin and Northern Michigan, is calling on the trade in the northern copper country at the present time. News which has been received from him would indicate that he is meeting with a successful business.

The Badger Talking Machine Co., jobber in Wisconsin, Northern Michigan and a portion of Minnesota for the Victor line, reports that it is still seriously handicapped by the shortage of machines.

"Stocks in the hands of dealers are exceptionally low at the present time and we are unable to meet the demands of the trade at the present time," said H. A. Goldsmith, secretary-treasurer of the company. "Just to show you how eager the dealers are to replenish their stocks, I might tell you of an experience we had the other day. We received a shipment of goods from the Victor factory and notified some of our dealers to this effect. The result was a perfect avalanche of orders by mail and telegraph from dealers who wanted large consignments of goods. Of course, we endeavor to use all our dealers alike and are forced to divide our goods among them. We could have located several new dealers about the State of late had we been able to supply them with goods."

Harry W. Kreinitz, Victor dealer at 326 Grove street, has been meeting with an exceptionally good business of late, in common with the other houses carrying the Victor goods in that section of the city.

The Edward Schuster & Co., which handles the Victor line at all three of its department stores on the north, west and south sides of the city, has been meeting with double the business experienced a year ago. Business in the Victor line at the new store on the south side is exceeding all ex-

pectations. M. Marks is in general charge of the Victor and piano departments at the three stores.

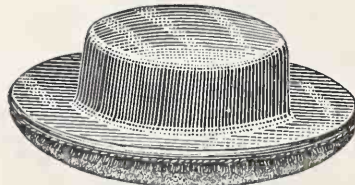
The Columbia won out in an interesting competitive sale to the Milwaukee Normal School recently, when A. G. Kunde, Columbia jobber and retailer, sold a Columbia Favorite for installation in the department of calisthenics. Four other rival machines and the Columbia were tried out before Director Angell of the calisthenic department and other teachers, but the Columbia won the unanimous approval of those who had the purchase in charge.

Business with the Gensh-Smith Co., 730 Grand avenue, handling the Victor goods, is showing a decided increase as the result of the recent purchase of an automobile by the company for the exclusive use of calling on customers, bringing them to the store and for delivering machines and records.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods, is hopeful that the Edison factory will be shipping its full line of machines by March 1, or soon after. The company is now receiving shipments of the \$80 disc machine and various lines of records. It is expected that shipment of the regular line of records will start by the end of the present month.

L. C. Parker, manager of the Victor and piano department at Gimbel Bros., will have four times the present space in his department after April 1, when it is hoped to throw open the new addition which is being erected to the Milwaukee store. New booths and new equipment in every way will be added to the Victor department, and plans are under way for making it one of the finest in Milwaukee. The new addition adjoins the Victor department, and just at the present time business is being badly interfered with by the workmen cutting through entrances and making a general disturbance. Several of Mr. Parker's booths have been put out of commission, and the whole department has been disordered. Business in the Gimbel Victor department during 1914 showed a gain of 25 per cent.

"Standard" Record Cleaner



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

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

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

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

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.



PAT. APPLIED FOR

RAGTIME RASTUS

An Automatic Dancing Doll for Disc Talking Machines

Put on or taken off Victor or Columbia Machines in 5 seconds.

THE GREATEST WINDOW DISPLAY and Most Unique and Best Selling Talking Machine Novelty ever brought out and an extra source of revenue for you.

RASTUS DANCES ONE HUNDRED DIFFERENT STEPS—

Dances to the music and goes well with any clog dance or fast, raggy record.

**COSTS LESS THAN MANY SINGLE RECORDS
MORE FUN THAN A DOZEN FUNNY RECORDS**

What Dealers Write Us:

Mr. Ross Douglass, President,
National Toy Company

We exhibited "Rastus" on a machine in our window as you asked us to, and while it is not in our line, sales averaged one dozen a day while we kept "Rastus" in the window.
Brown-Howland Company.

From ATLANTIC CITY, N. J.

"On Jan. 30th toys arrived O.K., and sold 3 the first hour. Enclosed find check. Please ship by return 1 dozen more. P. S.—Just sold 2 more. Telegram same date: 'Ship 1 dozen at once, money on way, sold out.' Letter written next day: 'Express 2 dozen "Ragtime Rastus," as I have got them all crazy about them, 400 and 500 blocking up the Boardwalk looking at them. I could have sold a lot more if I had them Saturday.'"

From FLORIDA.

"Kindly send by first express 2 dozen 'Ragtime Rastus.' We have sold shipment made to us and anticipate quite a demand for them."

From CHATTANOOGA, TENN.

"Express 2 dozen 'Ragtime Rastus.' Enclose check for last bill. The niggers down here have spasms over 'Rastus.' We put one in our show window—it got the crowd all right."

From PITTSBURGH, PA.

"You will enter our order for 1 dozen 'Ragtime Rastus.' The first order we received have all been sold."

From CANTON, OHIO.

"Kindly double our order for 'Ragtime Rastus,' shipping at once."

From HARTFORD, CONN.

"Your 'Ragtime Rastus' is taking well. We want 1 dozen rushed to us at once."

From CONNECTICUT.

"Please rush 1 dozen 'Ragtime Rastus.' This little novelty is certainly a dandy, and caused a whole lot of attention last evening. Would like these here by to-morrow, as I have a booth at a local fair and could use them to advantage."

From PENNSYLVANIA.

"As you advised in your recent letter, I rigged up a machine to run by motor in my show window. The first day I received orders for nine."

From COLORADO.

"I am in receipt of sample 'Ragtime Rastus' and find it a very amusing toy for Talking Machine owners. Kindly enter my order for 2 dozen at the price quoted."—Talking Machine department of a large department store in Boston sent us 7 repeat orders during the 4 weeks "Ragtime Rastus" was on exhibition, in fact have repeat orders from almost every dealer who has started to handle them.

From DEALER IN LYNN.

"Enclosed find check in payment for 'Ragtime Rastus.' We would like you to ship to us as soon as possible 1 dozen more, and oblige."

NOTE.

Time to catch the February issue of The Talking Machine World does not allow us to get permission to use the names of above dealers.



This is a photograph of the window of a Talking Machine Store displaying "RASTUS" on an electric-driven talking machine. This store sold 7 gross Ragtime Rastus, or at the rate of over 2 dozen a day while exhibited, with crowds around the window day and evening.

We have many Repeat Orders from the Talking Machine Departments of some of Boston, New York and Philadelphia best stores.

GET A SAMPLE AND EXHIBIT IT DANCING WITH A GOOD LIVELY RECORD—RASTUS WILL DO THE REST

Kindly fill in attached coupon and mail it to us, enclosing your letter-head or business card, and we will immediately send you sample RAGTIME RASTUS, by parcel post, prepaid. Sample, \$1, dealer's price, \$12 per dozen, f. o. b. Boston, in any quantity.

Sample sent subject to return in ten days and money refunded.

NATIONAL TOY CO.

30 Federal Street,

BOSTON, MASS.

COUPON—Cut Off Here

NATIONAL TOY CO., 30 Federal St.
prepaid sample RAGTIME RASTUS,
money refunded.

Name.....

City.....

State.....

We enclose our letter-head or business card.

Boston, Mass. Please send me letter-head or business card. Please return in 10 days and money refunded.

NO LACK OF ACTIVITY IN THE ST. LOUIS TRADE.

Chief Problem with Both Jobbers and Dealers Is That of Securing Sufficient Stock of Machines and Records—Featuring Columbia Dance Records in Clever Manner—Aeolian Vocalion Advertising Campaign Started—Excellent Business Reports from the South.

(Special to The Talking Machine World.)

St. Louis, Mo., February 10.—The talking machine dealers are not complaining in the least of present trade conditions, indeed they are doing about all of the business that the traffic will bear. With machines none too plentiful and the Columbia retailers openly complaining of a lack of machines and the Edison dealers putting every effort into the selling of the higher-priced machines because the lower-priced ones are inclined to be scarce, and the Victor line, as usual at this time of year, none too plentiful, it is not surprising that some special drives are being made as to records.

The Columbia warerooms are, perhaps, leading the record activity. The local advertising is exclusively on the record propositions and the dance records continue to be featured and are bearing the burden of the traffic, for there seems to be no end to the dance craze. A decided novelty was a show window display at the Columbia warerooms the first week of this month. What seemed to be the top of a table about the size of a round dining-room table, was rigged that it revolved rapidly, and on it were eight dance records, each revolving separately, and on each was a pair of dancers, dolls about six inches tall, which seemed to revolve again. Retail Manager Duffy contends that a free inhalation of cigarette smoke and three minutes devoted to watching the revolving display is equal to three cocktails before dinner. "We are doing a record record business," said Mr. Duffy, "and we are constantly surprised at the volume of business that is possible without considering the machine sales in the totals. Such machines that have sold themselves while we have been busy on the record proposition have been high-priced ones, from \$75 up. No one seems to be inquiring about the low-priced machines these days. It is the musical instrument proposition from beginning to end."

The introduction of the Aeolian Vocalion machines the first of the month, and the brisk advertising campaign that was started in their behalf, and the Silverstone Edison advertising campaign that has been under way since early in February has attracted attention even outside of the talking machine circles. The free use of space for boosting the new musical instruments has made men in older lines of trade sit up and take notice.

The Silverstone Music Co. campaign consisted of a series of six column display ads run on Sundays, "to counteract the effect of the fire rather than to draw immediate business," as Mr. Silverstone puts it. This advertising has had several unusual features and has drawn congratulations from no less person than Thomas A. Edison, who wrote to Mr. Silverstone personally after the chief office had called his attention to copies of the advertisements that had been sent East. One novelty in the advertisements was the use of a coined word "diamondisc," by Mr. Silverstone, in describing the instrument.

The Aeolian Vocalion campaign was interestingly evolved. First there were invitations to persons in the music instrument trade and to musicians to "drop in and hear the new machine." This was followed by a line in the newspapers announcing that the machines were on exhibition, but not on sale. By the end of the week some newspapers carried almost a column story, enlarging on the modulated tone possibilities, and written in good newspaper style. Next came six-column stories, telling of the various strong points of the new machine, in direct, business-like terms, never overlooking the tone modulator. It was declared that a "new era in musical instruments for the home has dawned." At the time of this writing, there has been no suggestion of selling.

At Aeolian Hall, Harry Levy, manager of the talking machine department, and General Manager Allfring, are reticent, saying that "by the last of the month we will really have something to say.

In the meantime, we do not care to make predictions. Our new machines have had a wonderful reception, and it has required some diplomacy to handle the situation that is presented by so many of the friends that we have invited in to see asking to be permitted to buy.

At the Koerner-Brenner warerooms, the exclusive Victor jobbing house of the city, satisfaction with present conditions of trade are apparent. "The country trade is holding up wonderfully well except in the South," said Mr. Rauth. "There is evidence all through the North of plenty of money from wheat and other grain sales and the revenue from the disposal of the surplus stocks of horses. As a rule country merchants are in excellent condition and we are hearing less complaints constantly from city merchants.

"We have been able to fill orders in excellent shape, despite some unexpected trade demands."

Speaking of jobbing trade reminds that Manager Irby W. Reid, of the Columbia warerooms, answered a question along that line:

"Jobbing demand is excellent but if I was to speak my mind as to conditions, you could not print it in your newspaper." And he turned to his work of apportioning machines to insistent customers.

A little flurry was caused last month by the advertisement of the Famous-Barr Drygoods Co. of a large number of Keen-O-Phones as prices greatly under the list. But later the trade appeared to take this as a part of the game.

Since Christmas the 10 cent stores here have been doing a rousing business with "little wonder" records and demonstrations of these are heard in many queer places in the downtown district, always with a crowd about the machine and from the stocks displayed, there must be some business going with this line.

The Stix-Baer & Fuller Drygoods Co. again announced a plan to unite the piano and talking machine departments of that store in a music salon as soon as plans can be carried out for practically rebuilding a part of a wing of that block-square building. It always has been admitted at this store that Manager Robinson was greatly handicapped by his location and that the machines—the Victor line is handled—deserved a better presentation that it has been given.

The Silverstone Music Co. announces the sale of a \$150 machine for the U. S. Indian Service for use in Segal Indian School in Oklahoma, the first diamond disc machine to be sold for this service.

Manager Robinson, of the Thiebes Piano Co. talking machine department, who handles all three machines, continues his energetic advertising campaign and reports an excellent retail machine business. The Field-Lippman Piano Stores, likewise offering the people choice of three machines, is passing all previous records in sales.

TO INCREASE CAPITAL STOCK.

The stockholders of the Vanophone Co., a company recently formed to manufacture talking machines, with headquarters at 110 West Fortieth street, New York, were notified by the secretary, L. C. Van Riper, to attend a meeting at the company's offices January 30 to increase the capital stock of the Vanophone Co. from \$250,000 to \$375,000.

WHAT WOULD YOU DO?

IF YOU FOUND YOUR COMPETITOR

was able to give BETTER SERVICE than you? "YOU SHOULD WORRY."

Worry until you found out WHY. If you found, as many dealers do, that the "REASON" was "BLACKMAN SERVICE" would you be satisfied with the reason only, or would you become a "BLACKMAN DEALER"?

If this fits your case or if you are not getting SATISFACTORY SERVICE on Victor Machines or Records will you get in touch with Blackman AT ONCE?

"Satisfaction at Blackman's COSTS LESS than dissatisfaction elsewhere."—Blackman.

WILL YOU DO IT NOW?

DISTRIBUTORS



Blackman
TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

JOBBERS



Pathé Frères Phonograph Co

Call Address:
Pathephone, New York
Telephones 1980 Greely

29-31-33 West 38th St.

Pathephone
Pathegraph
Pathe Discs

New York, February 15th, 1915

TO THE TALKING MACHINE TRADE

Gentlemen:

Over 100,000,000 Men, women and children see the "Pathe" Red Rooster in the "Pathe" films every month. They fix their eyes on him and he holds their attention on the screen and is impressed on their minds. Where can you find a person who does not know the "Pathe" Rooster? It is the best advertised trade-mark in the United States today.

When you handle the new "Pathe" Discs and the new Pathephone, you get something new and interesting, and the Red Rooster goes with it. Now is the time to take on the line. Don't let your neighbor beat you. It's the early bird that catches the worm. Do it NOW and he will lay golden eggs for you for a long time to come. He's not a fly-by-night bird. We have all known him for years.

Own a "Pathe" Pathephone Shop in your town.

Write us.

Yours very truly

PATHE FRÈRES PHONOGRAM CO.





The man who buys a Columbia Grafonola is permanently satisfied—and that's the basis of an easily handled and continuously profitable record 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

ANNUAL MEETING OF EDISON DISC JOBBERS' ASSOCIATION.

Excellent Attendance of Members at Sessions Held in New York Last Week—Enthusiastic Over Business Conditions—W. O. Pardee Elected President—Confer with Edison Officials.

Only three members of the Edison Disc Jobbers' Association were not represented at the annual meeting of that organization when President H. H. Blish called the first general meeting to order at the Hotel Knickerbocker, New York, on Monday of last week. Jobbers from Texas and the Pacific Coast States mingled with those from Canada and Eastern points in States, and served to make the gathering a most representative one.

The members of the executive committee of the association reached New York very early and held meetings on Friday, Saturday and Sunday for the purpose of getting things into shape to run smoothly at the general meeting on Monday and the result was that all the association business was cleaned up in one day.

One of the pleasing features of the meeting was the passing of a resolution congratulating Thomas A. Edison upon the advent of his sixty-eighth birthday anniversary and also upon the wonderful progress made in getting the plant at Orange into shape for manufacturing following the big fire in December.

Much time was spent in discussing organized campaigns for the exploitation of the Edison Diamond Disc phonograph throughout the country and other matters of particular importance to the jobbers in the conduct of their business.

Without exception the jobbers were enthusiastic regarding the matter in which their business had developed during the past year and the outlook for the future of the diamond disc phonograph.

In the course of the meeting the following officers were elected: President, W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; vice-president, B. W. Smith, Phonograph Co., Cleveland, O.; secretary, H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont., and treasurer, Laurence H. Lucker, Minneapolis, Minn. The four officers, with H. H. Blish, the retiring president, C. B. Haynes and C. E. Goodwin, form the executive committee.

After the election a resolution was passed complimenting the retiring officers for their efforts in behalf of the association and excellent results accomplished.

Owing to the condition of the Edison plant at the present time the jobbers did not make their usual official visit to the factory, but instead met a delegation of officials of Thomas A. Edison, Inc., headed by Vice-President and General Manager C. H. Wilson, at the Edison shop, on Tuesday, where the usual business discussions were indulged in and the jobbers were also afforded an opportunity to inspect some machines and records that have come through the factory since the fire.

On Tuesday evening the jobbers were the guests of the Edison officials at a dinner at the Ritz-Carlton, followed by a theater party. "Chin-Chin" at the Globe Theater, the reigning musical comedy success of the season, was the play selected.

Those present included O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; A.

R. Pommers, Pacific Phonograph Co., San Francisco, Cal.; W. C. Wyatt, Denver Dry Goods Co., Denver, Col.; W. O. Pardee and H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; W. Gibson, McKee Instrument Co., Baltimore, Md.; C. E. Goodwin, Phonograph Co., Chicago, Ill.; H. H. Blish, Harger & Blish, Des Moines, Iowa; R. H. Chandler, Chandler & Co., Bangor, Me.; Laurence H. Lucker, Minneapolis, Minn.; M. M. Blackman, the Phonograph Co., Kansas City, Mo.; Marks Silverstone, Silverstone Music Co., St. Louis Mo.; H. C. Paschen, Montana Phonograph Co., Helena, Mont.; D. W. Shultz, Shultz Bros., Omaha, Neb.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; N. D. Griffin, American Phonograph Co., Albany, N. Y.; Frank E. Bolway and Frank E. Bolway, Jr., of Frank E. Bolway & Son, Syracuse, N. Y.; George Babson, R. B. Allen and L. S. McCormack, the Phonograph Corporation of Manhattan; Nicholas Babson, Phonograph Co., Chicago; A. O. Peterson, Phonograph Co., Cincinnati, O.; B. W. Smith and L. H. Bloom, Phonograph Co., Cleveland; A. H. Graves, Graves Music Co., Portland, Ore.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; C. B. Hayes, Hayes Music Co., Toledo, Ohio; W. C. Cope, Girard Phonograph Co., Philadelphia, Pa.; Albert Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. A. Myers, Williamsport, Pa.; P. Feldman, El Paso Phonograph Co., El Paso, Tex.; A. H. Currie, Texas-Oklahoma Phonograph Co., Fort Worth, Tex.; P. L. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; C. Robitaille, Quebec, Can.; S. G. Harrison, W. H. Thorne & Co., Ltd., St. John; H. G. Stanton, R. S. Williams & Sons Co., Ltd., Toronto, Ont.

Trouble may be the true test of manhood, but it sometimes seems that the testing process is entirely too long.

ECKHARDT HEADS BUSINESS CLUB.

Philadelphia Talking Machine Man Elected President of City Business Club and Presides at Annual Dinner of That Body.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 8.—Walter L. Eckhardt, head of the Pennsylvania Talking Machine Co., jobber of the Columbia Co. line, was recently elected president of the City Business Club and presided at the annual dinner of that organization held last week at the Hotel Adelphi. President Eckhardt promised the members of the club that his administration would be a business administration, with every effort being made to promote the effectiveness of the club's activity in various directions. The feature of the annual dinner was the address of "Bob" McKenty, warden of the Eastern Penitentiary and a strong advocate of humane treatment of convicts. Warden McKenty explained his views on prison management at length and was heartily applauded.

A HARGER & BLISH REMINDER.

Attractive Wall Calendar Sent Out by Well-Known Jobbers of Des Moines, Ia.

Harger & Blish, Inc., the well-known jobbers of Edison diamond disc talking machines in Des Moines, Ia., have sent attractive reminders to their friends in the trade in the shape of a small wall calendar bearing at its top the phrase: "A Smile Is Often Worth a Million Dollars, and It Doesn't Cost a Cent." The phrase is emphasized by an attached portrait of Geo. Carl Silzer, Jr., a real boy of Des Moines, whom the kids call "Buddy" and who wears a smile that is particularly engaging owing to the fact that the three upper front teeth are missing. The monthly calendar for 1915 completes the card.

Opportunity is not something that is going to come to you by and bye. It is waiting now, today; and to-day's opportunity will not wait until to-morrow.

A PERFECT AUTOMATIC STOP

PRICE \$1.00

ACCURATE EASY TO ATTACH
FOR VICTORS AND VICTROLAS

Increases interest in the talking machine and makes increased record sales

Send 25 cents in stamps for a sample. Write on your business letter-head only. Place regular order through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

EDISON DEALERS!

It is our pleasure to announce that in the hope of helping in the restoration of the Edison Business we have prepared a large stock of cabinets designed for use with the

No. 80 Edison Disc

These cabinets are finished in some unusually choice selections of Mahogany, Oak and Fumed Oak and harmonize perfectly both in color and design with the machine itself.

Salter Cabinets—Standard in the Industry

SALTER MFG. CO.

339 N. Oakley Blvd.

CHICAGO



Model No. 80 Edison Disc with Salter Cabinet No. 180.

Our catalog shows a complete line of Cabinets for Victor and Columbia as well as Edison machines.

TALKING MACHINES FOR CINCINNATI PIANO HOUSES.

Starr Piano Co. Recently Announced Taking on the Pathé Phonograph for Its Various Stores—Followed by Church-Beinkamp Co. Which Will Handle the Full Columbia Line—Active Victor Business with Wurlitzer—Columbia Activity in Local Field.

(Special to The Talking Machine World.)

CINCINNATI, O., February 4.—Two recruits for the talking machine business will be added to the local colony within another month, and one of these will also result in Chicago getting an additional competitor. The entrants, as the French say, are the Church-Beinkamp Co., which will take on the Columbia line, while the Starr Piano Co., which will cater to the public through the Pathé phonograph, will introduce its new department through the Cincinnati branch.

Those who will take the trouble to look up the January letter from the Cincinnati district will find that the move of the two companies was anticipated. The tremendous business done in December by other piano houses, with talking machine departments, caused the rest of the trade to do some thinking. It was found that it did not take quite so much salesmanship and general knowledge to sell a machine as was entailed with the disposal of a piano or a player.

The Starr Piano Co. will most likely try out the Pathé line in all its branches, but Cincinnati is to be given the preference. No one has been employed to have charge of the department. The Church-Beinkamp Co. will handle the Columbia only, and in this connection the same deal also results in that machine being introduced in the Chicago branch of the John Church Co. The Starr Piano Co. has let contracts for two booths, while the Church-Beinkamp Co. will have three as a starter. The latter also is yet to engage a manager for this department.

Complaint was made by one dealer, who apparently has an intimate knowledge of the demands of the trade, that one factory is not keeping pace with the requirements of the public, and much business is being lost accordingly. The factory, it is stated, has not been able to supply the required

amount of machines or records, and this situation also exists since the holidays. While the complaint is a novel one, it also shows the growth of the talking machine business in the Middle West during the past year.

The Columbia store had an active January, and this in the face of the declaration of Manager Whelan, who said: "We are short of machines, and the factory, while it has caught up with its orders on certain types, is still behind on others. Business on the whole during January and early in February was good, and the prospects look good for the remainder of the month."

S. H. Nichols, former manager of the Cincinnati Columbia store, but now district manager, visited Cincinnati for a few days on his way from New York, and said that there was an optimistic feeling at the executive offices and indications pointed to an immense 1915 business. He further stated that all arrangements had been made for an extensive exhibit at the San Francisco fair, which would far excel anything of its kind there.

The local Dictaphone headquarters at the Columbia Graphophone Co.'s store are busy and quite a few large installations have been made this year.

Manager Dittrich, in charge of the talking machine department of the Rudolph Wurlitzer Co., reports a busy January and adds: "The new record rooms just installed on our main floor have increased our facilities over 100 per cent., but in line with our previous experiences, we found that the increase, while it relieved the situation very materially, did not entirely meet our requirements."

"In the machine end of the business the sales are only limited by the quantity of stock received from the factory. From present indications the same conditions will exist throughout the year. With increased factory facilities and increased shipments, this year is sure to prove far greater than 1914,

which itself was a surprise to the most sanguine.

"In spite of the tremendous sales within the last few years, the demand apparently has hardly been touched. In common with other Victor distributors and dealers, we look for a record-breaking demand straight through the year, and are sure that every month will prove an even more successful period than the same interval in 1914."

In a few days the Aeolian Co. expects to spring a surprise upon the public so far as Cincinnati is concerned through the introduction of the Aeolian Vocalion, the initial shipment having arrived last Saturday. Being new and containing many interesting features which are peculiar to this instrument, Charles L. Byers, who has charge of the management of this branch, spent Sunday at the store getting acquainted with his new friends.

C. M. Robinson, one of the new concerns in the talking machine trade in Cincinnati, who has established something new in the business in that he is operating from a suite of offices in the Glenn building, at the southwest corner of Fifth and Race streets, is busy just now getting in an additional supply of Columbia goods and putting his ware room in shape.

In the January issue of the Talking Machine World there was a statement made to the effect that Mr. Robinson's stock consisted of an assortment of old machines picked up in Cleveland. We find that such is not the case. All the stock that Mr. Robinson carries comes direct from the factory.

WONDER TALKING MACHINE CO.

The Wonder Talking Machine Co. was incorporated at Albany early this week for the purpose of handling phonographs and music boxes, with a capital of \$10,000. C. Hollender, H. B. McNulty and B. Doktor are the incorporators.

Clarence W. Hopkins, assistant manager of the Edison department of the Cunningham Piano Co., Philadelphia, Pa., reports a very excellent month's business and looks forward to a busy spring and summer trade.



Let Us Analyze Your Victor Business

WE ARE EXPERTS

Have you taken advantage of all our SALES AND ADVERTISING suggestions?

Are you familiar with our STOCK SYSTEM IDEAS for dealers?

Are you satisfied with your PERCENTAGE OF CASH BUSINESS?

Do you need any ACCOUNTING SUGGESTIONS?

Are your REPAIR MEN thoroughly trained?

OUR ORGANIZATION is built around the one idea of AIDING AND SERVING YOU.

In addition to the ideas we have originated and worked out ourselves, we have collected data of ideas used by the best dealers in the business covering a period of many years.

It's all at Your Disposal

THE TALKING MACHINE COMPANY

12 No. Michigan Ave. :: :: :: Chicago

FROM OUR CHICAGO HEADQUARTERS

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

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

Fuhri was born in Holland and came to this country in 1857.

(Special to The Talking Machine World.)
CHICAGO, ILL., February 10.—Local dealers and those in the surrounding territory seem agreed that they have much to be thankful for, for while almost every other industry continues in more or less of a rut, the talking machine business continues to be good. Of course, there are some who complain, but, on the other hand, there are lots of dealers who make the assertion that the past thirty days have continued to be the equal if not the superior of the corresponding period of last year.

The consensus of opinion is that machines selling at \$50 or less lost ground, at least present market conditions display such a tendency—for invariably the call has been for "something pretty good." Records are selling well, the demand being pretty well distributed throughout all classes with dance records pretty well to the fore.

Together with the call for records there has been a generous business on accessories of various kinds. John F. Mortensen, head of the Salter Manufacturing Co., says that the anticipated demand for record cabinets of all kinds has arrived full force. "This business after the holiday trade is as big as that previous to Christmas," said Mr. Mortensen. "We are receiving an unprecedented trade at this time, and I look for a good year after all. There is a particularly good call for storage cabinets."

S. O. Wade, head of Wade & Wade, says virtually the same thing. "Those who bought machines during the holidays are now becoming acquainted with them and are keen for all the little improvements that they may acquire. We have been receiving a number of large orders for our fibre needle cutters and are turning them over to our jobbers for delivery."

Oak Park Has New Dealer.

A. Baumann announced that he will open a new talking machine establishment at 195 Marion street, Oak Park, Ill. He already conducts an establishment at Mt. Pulaski, Ill., where Willis Snyder is in charge.

New Kimball Building.

The W. W. Kimball Co. announced this month that a new building is to be erected upon the site of the present one at the southwest corner of Wabash avenue and Jackson Boulevard. The building is to be sixteen stories in height and will include a large recital hall. The talking machine department will be located on the ground floor just south

of the main entrance on Wabash avenue. The new quarters provide for double the room of the present department, and Manager Cullen says that about ten booths are provided in the plans. Both the Victor and Columbia lines will be carried.

The erection of this building will complete a corner that is unique in the music trade, for upon the southeast corner is the building of the Cable Company, in which a talking machine department will probably be maintained and upon the northwest corner is the Steger building, in which is located the Talking Machine Shops. The northeast corner will soon boast of the new Lyon & Healy building, and this structure will, of course, contain one of the most elaborate talking machine departments in the country.

Opens New Pathé Shop.

The Pathé Shop of Chicago has been incorporated, with a capital stock of \$2,000, for the purpose of dealing in talking machines, discs, etc. The incorporators are Richard E. Rundell and Harry J. O'Neill. Quarters have been rented on the fourth floor in the Shops Building at 17 North Wabash avenue. The entire Pathé line will be shown. It is planned that this shop will be the model of its kind. Its organizers say that they intend to decorate it in a fashion that will make it one of the show places of the Chicago talking machine trade.

Columbia Business Continues.

Charles Baer, local manager of the Columbia Graphophone Co., reports that the past thirty days has been far ahead of the corresponding period of last year, and expresses only regret that the supply of goods is not nearly equal to the demand.

"There has been a very substantial demand for our electric driven machine," said Mr. Baer. "It has given absolute satisfaction on all the different currents and has proven one of our best sellers. Our record business is steadily increasing and the increased capacity of the factory should remove the trouble that now confronts us, that is constant shortage of records."

W. C. Fuhri, district manager of the Columbia Graphophone Co., has been receiving the condolences of his friends, following the recent death of his grandmother. Mrs. Konrad Fuhri, who died at the advanced age of 100 years and 10 months at her home in New Orleans. She is said to have been the oldest white woman in Louisiana. Mrs.

Opens Small Record Department.

The Busy Corner Music Store of Waterson, Berlin & Snyder, which is located at Monroe and State streets, is completing a very large and new department that will be devoted to the sale of the Little Wonder ten-cent records and the Little Wonder ten-dollar machine. It is said that the demand for this class of goods has been very great, and employes of the music house expect to do a very great business.

Talking Machine Co. Sales Double.

The volume of business during the month of January that was transacted by the Talking Machine Co., suffered an attack of tonsillitis recently Manager R. J. Keith, just double that of January of last year. All classes of machines are in demand, with a good call for the motor driven Victrola, which sells for \$250.

A. M. Lockridge, traveler for the Talking Machine Co., suffered an attack of tonsillitis recently while in Des Moines, Ia. His friends will be glad to know that he is on the road to recovery.

Five Popular Records.

Five records that are selling well in the local Edison shops are: "I Want You," "Those Days of Long Ago," "Tarentelle" (cello), "He's a Rag Picker" (one-step), and "Meadowbrook Fox Trot."

Five Victor records that are in equal demand are: "It's a Long, Long Way to Tipperary," "Carry Me Back to Old Virginny" (Gluck), "Jesus, Lover of My Soul" (Gluck and Homer); "Tip Top Tipperary Mary" and "Millicent" (dance).

Five Columbia records are: "When You Wore a Tulip and I Wore a Big Red Rose," "When You're a Long, Long Way from Home," "Tip Top Tipperary Mary," "Chinatown, My Chinatown," "Under the Japanese Moon."

Vitanola Co. Organized.

The past two weeks witnessed the establishment in Chicago of the Vitanola Talking Machine Co., which was incorporated recently by Robert Edelson, Louis Spitzer and others. The capital stock of the new concern is placed at \$5,000, and the officers are H. T. Schiff, president; M. C. Schiff, vice-president, and Samuel S. Schiff, secretary and treasurer. Offices and warerooms have been established in the Shops building at 17 North Wabash avenue, in this city, and a factory on the northwest

(Continued on page 27.)

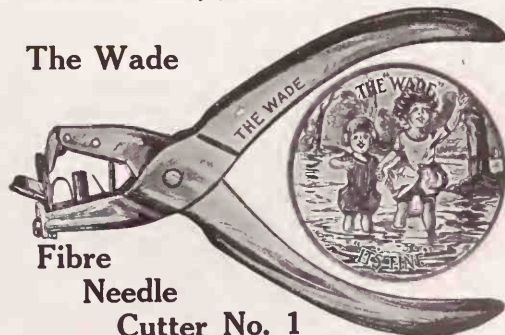
THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

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



The Wade
Fibre
Needle
Cutter No. 2

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



The Wade
Fibre
Needle
Cutter No. 1

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

The SUCCESS of

Lyon & Healy

Speaks For Our Service

The progressive dealer who recognizes the great benefit of having his orders filled promptly and completely should avail himself of our immense stock and unlimited facilities.

We have an ideal system of caring for orders, filling them promptly, accurately and completely, as factory conditions permit.

Our dealers are our friends. They have the advantage of our great experience and the benefit of every new improvement in our Service.

Write for our booklet, HOW TO BECOME A TALKING MACHINE DEALER.

Lyon & Healy

WORLD'S LARGEST VICTOR DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 25).

side placed in full operation to make machines.

The line includes five styles, which range in price from \$15 to \$250. H. T. Schiff, in a recent talk with *The World* said: "The Vitanola boasts several exclusive features, one of which is a tone regulator which plays loud, soft or medium without necessitating changing needles or closing doors or shutters. The tone is the equal if not the superior of any machine on the market at the present time and has been much admired. The cabinets of graceful design are finished in oak and mahogany.

"Another big feature of the Vitanola," continued Mr. Schiff, "is found in the fact that it plays any disc record—Victor, Columbia, Edison or Pathé. We have already done a large business and are now receiving orders guaranteeing delivery in most cases within thirty days. We believe we have a winning proposition priced at figures profitable to the dealer and expect a good business."

Enlarges Business.

Miller's Talking Machine Shop has acquired the Victor store of O. C. Crabb, of 903 West Sixty-third street, and will combine with the Miller store at 1003 East Sixty-third street. Mr. Crabb had a very fine stock of machines and fittings, and the acquisition of them by the Woodlawn store will further enhance the beauty of that establishment.

New Manager at the Fair.

A. Barrett, recently of Eilers Music Store, of Los Angeles, Cal., and formerly connected with Sherman, Clay & Co., San Francisco, has been made manager of the talking machine department at The Fair. The department is being greatly enlarged and five booths as well as a large demonstration room are being constructed on the fifth floor, where the department is located. Miss Uhl, who has been in that department for three or four years, continues to be in charge of the records.

New Store at Wheaton, Ill.

William A. Heiss, of Elmhurst, Ill., announces his intention of establishing another store in the aristocratic suburb of Wheaton.

Removes Store to New Location.

J. B. Simonek has removed his talking machine and piano store from 1217 West Eighteenth street to 1205 West Eighteenth street. Mr. Simonek has constructed five large booths, where both the Columbia and Victor lines are displayed.

Furniture Company Adds Talker.

The Kennedy Furniture Co., located at 426 South Wabash avenue, Chicago, has established a talking machine department, where a complete line of Columbias are shown, with A. Schoenthal in charge.

Has Charge of Victor Department.

S. J. Levin is the new buyer for Louis Weber & Co., Clark and Van Buren streets, Chicago. Mr. Levin succeeds Mr. Egerstedt and will have entire charge of the Victor department.

Personals and Visitors.

Some recent visitors to the local talking machine trade were: E. A. Vaughan, Princeton, Ill.; G. D. Salladay, Homer, Ill.; C. A. Fenn, Bloomington, Ill., and Mr. Gensch, of Gensch-Smith Music Co., Milwaukee, Wis.

G. W. Davidson, of the Talking Machine Shops, leaves shortly for California, where he will enjoy a long rest after the strenuous work of the past two months. He expects to return some time early in March. C. L. Davidson will remain in Chicago and conduct the business with the assistance of Miss Pauline Tischler.

A. Nelson, of the Tri-City Piano Co., of Moline, Ill., was a recent visitor to the local trade.

O'NEILL-JAMES CO.

337 W. Madison St.
CHICAGO

DISTRIBUTORS OF

PATHÉ
MACHINES AND RECORDS
and ARETINO RECORDS

TALKING MACHINE JOBBERS HOLD MID-WINTER MEETING.

Executive Committee Meets at the Chicago Athletic Club and Discusses Freight Rates and the Convention of the Association to Be Held in San Francisco Next July.

(Special to *The Talking Machine World*.)

CHICAGO, ILL., February 2.—The executive committee of the National Association of Talking Machine Jobbers held the usual annual mid-winter meeting in Chicago, Sunday, January 24, at the Chicago Athletic Club. Matters of general interest to the talking machine trade were discussed and plans made for its betterment during the coming year.

L. C. Wiswell, as the chairman of the traffic committee, was directed to go to Atlanta, Ga., there to appear before the Southern classification committee for the purpose of securing a restoration of the old freight rates on talking machine records. The new rate provided is double first class, or \$2.10 per hundred pounds. Mr. Wiswell will endeavor to have the rate changed back to \$1.05 per hundred pounds. C. E. Rauth will also attend the hearing at Atlanta. Plans were also discussed for the annual convention of the association, which is to be held in San Francisco, July 22, 23 and 24, and Mr. Wiswell was directed to make arrangements for a special train which will take the

members of the association and their families there in the best of style. It is planned that the train will be fitted with a player-piano and a talking machine, so that the passengers can dance and otherwise amuse themselves on the long overland trip. The train will be made up in Chicago. A number of the members will remain over for the convention of the piano men, which will be held the three days following. Those in attendance at the Chicago meeting were: President, George E. Mickel, Omaha, Neb.; Elton F. Taft, vice-president, Boston, Mass.; Edwin C. Rauth, secretary, St. Louis, Mo.; William H. Reynolds, treasurer, Mobile, Ala.; C. J. Schmelzer, Kansas City, Mo.; R. H. Morris, Brooklyn, N. Y.; J. C. Roush, Pittsburgh, Pa.; J. F. Bowers, Chicago, Ill.; P. B. Whitsit, Columbus, O.; L. C. Wiswell, Chicago, Ill.; W. F. Davisson, Columbus, O.; L. Buehn, Philadelphia, Pa., and A. A. Trostler, Kansas City, Mo.

A vote of thanks was tendered J. F. Bowers for the hospitality shown the visiting members of the committee while guests of the Chicago Athletic Association.

Other recent visiting dealers in Chicago were: Arch Olds, Claypool Music Co., Crawfordsville, Ind.; J. C. Seaton, Aurora, Ill.; J. C. Baxter, of the Baxter Piano Co., Davenport, Ia.; J. S. Mitchell, of P. S. Donaldson Co., Minneapolis; John Dahlin, St. Charles, Ill.; C. J. Reichenbach, Oregon, Ill.; A. W. T. Doermann, Blue Island, Ill.; George Fleer, Elgin; J. E. Moore, of Pelletier Co., Sioux City, Ia.; Dean Coombs, of Coombs & Clouse, Chariton, Ia.; Mr. and Mrs. J. M. Buch, Lansing, Mich.; John E. Mayer, Dixon, Ill.; E. A. Stemm, of the B. & S. Drug Co., Oglesby, Ill.; J. F. Ditzell, of the George B. Peck Dry Goods Co., Kansas City, Mo.; Sam Abrahams, of Baldauf & Rosenblatt, Oskaloosa, Ia.; Henry Haak, Milwaukee, Wis.; C. B. Stiver, Goshen, Ind., and W. J. Massey, Des Moines, Ia.

C. T. Landherr, formerly of Rothschilds, is now connected with the retail department of the Columbia Graphophone Co.

Increasing Needle Output.

A. H. Rintelman, head of the Rintelman Piano Co., and maker of the Rintelman three-point noiseless needle, announces that increased facilities have been secured for the manufacture of the

concern's product and that greatly increased output will soon make itself evident.

"It is a regrettable occurrence," said Mr. Rintelman, "that we have been unable to supply our dealers with these goods. It is also very encouraging to think that the needle has met with such a reception that this situation arises. We have received orders from all over the country which we have been unable to fill. We are asking our friends to be patient for a short time longer until we will be able to fill all orders."

ISSUING SOME EFFECTIVE PUBLICITY.

(Special to *The Talking Machine World*.)

CHICAGO, ILL., February 10.—The Abbott-Young-Adair, advertising specialists of Chicago, are issuing some excellent publicity in the way of record monthly supplement covers, and judging from the large amount of business done it is evident that the talking machine dealer of to-day is leaving no stone unturned to secure first-class publicity for the monthly record lists.

The company is also doing a great deal in the way of supplying service cuts to dealers who do work in the dailies.

THE VITANOLA

TALKING MACHINE COMPANY

BIG DISCOUNTS

To dealers on the Vitanola line of Talking Machines. Prices range from \$15.00 to \$250.00. *Snappy Designs.*

A BIG HIT

Our Tone Regulator plays loud, soft or medium tones without changing needles or closing doors or shutters.

ANOTHER BIG FEATURE!

The Vitanola Plays any Disc Record—Victor, Columbia, Edison or Pathé

WIDE-AWAKE DEALERS! It will pay you to get in touch with

THE VITANOLA TALKING MACHINE COMPANY
17 N. Wabash Ave. CHICAGO

WANT FREIGHT RATES LOWERED.

Talking Machine Men Attend Hearing of Southern Classification Committee at Atlanta to Have Old Classification on Records Restored.

(Special to The Talking Machine World.)

ATLANTA, GA., February 3.—At the hearing before the Southern classification committee held here to-day, talking machine men made a strong effort to secure the restoration of the old rates on talking machine records. The rate was formerly first-class or \$1.05 per 100 pounds in the territory covered by the Southern classification committee. The classification was changed some time ago to double first-class, meaning a rate of \$2.10 on 100 pounds.

Among those who attended the hearing were W. B. Fulghum, representing the Victor Talking Machine Co.; R. L. French, traffic manager of the Columbia Graphophone Co., and L. C. Wiswell, chairman of the traffic committee of the National Association of Talking Machine Jobbers. There were on hand at the hearing packages of records in the form in which they are shipped to the trade for the purpose of a demonstration to the committee the substantial manner in which they were crated. In fact, the representatives also gave considerable information regarding condensity of packing, freedom from breakage and other points that warranted the granting of more favorable freight rates. Mr. Wiswell, who came to represent members of the Jobbers' Association located in the jurisdiction of the committee, particularly emphasized the fact that claims for breakage for records were practically nil, and emphasizing the point he read a letter from the O. K. Houck Co., Nashville, Tenn., that the only claim made for broken records for the past three years was \$1 on one shipment. A letter from the W. H. Reynolds Music House, Mobile, Ala., stated that they had never filed a claim for record breakage during their twelve years in business, and other letters of similar tenor. One of the most convincing arguments advanced by Mr. Wiswell was the following letter from the New York Central Fast Freight Lines:

"I am very glad, indeed, to confirm in writing what I stated to you yesterday in personal conversation that during the past two years or more, in which we have handled the talking machine traffic from Camden to Chicago and the West, I have never seen a single claim filed against the carrier for loss or damage on either talking machines or records. We consider this very desirable traffic for our company and rank it as

clean, high-class merchandise. When you take into consideration that on traffic, aggregating approximately 300 carloads a year, there are practically no claims, the only logical conclusion is that shipments are placed and forwarded under proper conditions, and that the commodity itself is such as is not very susceptible to damage under the circumstances under which it is forwarded. Yours very truly, F. O. Stafford, General West-bound Agent, New York Central Fast Freight Lines."

The decision of the Southern classification committee will be awaited with interest, although the talking machine men feel confident that they will carry their point.

FEATURES THE SONORA LINE.

(Special to The Talking Machine World.)

BINGHAMTON, N. Y., February 6.—The C. G. Smythe Piano Co., which opened quarters in the Y. M. C. A. building, this city, some time ago under the management of C. G. Smythe, a prominent piano man, is featuring the Sonora phonograph in an elaborate manner in its local advertising. In a recent announcement, the Sonora phonograph was termed "the highest class talking machine in the world." Two of the most popular of the Sonora models are illustrated and the various exclusive features described at length.

IN AN ENVIABLE POSITION.

Walter Balding, Victor Dealer of Geneseo, N. Y., Has Little Competition to Face.

(Special to The Talking Machine World.)

GENESEO, N. Y., February 8.—To enjoy the Victor talking machine trade throughout a considerable territory and practically without opposition is the pleasing situation of Walter Balding, a Victor dealer of this city, who reports that each month shows a substantial increase of both machine and record business. Mr. Balding has been established for several years past, and for at least two years has no local competition. This fact, however, has not influenced him to take things easy, but rather acted as a spur to his efforts—an example well worth following by others.

It is probable that within a few days arrangements will be completed for the establishment of a talking machine department in connection with the Zellner Piano Co., of Los Angeles, Cal. The department will probably be under independent management. The line of machines to be handled has not been announced.

INTRODUCING RAGTIME RASTUS.

A Novelty for Talking Machine Owners That Should Result in Big Sales by Dealers—Also Stimulates Interest in Window Display.

The world likes to be amused, and the latest invention to amuse talking machine owners is "Ragtime Rastus," a diminutive comedian of blackface fame, who for a small sum will dance on top of



"Ragtime Rastus" in Action.

talking machine records. Dealers are making a lot of money selling him to phonograph owners, as there is a good profit on each sale.

Put him on a talking machine that is electric driven, place both in a window, and you will gather the crowds to watch his funny steps. He doesn't require sawdust, so the machine isn't marred in the least; furthermore, you can put him on or take him off in five seconds. He is quite a business stimulator.

"Ragtime Rastus" is made and sold by the National Toy Co., 30 Federal street, Boston, Mass., and a sample can be secured for a dollar. Wholesale prices sent upon request.

BIG CALL FOR LINDSTROM MOTORS.

Otto Heinemann, Managing Director of Carl Lindstrom, Berlin, Tells of His Plans—Motor Shipments Being Received Regularly.

Otto Heinemann, managing director of the prominent Berlin, Germany, house of Carl Lindström, manufacturer of talking machines, records, motors and other accessories, was a visitor to New York this month, making his headquarters at the New York offices of the company, 45 Broadway. Mr. Heinemann had intended leaving for a visit to San Francisco immediately after making his recent trip to the Middle West, but owing to the unexpected large demand for Lindström motors, deferred his trip until Thursday of this week. As soon as he arrives in San Francisco Mr. Heinemann will arrange to open a branch office in that city.

Referring to the business being closed in this country with Lindström motors Mr. Heinemann said: "The call for cheap motors for talking machines at the present time is tremendous, and I am glad to say that the Lindström motor is giving excellent service and perfect satisfaction to all its users. During the past few weeks we have closed some large contracts for our motors with several prominent houses, and all indications point to our consummating additional important arrangements within the next fortnight.

"We have experienced absolutely no difficulty in securing shipments from Germany, and the ideas which many people have in this country regarding the difficulty of securing goods from the other side are entirely incorrect. We are receiving shipments of motors in large quantities regularly, the period of delivery averaging only about three weeks, while it took six or seven weeks when the war first started. There is plenty of material available in Germany for the manufacture of motors, and I have definite advices that the factories there are working steadily, and many of them to capacity, to take care of the demands of their trade."

H. E. Lindsey, formerly of the company's store at Portland, Ore., has recently become manager of the talking machine department of the Wiley B. Allen Co., in Los Angeles, Cal. R. R. Wolfinger, the former manager, has departed for San Francisco. Louis La Mont has been promoted to the position of head salesman.

We regret to announce that owing to the demand for the RINTELMAN 3-POINT NOISELESS LIFE LONG NEEDLE

being far greater than our stocks we have been unable to fill a large proportion of our orders.

Meanwhile, factory facilities are being greatly increased and within a short time we will be able to supply the "always ready" Rintelman 3-Point Noiseless Needle not only to those who have already ordered but also to the entire trade.



Pat. Pending.

Send for catalog now

RINTELMAN PIANO CO., Chicago

420 REPUBLIC BUILDING

NEW QUARTERS FOR THE NEW YORK TALKING MACHINE CO.

The Prominent Victor Distributors Sign Lease for Two Floors in New Lewisohn Building, 119 West Fortieth Street—Removal from Chambers Street Will Be Started Immediately.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, prominent Victor distributor, announces that the company has signed a lease for two entire floors in the new Lewisohn building, at 119 West Fortieth street, New York, a photograph of which is shown here. This lease is for a period of ten years, and entails a total expenditure of \$200,000. The removal from 81 Chambers street will be started immediately, and Mr. Geissler expects that the company will be completely established in its new home by the 15th of next month.

Mr. Geissler has been chaffing under the disadvantages of the company's present location ever since his advent into the talking machine business in New York two years ago, and the expiration of the present lease on May 1 of this year has given the New York Talking Machine Co. an opportunity to leave its antiquated quarters and move uptown.

In its new home at 119 West Fortieth street, the New York Talking Machine Co. will conduct an exclusively wholesale Victor business, catering to the needs of its dealers to the fullest extent of its abilities. The two floors to be occupied by the company consist of 30,000 square feet of space, which will permit of the laying out of sales offices, stockrooms and general offices with maximum efficiency from every standpoint. According to the present plans, the new home of the company will represent the acme of perfection in the wholesale Victor business.

The Lewisohn building at 119 West Fortieth street extends clear through to Forty-first street and is ideally located. Its equipment is perfect. There is daylight on all four sides with the practical elimination of artificial light. There are four express freight elevators on the Forty-first street entrance, and four passenger elevators on Fortieth street. In addition to these, the New York Talking Machine Co. will have its own private automatic electric freight elevator connecting its two floors.

Every section of the stock equipment in the company's two floors will be of the latest steel fire-proof construction and new mahogany office furniture has been ordered. The general decorative scheme employed will follow the Colonial style of architecture in white enamel and mahogany.

Mr. Geissler states that actual statistics of the increased efficiency of his office force following their recent removal in Chicago to Michigan Boulevard, overlooking the lake, which gave them wonderful light and air, can be figured easily at 25 per cent. This item in itself would pay their increased rent in a few years' time. The fire experience of the New York Talking Machine Co. last July proved that while it is possible to carry full insurance and be protected against actual phy-

sical loss, it is not possible to protect one's self against actual physical loss of efficiency and drain on the employes' physical ability, due to excessive



New York Talking Machine Co.'s New Home. work and concentration in reorganization. The up-to-date way to guard against this is the installation of one's business in a building as thoroughly fire-proof as human ingenuity and money can make it.

This latest move of the New York Talking Machine Co. is probably the best indication of the growth and progress of the Victor line. Founded some fifteen years ago, the New York Talking Machine Co., originally the Victor Distributing & Export Co., occupied a small loft with probably not over 2,000 square feet. Its business has steadily advanced in its special field until to-day this move is necessary in order to keep pace with the remarkable growth of its wholesale business.

George W. Smith & Co., the well-known decorative artists of Philadelphia, who had charge of the decorating for Tiffany & Co., Gorham & Co., and B. Altman & Co., New York, have in hand the laying out of the offices in the company's new home and the construction of wholesale demonstrating booths for the new establishment.

PLAN SERIES OF MUSIC LECTURES.

Early Music House Arranges for Important Musical Affairs at Y. M. C. A. in Fort Dodge—Victrola to be Used for Illustrations.

(Special to The Talking Machine World.)

FORT DODGE, IOWA, February 8.—The Early Music House of this city has just completed plans for the holding of a series of five illustrated music lectures at the Y. M. C. A. building, beginning to-morrow night and continuing for the four Thursday evenings following. The lectures, which will be illustrated by the Victrola, will be given by Mrs. C. B. Smeltzer, an author and composer of prominence in the West. The lectures will last one hour each and a nominal charge of fifty cents will be made for the series of five.

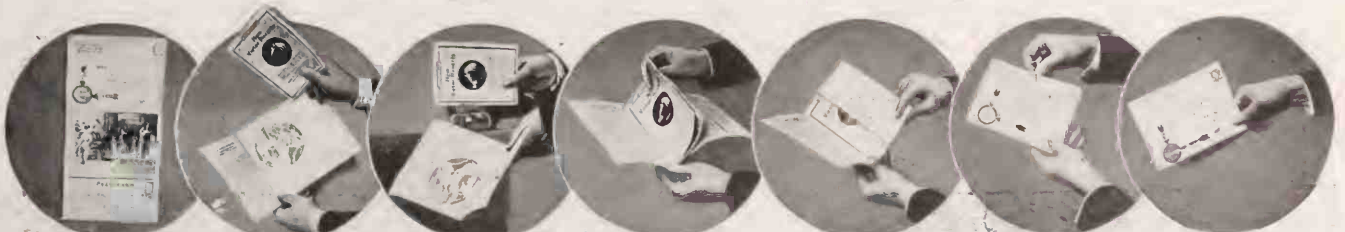
The Early Music House believes that a better understanding of music in general and the manner in which the Victrola produces it will prove highly beneficial to its trade and in addition the money paid for admissions will be put into the Victrola Fund of the Y. M. C. A. Letters of invitation were sent to all customers and prospects on the books of the music house.

VISITING EXPOSITION CITY.

Edward D. Easton, president of the Columbia Graphophone Co., and his son, Mortimer D. Easton, manager of Dictaphone advertising, accompanied by Mrs. E. D. and M. D. Easton, formed a party which left January 24, for the Coast to visit the Panama-Pacific Exposition. President Easton will remain away from New York for about two months, while M. D. Easton's visit will consume all of ten months, as he will be in direct charge of the Columbia exhibit at the exposition. Marion Dorian, treasurer of the Columbia Co., also left for the Coast the first of the week, and plans to make several calls to the large cities on the way West. Mr. Dorian, who has arranged the many preliminary details incidental to the Columbia fair exhibit, will return to New York in about seven weeks.

Equal your desire for profits with the vim you put into your business and you'll get them.

ATTENTION, VICTROLA DEALERS!!
A PRACTICAL DEVICE FOR MAILING YOUR MONTHLY RECORD SUPPLEMENT



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.

Carries 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 perusing the supplement.

You simply cannot afford to lose this opportunity of obtaining this service that is all yours and the 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.

But one dealer in a city can use this service. We prefer that it be the largest dealer in each city. Your territory on this efficient and economical service is open. Shall we assign it to you?

Write today for Sample Cover and Price List

ABBOTT - YOUNG - ADAIR - CO.
542 SOUTH DEARBORN STREET
CHICAGO, ILLINOIS

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

PRACTICABILITY—These covers reach you monthly. Prior to the arrival of your supplements. You have time to address them before supplements arrive.

MODERN DANCES
Posed for the
PATHÉSCOPE
For Projection With
Phonograph or Piano
Accompaniment

Title.

MUSIC AND MOVIES



Pavlowa Gavotte.

Combined at
Last in **MOTION PICTURES OF THE MODERN DANCES**
Posed for the *Pathéscope*

FOR PROJECTION WITH PHONOGRAPH ACCOMPANIMENT

This novel and original combination creates the greatest enthusiasm and delighted amazement whenever shown.

The *Pathéscope* is indeed
"The Companion Entertainer to the Talking Machine"

The first Talking-Machine Dealer in each locality to add a **Pathéscope Department** has the opportunity to **DOUBLE THE PROFITS** of his **BUSINESS** from his present clientele. Every owner of a good Talking Machine is a prospective purchaser of a *Pathéscope*.



Crane Wilbur and Pearl White of the Pathé Players Practicing the "Castle Walk" with the *Pathéscope*.

The *Pathéscope* is the latest and greatest invention of Pathé Frères, always the leaders in the Motion Picture Industry. With its Non-inflammable Film and Incandescent Electric Light it has been approved by the National Board of Fire Underwriters for use without fire risk or insurance restrictions.

The *Pathéscope* Film Exchanges, being established in the principal cities, enable the owner of a *Pathéscope* to exchange his films as often as desired, by the payment of a small fee.

For Demonstrations, Catalogues, Agency Terms, Etc., Address Dept. 8,

THE PATHÉSCOPE CO. OF AMERICA, Inc.

AEOLIAN HALL

NEW YORK

Canadian Division, *Pathéscope* of Canada, Ltd., Dummond Bldg., Montreal.

AGENCIES:

25 Arch St., Boston. 515 Crozer Bldg., Philadelphia. 1217 F. St., Washington. 507 American Bldg., Baltimore.
459 Washington St., Buffalo. 108 6th St., Pittsburgh. 622 Kittredge Bldg., Denver. 718½ 3d Ave., Seattle.
657 Leader News Bldg., Cleveland. 501 Dime Savings Bldg., Detroit. 14 W. Washington St., Chicago.

RELIABLE REPRESENTATION DESIRED ELSEWHERE.

An exceptional opportunity for Talking Machine Dealers to add a **PATHÉSCOPE DEPARTMENT** and **FILM EXCHANGE**, or for Enterprising Men with some capital to establish a Permanent and Profitable Business of their own. Write for Agents' Circular.



Fox Trot.



Tango

GRATIFYING EDISON PROGRESS.

Manufacturing Resources of the Edison Factory in Orange Now Rapidly Approaching Normal—All Concerned to Be Congratulated—Increased Facilities in Phonograph Department.

It will interest the trade to know that the manufacturing facilities of Thos. A. Edison, Inc., Orange, N. J., are now in excellent working order, both as to records and machines. Although occupying practically the same space as before, due to slight rearrangements in the layouts of the various departments, quite an increase has been made in the capacity of the entire phonograph end of the business.

Of course, the manufacture of machines is being done in the storage battery buildings with the regular crew of men, but inasmuch as there is a crew of 800 to 900 men busily engaged in the construction work about the plant, within a reasonably short time this new department will again be where it was located before the fire.

By the time The World goes to press, it is expected that the various offices of the executive department, together with the many staffs, will be back in the repaired administration building and should be comfortably settled within a brief period.

Taken as a whole, tremendous progress has been made in the rebuilding of the Edison plant and the officers in direct charge of this work are to be congratulated upon the swiftness and completeness with which they work. The day after the fire, when meetings were being held as to the reconstruction of the plant, the first thing decided upon was to get the cylinder record making department in operation, for the demand for these goods was of such magnitude as to warrant the move. This work was done in conjunction with the disc record making branch and the machine end of the Edison business, which shows how the organization worked to protect its many customers throughout the country.

BIG DEMAND FOR REK-REP.

The Record Repeater Co. Reports Enormous Demand for Its Specialty from All Parts of the Country and Canada—Shipments Being Made.

"The first announcement of our new Rek-Rep (record repeater) has brought us orders and inquiries from all parts of this country and Canada," said E. H. Presbrey, president of the Record Repeater Co., 432 Fourth avenue, in a chat with The World. "Before introducing our Rek-Rep we had felt, from our inquiries among the dealers, that there was a demand for a record repeater, but we must admit that the demand for our device has even exceeded our highest expectations.

"A feature of the Rek-Rep which seems to attract considerable attention from the talking machine dealers is the fact that it is fitted with an automatic stop which can be instantly adjusted to stop the record after it is played once. As an automatic stop the Rek-Rep is efficient beyond the slightest criticism, and this feature alone has been the subject of general praise.

"It is as a record repeater, of course, that the Rek-Rep is making its introduction to the trade, and it is indeed gratifying to note that the simplicity of the Rek-Rep and the fact that it is easily and instantly attached to any needle point machine have convinced dealers that this device is absolutely foolproof and capable of giving perfect satisfaction. For dancing purposes the Rek-Rep is indispensable, and Mr. and Mrs. Vernon Castle's indorsement of the use of the Rek-Rep for dancing is indicative of its value in this direction. We are now making shipments of the Rek-Rep and are increasing our output steadily to keep pace with the orders being received from the dealers."

J. B. Ogden, of Lynchburg, Va., whose sectional record and filing system is so well and favorably known, was a visitor to New York during the past week. He reports an increasing demand for his specialties from progressive talking machine dealers in all parts of the country.

ANNUAL REPORT SHOWS PROGRESS.

Interesting Figures Shown in Annual Report of the Victor Co-operative Beneficial Association—Big Increase in Membership.

(Special to The Talking Machine World.)

CAMDEN, N. J., February 1.—Some interesting and enlightening figures that indicate the success of the Victor Co-operative Beneficial Association, made up of the employees of the Victor Talking Machine Co., is contained in the annual report of the association for 1914, just issued.

During the year the membership of the association grew from 4,512 to 5,456. The total receipts were \$30,852.23, and the disbursements \$24,091.54, of which \$19,207.25 was paid in sick benefits to 676 members and \$4,299 death benefits to 29 members. The fund at the close of the year enjoyed a snug balance of \$16,649.05, as compared with a balance of \$9,888.36 on January 1, 1914. The large balance is due in considerable measure to the fact that the operating expenses of the firm, \$1,907.68, were paid by the Victor Co. The demands upon the association are indicated from the fact that during the year the visiting secretary made 1,575 personal visits to members who made application for benefits.

The officers of the association appointed to act throughout the year 1915 are: President, E. F. Haines; vice-president, W. H. Nafey; treasurer, G. W. Jagers; secretary, E. K. MacEwan, and visiting secretary, F. A. Sparks. There are also six trustees.

ARRANGE TO OPEN CHICAGO OFFICE.

Otto Heinemann, managing director of Carl Lindström, Berlin, Germany, the prominent manufacturer of talking machines, motors and accessories, announced this week that he has arranged for the opening of a branch office in Chicago, at 2701 Armitridge avenue. This office will be opened to take care of the needs of the Western customers of Carl Lindström. The New York office of the company is located at 45 Broadway, under the direction of A. Heinemann.

A VISITOR FROM SYDNEY, N. S. W.

S. J. Jackson, of Jackson & Macdonald, Sydney, N. S. W., will be in New York about the end of March and will be pleased to receive quotations for all kinds of talking machine and musical instrument supplies. Mr. Jackson's New York address for letters will be care of Standard Bank of South Africa, 55 Wall street, New York.

MODIFIES SELLING POLICY.

J. Hoffay, the Prominent Inventor, Who Recently Arrived in New York, Intends to Market Complete Talking Machines Instead of Separate Attachments as First Planned.

Among the visitors to The World sanctum early this month was Mr. J. Hoffay, who has been devoting considerable time while in England to the perfection of his plans regarding his various inventions bearing upon the talking machine. Mr. Hoffay arrived in New York the closing week of last month.

In a chat with The World Mr. Hoffay said that two of his inventions that have not yet been disclosed to the readers of this paper, and which are very vital, have prompted him to modify his selling policy, and that instead of placing upon the market the separate attachments, as previously announced, a complete talking machine embodying all his inventions will be shortly put on the American market.

One of these inventions covers a sound expanding chamber or horn, which, it is believed, will give the best possible results that can be expected in the way of tone quality and clarity.

The other of these inventions is in connection with his sound-box, and besides enhancing the beautiful reproduction already referred to in last month's World by the London representative of the publication, it affords a medium for eliminating the scratching or noise surface of the record without impeding the harmony and clearness of the reproduction, and with the use of the ordinary steel full tone needle. The effect is attained in almost every record.

A formal announcement with illustrations will soon be made—very likely in our next issue.

HOW DEALERS CAN EFFECT A SAVING.

Some of the many reasons advanced by E. H. Lansing, 611 Washington street, Boston, Mass., when he was recently in New York, as to why dealers should use the Lansing Khaki Moving Cover are to the effect that a big saving in overhead expense would be secured, to say nothing of the saving of the cost of paper and twine, time for bundling, no expense of repolishing (this amounts to considerable in many establishments), thus making possible the delivery of machines in perfect condition, which naturally results in contented customers. Not only is the Lansing cover made of Government khaki, but it is heavily padded and quilted, affording protection against all conditions of weather.



D 73

Mahogany, Golden Oak, F. O. and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 196 12-inch Records.

LONG
CABINETS

Follow up your
machine sales
for Cabinet
business

The George A. Long Cabinet Co.
Hanover, Pa.

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

The Entire Opera of AIDA at Popular

Made in Milan

This wonderful new series of Grand Opera "Aida" recordings at popular prices is bound to fill a long felt demand with your trade.

These splendid recordings were made in the Columbia laboratories in Milan under the shadow of famous La Scala, that great temple of music whose very bricks and mortar have become sanctified through the long years of a glorious career as the world's greatest temple of Opera—the Mecca of every devotee, the ambition of every artist, the foundation of Grand Opera itself. In no other institution are the highest traditions of Grand Opera so reverently preserved, for this is their birthplace.

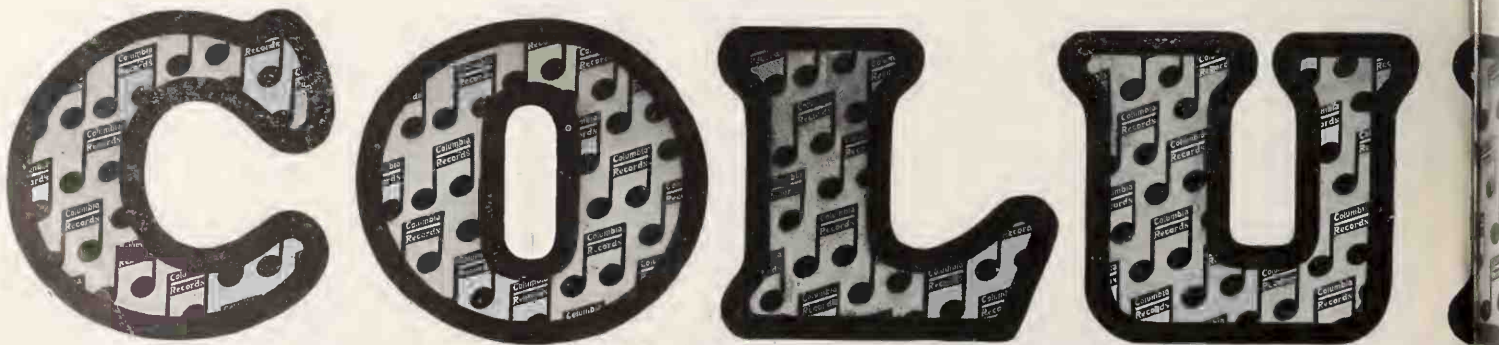
The artists who have made this new series of records are singing leading roles in La Scala to-day; it is more than likely that at least some of them will be heard in this country before long.



- E 1934 (1) Overture. Grand Milan Orchestra.
- ACT I.**
- (2) Romanza (Radames): Celeste Aida (Radiant Aida). G. Armanini, tenor.
- E 1935 (3) Duet (Amneris and Radames): Quale insolita gioia (In thy visage I trace a joy). By A. Beinat, mezzo-soprano, and G. Tommasini, tenor.
- (4) Trio (Aida, Amneris and Radames): Vieni, O diletta, appressati (Come hither thou I dearly prize). By L. Remondini, soprano; A. Beinat, mezzo-soprano, and G. Tommasini, tenor.
- E 1936 (5) Scene and Concerted Piece: Su del Nilo (The Nile!). By L. Remondini, soprano; A. Beinat, mezzo-soprano; G. Tommasini, tenor; L. Baldassare, baritone; V. Bettoni, bass, and chorus.
- (6) Aria (Aida): Part 1. Ritorna Vincitor (Return with victory crowned). E. Toninello, soprano.
- (7) Aria (Aida): Part 2. I sacri nomi (These sacred names). E. Toninello, soprano.
- E 1937 (8) Consecration Scene: Possente, Phtha (Hail, Phtha). E. Toninello, soprano; V. Bettoni, bass, and chorus.

- E 1938 (9) Sacred Dance of Priestesses. Grand Milan Band.
- (10) Concerted Finale: Nume Custodi e vindice (Guard now our sacred land). By L. Remondini, soprano; G. Tommasini, tenor; V. Bettoni, bass, and chorus.
- ACT II.**
- E 1988 (11) Scene (Amneris and Chorus): Vieni Sul Crin ti piovano (Come bind thy flowing tresses round). E. Lopez-Nunes, mezzo-soprano, and chorus.
- (12) Dance of Moorish Slaves. Grand Milan Band.
- (13) Scene and Duet (Amneris and Aida): Part 1. Fu la sorte dell'armi (Neath the chances of battle). By L. Remondini, soprano, and A. Beinat, mezzo-soprano.
- E 1989 (14) Scene and Duet (Amneris and Aida): Part 2. Ebben qual nuovo fremito (Nay, tell me then what new fledge love). By L. Remondini, soprano, and A. Beinat, mezzo-soprano.
- (15) Scene and Duet (Amneris and Aida): Part 3. Pietà ti prenda (On all my anguish). By L. Remondini, soprano, and A. Beinat, mezzo-soprano.
- E 1990 (16) Scene and Duet (Amneris and Aida): Part 4. Alla pompa che s'appresta (In the Pageant now preparing). By L. Remondini, soprano; A. Beinat, mezzo-soprano, and chorus.

- E 1991 (17) Grand March.
- (18) Entrance of Aida (my habit list).
- (19) Grand Concerto (King). L. M. E. Cunego, soprano, bass, and chorus.
- E 1992 (20) Grand Concerto (Glory to Egypt). E. Toninello, soprano; E. Martino, bass.
- E 2025 (21) Prayer and Chorus to Osiris (art). E. Toninello, soprano, bass, and chorus.
- (22) Romance (Aida). L. Remondini, soprano.



Graphophone Company, Wool

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

Prices on Columbia Double-Disc Records

Price 75 cents

Each one is an artist by training and by instinct, with the real artist's knowledge of the technique, and the real artist's deep understanding of the spirit of his art.

The works from which we have collected the subjects for these recordings are operas prominent in American repertories, operas meeting the favor of American Audiences.

In addition to the complete score of the opera AIDA, given below, there are other new popular price Columbia double-disc records also made in Milan. These include recordings from the operas of FAUST, CARMEN, RIGOLETTO, CAVALLERIA RUSTICANA, PAGLIACCI, MIGNON, LOHENGRIN, TOSCA, TRAVIATA, TROVATORE, MADAM BUTTERFLY, and a dozen others.

A Columbia distributor is waiting to receive your orders for this remarkable series of records. If you do not know where your nearest distributor is located, look on the inside back cover page of this publication.



75 Cents

Milan Band.
 Quest' assisa ch'io vesto (This
 you). C. Formichi, baritone.

Part 1. Ma tu o Re (Thou, O
 soprano; D. Frau, mezzo-soprano;
 Formichi, baritone; G. Martino,

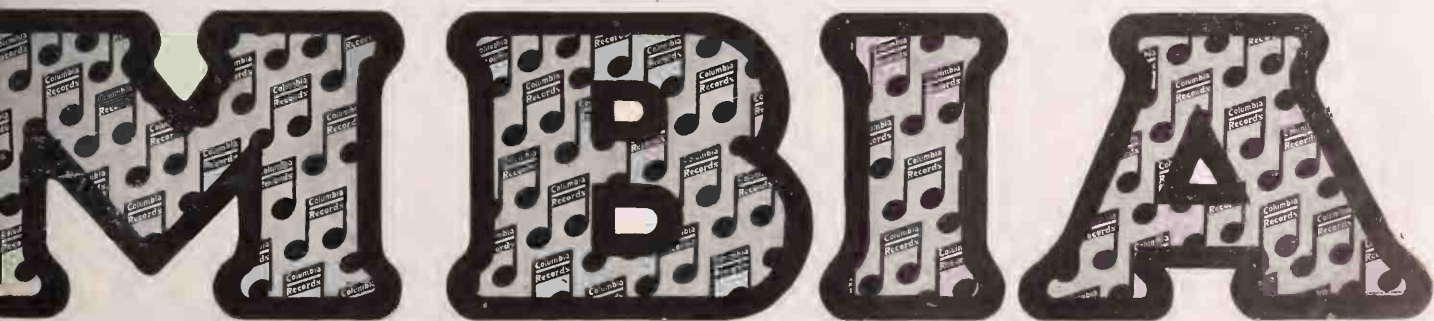
Part 2. Gloria all' Egitto
 Moglia, soprano; D. Frau, mezzo-
 tenor; C. Formichi, baritone; G.
 chorus.

ACT III.
 tu che sei d'Osiride (O, thou who
 ez-Nunes, mezzo-soprano, V. Bet-
 tis.
 nieli azzurri (Oh, skies of blue).
 no.

- E 2026 (23) Duet (Amonasro and Aida): Part 1. Rivedrai le foreste
 imbralsinate (Once again). T. Chelotti, soprano, and
 C. Formichi, baritone.
- E 2026 (24) Duet (Amonasro and Aida): Part 2. In armi ora si
 desta il popol nostro (Our people armed are panting
 for the signal). T. Chelotti, soprano, and C. Formichi,
 baritone.
- E 2027 (25) Duet (Aida and Radames): Part 1. Pur ti riveggo (I
 see thee again). De Perez, soprano, and E. Cunego,
 tenor.
- E 2027 (26) Duet (Aida and Radames): Part 2. Fuggiamo gli ardori
 inospiti (Fly from the burning skies). L. Remondini,
 soprano, and C. Tommasini, tenor.
- E 2028 (27) Duet (Aida and Radames): Part 3. Si fuggiam da
 queste mura (Yes, we'll fly these walls now hated).
 L. Remondini, soprano, and G. Tommasini, tenor.
- E 2028 (28) Finale: Di Napata le gole (Of Napata, 'tis well then).
 L. Moglia, soprano; E. Cunego, tenor; C. Formichi,
 baritone.

ACT IV.

- E 2095 (29) Duet (Amneris and Radames): Part 1. Gia i sacerdoti
 adunansi (The Priests to Judgment now proceed). F.
 Anitua, mezzo-soprano, and E. Cunego, tenor.
- E 2095 (30) Duet (Amneris and Radames): Part 2. Misero Appien
 mi festi (With sadness thou hast oppressed me). F.
 Anitua, mezzo-soprano, and E. Cunego, tenor.
- E 2096 (31) Judgment Scene: Part 1. Spirto del Nume (Heavenly
 Spirit). A. Beinat, mezzo-soprano; V. Bettoni, bass,
 and chorus.
- E 2096 (32) Judgment Scene: Part 2. Radames e deciso il tuo fato
 (We thy fate have decided). A. Beinat, mezzo-soprano;
 V. Bettoni, bass, and chorus.
- E 2097 (33) Second Scene (Radames): Morir, si pura e bella (To
 perish, so pure and lovely). G. Armanini, tenor.
- E 2097 (34) Final Duet (Aida and Radames): O terra addio (Fare-
 well, O Earth). L. Remondini, soprano, and G. Tom-
 masini, tenor.



Worth Building, New York

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

CONCERTS ATTRACT THE PUBLIC.

Excellent Work of Guy Blass Co. in Little Rock, Ark., Produces Results.

(Special to The Talking Machine World.)

LITTLE ROCK, ARK., February 8.—The Gus Blass Co., which is said to be the largest department store in the State, has attracted a great deal of attention from the Little Rock public because of the series of unique concerts which it has given lately in the spacious talking machine department on the

sixth floor of that institution. The concerts are given weekly and under the direction of Manager S. M. Field. They have achieved for the store and the department a great deal of favorable comment. The daily papers of Little Rock have had a representative at each performance and have written very complimentary notices of them.

In speaking of the innovation, Mr. Field said: "The concerts have been given weekly, and the crowds that attend are surprisingly large. They increase with each concert, and we may find it necessary to use a larger hall to accommodate our next audience. We are making our audiences appreciate classics as well as the lighter numbers, and as Little Rock is offered but few opportunities to hear grand operas except through the medium we present, our work is appreciated all the more."

Both Columbia and Victor lines are carried.

MANAGER WANTED

Exclusive Victrola store, Eastern city, population over quarter million. Annual business \$100,000. State experience and salary desired. Give references. Information treated in strict confidence. Address Efficiency Manager, care of The Talking Machine World, 373 Fourth Ave., N. Y.

WILL BUY FOR CASH

20,000 blank Cylinders for Commercial Phonographs. Quote lowest prices. Address "CASH," care The Talking Machine World, 373 Fourth Ave., New York City.

AN OPPORTUNITY

I have for sale a newly patented, non-adjustable, non-set, automatic stopping device for talking machines. Thousands can be sold. Address for particulars "F. A., 15," Talking Machine World, Chicago.

FOR SALE

Eight Edison Home Kinetoscopes with reostats, etc., complete, with three large screens and about seventy-five films including all classes. All above in perfect condition. No reasonable offer refused. Address 500, care The Talking Machine World, 373 Fourth avenue, New York.

EXPERIENCED MAN WANTED

A thoroughly experienced talking machine man to establish business in prominent music house, with best locations in San Francisco and Oakland, Cal.; must have some capital. Exceptional opportunity for the right man. Address Box 501, care The Talking Machine World, 373 Fourth avenue, New York.

WILL PAY SPOT CASH

For job lot of disc machines, records, cabinets, needles and supplies. Send samples and full particulars. Address "Spot Cash," care The Talking Machine World, 373 Fourth avenue, New York.

FOR SALE AT SACRIFICE

5,000 two-minute Columbia and U. S. Indestructible Records, twenty Edison Fireside Phonographs, 3,000 double-face Spanish Zonophone Records, ten Triton Disc Machines. Address "Sacrifice," care The Talking Machine World, 373 Fourth avenue, New York.

WANTED.—Salesman on strictly commission basis, for a popular-priced, quick selling line of talking machines. Give references. State territory covered and lines carried. Address "F. A., 11," Talking Machine World, 220 So. State St., Chicago, Ill.

BENJ. SWITKY SELLS OUT.

Victor Distributor Disposes of Entire Stock on Thursday of This Week and Will Retire from the Talking Machine Business Permanently.

As The World goes to press, it is learned that Benj. Switky, the Victor distributor, of 19-23 East Twenty-fourth street, New York, sold out his entire stock on Thursday of this week, and it is understood that the entire line of machines and records will ultimately find a place in a prominent local department store. Mr. Switky will retire permanently from the talking machine business and will engage in another line of trade not yet announced publicly. He had been handling talking machines as a dealer and jobber for about twelve years.

TALKER AS BURGLAR ALARM.

Machine Connected with Regular Alarm Wires and When Disturbed Calls for Help.

(Special to The Talking Machine World.)

BALTIMORE, Md., February 8.—A progressive merchant of this city has put the talking machine to excellent use as a burglar alarm and has great faith in the use of the machine for that purpose. A record is placed on the machine with the sound box in playing position, and a regular burglar alarm system connected with doors and windows is connected with the starting lever of the machine. The forcing of either a door or window causes the machine to start, and the record calls out "Burglars! Thieves! Help!" Even a first-class burglar is expected to feel a bit nervous when the hidden voice in the dark assails his ears. Let us hope that even the nearest policeman may be aroused by the clamor and develop sufficient energy to go for help.

HEAR CARUSO BY WIRELESS.

Amateurs Listen to, but Can't Trace Telephone Experiment.

Amateur wireless operators received a surprise a few days ago when, on approaching their instruments, they listened to a perfect phonograph reproduction of Enrico Caruso singing an aria. It appeared to come from a station in the vicinity of this city and was sent in a wave length a few hundred meters below that used by the Government. As nothing was sent but the record, the point of origin was not discovered by those who heard the song.

It is now being foretold that within the next year there will be wireless telephone conversations flying through the air instead of code messages, and several stations are known to be experimenting with this method to perfect it for commercial use. One near New York, which is now in touch with high powered radio stations near the Great Lakes, is soon to have a wireless telephone operating a distance of fifty miles.

CONGRATULATIONS.

The celebration of the birthday of Thos. A. Edison, on February 11, brought forth extended notices and eulogies in the papers all over the country.

TWO IMPORTANT POINTS

Set Forth in Victor Co.'s Letter Anent Recent Decision of Supreme Court of Minnesota.

Louis F. Geissler, general manager of the Victor Talking Machine Co., has sent out a letter to Victor distributors in regard to the Supreme Court decision in favor of the Victor Co. against Lawrence Lucker, Minneapolis, awarding full amount of original claim, with costs, and which is referred in our news columns elsewhere. The Victor Co.'s letter in part reads:

"The action upon the part of the Victor Talking Machine Co. was to recover amount due for goods received by defendant previous to June 1, 1912, the date on which Mr. Lucker was placed upon our suspended list and all relations under the distributor's agreement with him canceled. Mr. Lucker attempted to defend himself by setting out that the Victor Talking Machine Co. was not eligible to sue in the State courts of Minnesota inasmuch as it had not complied with a statute requiring all foreign corporations doing business in Minnesota to conform to certain statutory requirements before such corporation could resort to the courts of that State.

"In addition to this defense, a counterclaim for damages on account of the suspension was set out amounting to about \$250,000. Although it was decided in the lower court that the Victor Talking Machine Co. was not engaging in business in Minnesota, but on the contrary, conducted interstate business and also that Mr. Lucker should not maintain his claim for damages, the defendant, Lucker, determined to appeal his case to the Supreme Court from which this decision has now been announced.

"We wish particularly to call attention to at least two important points covered in this decision, namely, that it is the privilege of the Victor Talking Machine Co. under its agreement to suspend its distributors and dealers and place their names on the Suspended List and avoid any claims for damages for so doing. Perhaps no less important is the conclusion that our business is entirely an interstate one, as we have always contended, and that we have not conducted business in the State of Minnesota, but have concluded all transactions at the office in Camden, N. J."

VICTOR LINE FOR WM. KNABE & CO.

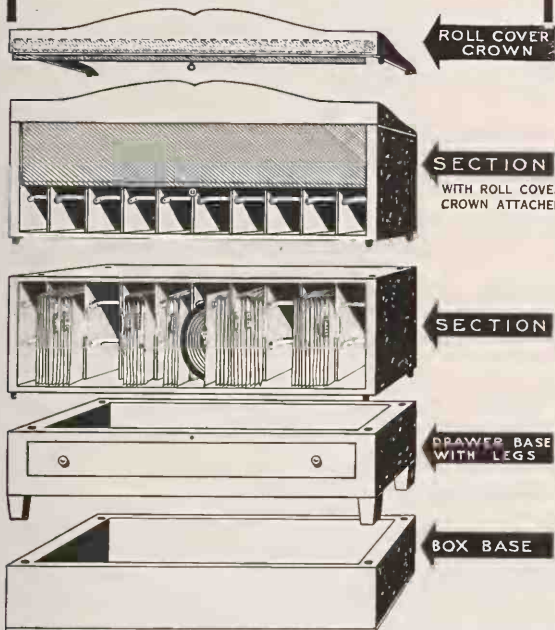
Wm. Knabe & Co., 437 Fifth avenue, New York has arranged to install a complete line of Victor talking machines and records in its retail warehouses. Special and elaborate arrangements will be made to accommodate and display the Victor stock. S. C. Stanley, formerly a member of Stanley & Pearsall, has been appointed manager of the new department.

**WE BUY
Talking Machine
NOTES
LEASES
AND
CONTRACTS**

From Responsible
Dealers & Manufacturers
EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

A new model (lower price) of the **OGDEN** RECORD FILING SYSTEM

Model 2—Standard for 10 and 12". Holds both sizes flush with the front. Model 6—10" records only. Stacks on Model 2. A roll curtain protects all records from dust.

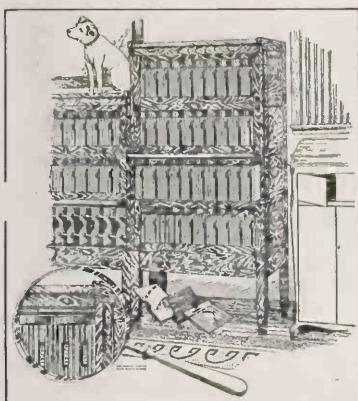


There is no excuse now for your putting up with the old time ways of handling and keeping your record stock—with its penalties in over-ordering and broken records. Think of the money tied up and profits lost because of excess and broken records.

The new Ogden system keeps records in order; keeps them clean and unbroken; enables you to watch the sale of each number and to order **ONLY** those records that are in demand by your trade. Your savings in the first month with the Ogden System will enable you to more than pay for the entire system.

Don't delay over this important matter for a day longer. Let me give you further details of the new Ogden System and prove to you that it has many money-saving advantages.

J. B. OGDEN - - - - Lynchburg, Va.



The "Ogden" HOME Record FILING SYSTEM

A UNIT FOR THE HOME

Made to stack as high as desired or as illustrated, with extension support for machines. Finished to match. **ADVANTAGES:** Big record capacity—250 each section. Indexed record pockets enable you to

find any record in 4 seconds. Sections can be added as required. Fifty records in base drawer, with compartments for needles, cutters, etc. A Profitable Seller for Dealers.



The Columbia preparations for this Spring will turn a new page in the history of the talking machine business. Anybody can make predictions, that's a fact. But watch these fulfilled.



(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

BANQUET OF THE EDISON CLUB.

Employees of Thos. A. Edison, Inc., Have Enjoyable Reunion in Newark—Mr. Edison as Guest—Interesting Program Interpreted.

The annual banquet of the Edison Club, made up of the employees of Thos. A. Edison, Inc., Orange, N. J., was held at the Washington Hotel, Newark on the evening of January 30, with Thos. A. Edison, of course, as the guest of honor. The employees who were present naturally had in mind the wonderful recovery made by the company from the effects of the fire which wiped out a large part of its manufacturing facilities in December, and as a result when Mr. Edison entered the banquet hall he received an ovation that would have done credit to a conquering hero returning from the war.

Although Mr. Edison was introduced by Toastmaster Thos. J. Leonard, he did not break his rule of not speaking at dinners even for his employees, but showed his appreciation of their action by his smiles.

One of the most important and impressive features of the banquet next to the arrival of Mr. Edison was when C. H. Wilson, vice-president and general manager of the company, presented Mr. Edison with the first phonograph of the improved model that had been turned out by the plant since the fire on December 9. It took fifty-one days to make it, as many important tools, used in the machine's manufacture, had been destroyed.

With the exception of Mr. Wilson's short address, stating briefly the progress that had been made since the fire, speeches were barred and the evening was devoted to entertainment furnished principally by singers whose voices are well known through the phonograph. Among these were Miss Marie Kaiser, Miss Helen Carson, Miss Elizabeth Spencer, Miss Helen Clark, Manuel Roman, Billy Murray, Fred Van Epps, Edward Meeker and Harry Hindelmeyer. Supplementing their contribution was a corps of cabaret specialties. Several new moving picture films were shown on an improvised screen.

An elaborate program, made up principally of good-natured "slams" and "roasts" and a number of clever cartoons, was a feature of the banquet. It also contained the following tribute to Mr. Edison:

"The old man"—did you ever hear that name used elsewhere in just the way we use it here? If he were a king we could not invest the words 'his majesty' with half the reverence we put into that homely phrase, 'the old man!' Although he is younger than any of us, the gauge of achievement seems to make him centuries old and we call him 'the old man' because he is too big to be called Mr. Edison.

"There is no decoration, no mark of honor that could ennoble our 'old man,' since he already holds a higher place among his contemporaries than any other man ever held among the people of his own time.

"Unconscious that he is a superman, believing merely that his achievements are due to the fact that he has worked harder and longer than other men, he stands forth above all men of all times, a

rugged intellectual giant quite unaware of his own gigantic mental stature. He overshadows us. He makes pygmies of us. But it is worth that and more to be 'the old man's' man—the youngest old man, the squarest, the most patient and forgiving, the bravest and the gamest; here's to him!"

Eugene H. Philips was chairman of the committee in charge of the affair. Mr. Edison was accompanied by his two sons, Edward and Charles.

NEW ROAD REPRESENTATIVES.

Appointed by the New York Talking Machine Co. to Visit the Trade.

The New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, announces the addition of two new road representatives to its already large and efficient road staff. These new travelers are Richard G. Craig and Blaine Damon. Mr. Craig was formerly associated with several large enterprises in the moving picture field, where he scored a signal success and

acquired an intimate knowledge of dealer cooperation. Mr. Damon's previous experience in the advertising and sales fields was particularly directed toward aiding the dealer in developing his business.

Mr. Craig will cover Brooklyn, the territory formerly handled by John H. Bieling, while Mr. Damon's territory will consist of several slices taken from the territories of the other New York Talking Machine Co.'s salesmen, this readjustment being necessary in order to adequately handle the company's fast growing business.

LATEST COLUMBIA MODEL.

The Columbia Co. has added to its machine catalog a new machine of the horn type, known as Columbia No. 20. This machine has been used for export trade for some time past and its success has been so great that it was deemed advisable to add it to the domestic machine catalog.

How can a man who is never ready to start ever hope to be "in at the finish?"

A TIMELY WINDOW DISPLAY

Made by the Atlanta, Ga., Branch of the Columbia Graphophone Co.—Has Been Widely Commented On, Winning Praise, of Course.

An excellent example of timely window display is illustrated in the accompanying photograph sent to

judging from the expressions of approval that the window has evoked, his judgment is correct.

This display was conceived to exploit the new Columbia record sung by Al. Jolson, the musical comedy star, entitled "Sister Susie's Sewing Shirts for Soldiers." This song has achieved country-wide popularity, and its rendition by Al. Jolson, who introduced it in New York, has placed it in



A Window Display in Atlanta, Ga., That Excited Much Attention.

the executive offices of the Columbia Graphophone Co. by Westervelt Terhune, manager of the Atlanta, Ga., distributing headquarters of the Columbia Co. Mr. Terhune refers to this display as one of the best that he has seen in some time, and

the ranks of Columbia best record sellers. In the window display shown here Sister Susie is actually sewing the shirts described in the song, and the human interest force of the display has served to close many record sales of the new hit.

BECOMES GENERAL MANAGER.

R. W. Morey, Prominent in the Financial World. Succeeds G. T. Williams as General Manager of New York Talking Machine Co.

R. W. Morey, a prominent man in the financial world and formerly manager of the bond department of E. H. Rollins & Sons, Philadelphia, Pa., has succeeded G. T. Williams as general manager of the New York Talking Machine Co., 81 Cham-



R. W. Morey.

bers street, New York, Victor distributors. Mr. Williams' resignation was accepted the first of this month in order to permit him to personally enter the talking machine field as a Victor distributor.

The New York Talking Machine Co. is to be congratulated on securing the services of Mr. Morey, as he is a man of exceptional executive and sales

ability. His experience in the past has been principally in the financial field, where he has held a number of important positions, having been associated with Fisk & Robinson, the prominent investment brokers, and several financial concerns in Philadelphia prior to assuming the management of the bond department of E. H. Rollins & Sons.

Mr. Morey's most recent connection was one which brought him in close contact with the Victor talking machine business, as among his most important buyers of bonds were men intimately associated with the Victor Company. Mr. Morey's ability as an executive and primarily as a salesman was such as to bring about his reference to Arthur D. Geissler, vice-president of the New York Talking Machine Co.

Mr. Morey has had the advantage of several months' experience in the detail of the Victor talking machine business, working with Roy Keith and Daniel Creed, sales manager and credit manager, respectively, of the Talking Machine Co., Chicago, Ill.

Mr. Morey is keenly interested in his new work and states that it is his intention of availing himself of the opportunity of being accompanied by Mr. Williams, who will introduce him to all the company's dealers in the immediate territory. Mr. Morey will spend at least a month's time in acquainting himself with the trade.

GIVE AN INTERESTING CONCERT.

Both Victrola and Grafonola Demonstrated at Concert in the Store of the Wurzburg Dry Goods Co., Grand Rapids—Exhibition of Society Dancing Proves Great Attraction.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., February 8.—The Wurzburg Dry Goods Co., of this city, which handles Victrolas and Grafonolas in addition to pianos and a line of general merchandise, recently gave a most interesting concert for the purpose of demonstrating the musical qualities of those instruments and the desirability of their use in connec-

tion with the modern dances. A stage was built in the piano department of the store and attractively decorated and arranged by F. G. Dewey, the window decorator for the store. At one side of the stage were placed two Victrolas and at the other side two Grafonolas of the larger type. At intervals between the musical selections Mrs. Edythe Mansfield and Kindall Stecketeer gave demonstrations of some of the latest society dances. The concert proved a great success and the improvised recital hall was crowded to capacity by an audience of over a thousand people. Glenn W. Mills, manager of the piano department of the store, was in charge of the affair.

A NEW ASSOCIATION IN DETROIT.

Talking Machine Men Join with Piano Dealers in New Organization in That City.

(Special to The Talking Machine World.)

DETROIT, MICH., February 8.—Local talking machine men were well represented at a meeting of piano dealers and other members of the music trade called last week for the purpose of organizing an association to take in every branch of the music industry. The new organization will really be the reincarnation of the old Detroit Music Trades Association, which languished for so long that it was practically dead. The meeting will be called on March 2, for the purpose of perfecting plans of organization and electing officers. The talking machine houses represented at the meeting included the Edison Shop, the Columbia Graphophone Co., Jacob H. Goldberg, E. A. Teekman, Crowley & Milner, the talking machine department of Grinnell Bros., by Henry P. Rupp, manager, Story & Clark and J. Henry Ling, the latter two handling pianos in addition to talking machines.

The Phonograph Co., of Cleveland, O., has been authorized by the Secretary of State to increase its capitalization from \$75,000 to \$150,000.

More Money for Talking Machine Men

SAVED by Using
The
LANSING
Khaki
Moving
Cover

Send \$6 for one Khaki Moving Cover—getting the cover that is made of Government khaki interlined with cotton, heavily padded and quilted—complete with No. 3 strap. It will prove to you that you will save money by using Lansing Covers for the efficient delivery of your talking machines. Result: Contented Customers.

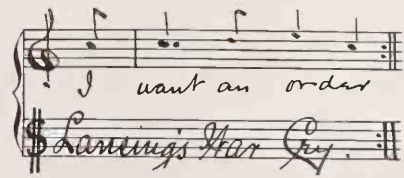
This test means more to you than a volume of letters—and you buy it on the basis of "satisfaction guaranteed."

You've heard a lot about Lansing Covers. Order to-day and try one for yourself.

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



No. 3 Strap



MISS CASE SIGNS WITH EDISON CO.

Thos. A. Edison, Inc., announces that an exclusive contract has been signed with Miss Anna Case, the distinguished soprano of the Metropolitan Opera Co., New York, for a long period, whereby this noted prima donna will make diamond disc



Miss Anna Case.

records. In the Edison catalog she is already represented by two numbers, which, by the way, have recently been renumbered as 82,077 and 82,078, respectively, and a number of others will soon be ready. Miss Case has a voice of remarkable range and of beautiful quality. She is a decided acquisition to the staff of Edison artists.

REPORT ACTIVE DEMAND.

The F. C. Kent Co., Newark, N. J., reports that it is having a good demand from the trade of this country for its talking machine attachments, one in particular being designed for use on Edison phonographs to enable owners of these machines to play lateral cut records. Special attention has been paid to the finish of "Kent" attachments, for it is evident that only attachments of high finish would harmonize with the quality of finish found on Edison phonographs.

CASH SALES A FEATURE IN BUFFALO.

General Improvement Noted in Character of Talking Machine Business Handled in That City—Greatest Problem Is in Getting Stock.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 6.—In the past fourteen years cash sales for talking machines have not been as numerous and easy as they are at present in Buffalo and vicinity. A consistent survey of the trade just completed brings out that glad state of conditions. Not only is business in all lines booming, but indications are that more Buffalo residents are buying Victrolas and Amberolas than in any other city in the East. Three to one, is the scale upon which sales are being compared insofar as pianos and other musical instruments are concerned.

That the above statements are not fake optimism or "idle chatter," is shown by the statement of William R. Crandall, one of Buffalo's pioneer talking machine men, who is manager of the Victrola department of Walbridge & Co., one of Buffalo's largest stores in the downtown section. Mr. Crandall has his fingers upon the pulse of the trade at all times, and his statistics are worthy of consideration.

"Business has really been remarkable since January 1," declared Mr. Crandall. "Why we find it mighty difficult to keep our stock in shape. Business is so good we can't get machines and records fast enough. A live-wire dealer now must have the records that people want, and they must be in stock when the numbers are most popular. Our stock is in good shape now, although we must keep busy every minute watching it. There is a scarcity of records, especially the ten-inch Red Seal records, which seem to be in great demand just now.

"There are more cash sales now, and have been since the beginning of 1915 than at any time during the past fourteen years. It seems that buyers of talking machines are determined to have the instruments and prepare long ahead of the purchasing time. When they buy a machine here they appear to have the money or are willing to make ready cash payments. Cash sales are now in splendid shape, and the general outlook is that all records for Victrola sales will be smashed."

Mr. Crandall's opinions are seconded unanimously by all other dealers and distributors here. W. D. Andrews, one of the city's principal jobbers reports a ready sale in both Victrola and Amberola lines. Mr. Andrews is now featuring a half-price sale of cabinets, and his elegantly appointed sales-rooms are alive every day with prospective buyers and owners in search of the best record releases.

BECOME SONORA JOBBERS.

C. W. Snow & Co., of Syracuse, Appointed Jobbers for the Sonora Phonographs for the State of New York—A Prominent House.

A distributing move of importance is chronicled in the announcement that C. W. Snow & Co., Syracuse, N. Y., have become jobbers for the State of New York for the Sonora phonographs



Establishment of C. W. Snow & Co., Syracuse, Sonora Jobbers.

and other Sonora specialties. This house is one of the old-established in Syracuse, having been created in 1854 and incorporated in 1901. C. W. Snow, president of the organization, is ex-president of the First National Bank of Syracuse, and is now chairman of the board. He is also connected with several other enterprises.

The accompanying illustration shows the extent of the Snow building, which is one of the modern type of structures and is extensive enough to carry a wide assortment and large stock of Sonora phonographs, in order that the trade of this State may be properly served.

DEATH OF JOSEPH F. HALFPENNY.

Assistant Manager of Columbia Graphophone Co.'s Store in Portland, Me., Succumbs to Attack of Appendicitis After Operation.

(Special to The Talking Machine World.)

PORTLAND, ME., February 6.—His many friends in the talking machine trade in the Eastern States will learn with regret of the sudden death last week of Joseph F. Halfpenny, assistant manager of the store of the Columbia Graphophone Co. in this city. Mr. Halfpenny was to have left on a business trip, when he telephoned Manager George P. Donnelly that he was not feeling well enough to start. Investigation proved that he had appendicitis. An immediate operation proved fatal.

Mr. Halfpenny was thirty-eight years old and was born at Clifton Heights, near Philadelphia. He came to Portland five years ago, after having spent eight years in the employ of the Columbia Graphophone Co. in Philadelphia, Bridgeport, Providence, Brockton and other cities.

TO MAKE TALKING PICTURES.

The Dinshah Photokinsphone Co., Newark, N. J., has filed papers of incorporation under the laws of that State for the purpose of manufacturing a new type of talking motion picture machine, the invention of Dr. Dinshah P. Chadiali, of Newark. The new company, which is claimed to have the backing of a number of wealthy promoters connected with the moving picture field, has a capital stock of \$150,000.

Business is a good companion for the daytime; but it is a bad bedfellow. Keep business out of your bed if you desire to live long and die happy.

The Melloton Permanent Needle Produces Better Music - - Saves the Records

Fosters the sale of Talking Machines and Records by doing away with the bother attending on continual changing of needles.

Retail price fifty cents each.
Write us for particulars.

EMERALD TALKING MACHINE NEEDLE CO.
428 GRAND AVENUE MILWAUKEE, WIS.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Substantial Improvement Noted in British Talking Machine Trade—Lull in Manufacturing Developments—"Trading with the Enemy" Defined—The Question of the Leipzig Fair—Talking Machines for Sailors and Soldiers—Patriotic Records Hold Strong Place in Latest Record Lists—Death of H. Lane Wilson—Some New Records and Machine Parts—Interesting Trade Happenings of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., February 1.—The optimistic view of my last report from London pertaining to future trade prospects would seem to have found confirmation in the progressive nature of gramophone and record sales experienced during the first month of 1915. Speaking generally, one finds that the new year came into being accompanied by somewhat cloudy business prospects, Christmas trade being regarded as the turn of the tide of good sales. There may have been some justification for a little doubt as to the continuance of gramophone commerce along lines proportionate (the war considered) to even time last year, and I must admit I rather shared the view that the exigencies of the times we are passing through would be felt in a very defined trade decrease. In the main, we are proven wrong in taking such a view, for notwithstanding the many adverse elements which might reasonably go to its support, gramophone trade has and is proceeding along very satisfactory lines.

In no sense is there anything but a feeling of hopefulness, but in taking a careful survey of the whole situation one cannot help an expression of real surprise that sales continue to show such an amazing vitality in the face of shortage of supplies, lack of skilled workmen, restricted money values, the demolition of Continental commerce, higher and increasing cost of all necessities, reduced salaries in many departments of trade, threatened labor strikes, and to crown it all, a general decrease of British trade to the tune of over £30,000,000 per month! It sets one to furiously think. In the face of this aggregation of trade-killing elements, how is it that articles of luxury continue to remain in good demand? Looking at the reverse side of the question, we make the at first sight somewhat astonishing discovery that unemployment is even below normal, be it added, according to official returns. The latter, however, applies itself only to certain trades and takes no count of others. But these certain trades perhaps represent in bulk the greater proportion of industrial employment, of a class, too, that reck little of the future and, fortunately for the gramophone industry, fail to appreciate the decreasing value of money except it be that like Oliver Twist they want more and are prepared to strike for it if necessary. They may be termed the spending

classes. It is a significant fact that bulk record sales are confined mainly to records not beyond eighteen pence in price and to those carrying patriotic and pantomime titles. Higher priced records of a similar flavor sell fairly well, but their sales are not proportionately so good. In machine trade there is undoubtedly a big falling off, and I learn from "instalment" houses that weekly or monthly payments, as the case may be, are falling off very appreciably. Altogether present conditions though may be considered very satisfactory under the circumstances, and of the future there is every good reason to believe that while trade will certainly slacken down, so long as the big houses continue to maintain some press advertising it must exert a beneficial influence on the course of trade generally and for themselves in particular.

Wake Up, England!

It is to be regretted that the wide advantages offered British firms for the development of this business from the manufacturing side has not been accepted. We have had promises galore to do this and that, but results are practically nil. There are one or two firms making sound boxes, tone arms and other small parts in a half-hearted sort of way, but so far as my information goes not one firm has taken up the manufacture of complete machines nor attempted it. The King's historic Mansion House speech wherein he gave vent to the hope that England would wake up is more applicable to-day than when it was uttered some few years ago. Despite persistent efforts on the part of members of the trade to induce engineering firms to make good the Continental trade in gramophones, they will not budge. "Full up with Government work" is the usual reply, and so it ends. Could they but see further than their nose—but there, even guaranteed orders fail to illumine the path ahead. It is deplorable!

Legal Definition of Trading with the Enemy.

Like most Parliamentary measures, the Trading with the Enemy act has had to be defined and explained by judicial legislation. This act had caused a deal of acrimonious dispute and confusion all along the line, and the deliverance of the deferred and keenly anticipated final judgment bearing on questions affecting trading with the enemy will therefore arouse general interest. Summarized, the decisions came to were as follows:

An alien enemy cannot sue in the English courts.

An alien enemy under the protection of the Crown (naturalized) can sue in the English courts.

An alien enemy can be sued and can appeal.

An alien enemy can appeal after the war against a decision given against him before the war.

A company registered in England, with enemy directors and shareholders, can sue in the English courts.

Keep On Keepin' On!

Bearing the above caption, an optimistically worded letter has lately reached dealers from the Gramophone Co., Ltd., which therein states: "That irresistible two-headed weapon, publicity and dealers' co-operation, pulled off a simply wonderful autumn and Christmas trade in our first war season. * * * Our publicity was as extensive as our dealers' grit was 'immense.'" The letter goes on to urge dealers "to work hand in hand with us by announcing yourself in the local paper." And further: "Our first New Year ads start this week and run on without a break till June 30, * * * which means that we are 'keeping on' with a vengeance." Beneath this stimulating epistle is printed a reduced facsimile of the titles of the various London and Provincial journals which will for the period named carry the message of "His Master's Voice" continuously up and down the country.

An attractively designed folder gives particulars of the panto "hits" recorded by the company, which, needless to say, have them all ready. Sales are reported to be highly satisfactory, repeat orders on certain numbers having at times been so heavy as to demand special pressings. Another folder reminds the dealer of the "Songs Our Soldiers Sing" and the most favored marching tunes. This information, of course, includes particulars of what "His Master's Voice" people have accomplished, all the titles being itemized in a handy form.

It only remains to say that if "H. M. V." agents are not busy it is their own fault.

The Leipzig Fair in London This Year.

According to reports from German sources considerable disagreement is rife as to the advisability of holding the Leipzig fair this spring. The Leipzig town officials recommend that it should be held as usual, but the interest of Leipzigers and those of the prospective exhibitors are by no means identical, bearing in mind that the commercial value of the fair to the latter is more of international than local import. German manufacturers on the whole rather favor its abandonment, a minority holding the view that it should at least be held over until "our army has gained a new decisive success."

Meanwhile the British Board of Trade is organizing an industries fair to be held in London in the spring. British manufactures in certain groups of trades will doubtless be exhibited somewhat on the lines of the Leipzig fair. Owing to the indifference of British engineering houses it is to be feared that gramophone goods of home manufacture will only be conspicuous by their absence.

Talking Machines for Warships.

The Columbia Co. reports a curious coincidence in connection with the recent British naval victory in the North Sea. On the day that the news was

(Continued on page 40)

"RENO"

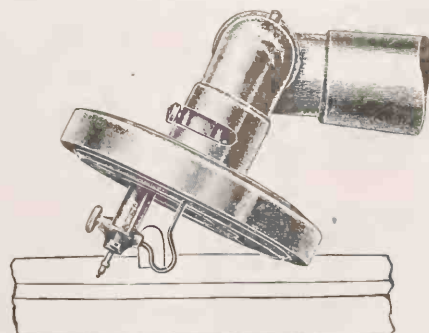
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64
PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotslepe, London, England

BEKA DOUBLE-SIDED RECORDS

BRITISH MADE THROUGHOUT.

SOME RECENT EXAMPLES.

A SELECTION FROM OUR
LATEST PATRIOTIC AND
NEW YEAR SUPPLEMENT
—NOW READY—
All hot sellers!!

- 936 Hail! King Pantomime. (Part 1.)
Hail! King Pantomime. (Part 2.)
Played by THE EMPIRE MILITARY BAND.
- 937 Life of a Soldier, 1. (Descriptive Fantasia)
Life of a Soldier, 2. (Descriptive Fantasia)
Played by THE EMPIRE MILITARY BAND.
- 938 Chicken Reel.
Rhapsody Rag.
Played by THE EMPIRE MILITARY BAND.
- 939 Rose in the Bud.
Sung by Miss Alice Bentham, with 'Cello Obligato.
Little Grey Home in the West.
Sung by MR. VICTOR CONWAY.
- 941 The Flag That Never Comes Down.
Sung by MR. WILLIAM ASHFIELD.
Tommy and Jack Will Soon Come Marching Home. Sung by MR. STANLEY KIRKBY.
- 942 When Irish Eyes Are Smiling.
It Takes an Irish Heart to Sing an Irish Song.
Sung by MR. STANLEY KIRKBY.
- 943 Be a Soldier, Be a Man.
My Bugler Boy.
Sung by MISS ELSIE BOURNE.
- 944 Follow the Drum.
We Didn't Want to Fight, but, by Jingo!
Now We Do.
Sung by MR. STANLEY KIRKBY.
- 945 The Germans Are Coming, So They Say,
So They Say.
I'll Fight Him for It.
Sung by MR. HARRY BEDFORD.
- 946 While We Were Dancing Around.
If I Thought You Loved Me.
Sung by MESSRS. ELLIOTT AND HUGHES.

Complete catalogue and trading terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, E. C., ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued from page 39).

received in London concerning the victory the Columbia Co. received a request from "H. M. S. New Zealand" for a complete series of its records and machine catalogs. It is pretty evident that although engaged in their arduous duties, the crews of our battle cruisers are not overlooking the lighter side of life.

Columbia Machine for Serbia.

The Columbia Co. advises us that early in December it was honored with instructions to supply Columbia Grafonolas to His Highness Prince Paul of Serbia, at Nish, and also to the British military attache, General Army Headquarters, Serbia. It was apparently not expected that there would be the slightest difficulty in conveying the instruments to the land of our Allies.

Plans an Active Campaign.

The Sound Recording Co., Ltd., of Swallow street, London, is one of the alert English manufacturing companies which has planned an active campaign for obtaining entry into the various overseas markets (where it is not at present represented) for its products.

Since the commencement of the war the company claims to have experienced an increase of business which has kept its whole staff and equipment at full pressure. It is especially organized to handle successfully any proposition connected with the manufacturing of gramophone records, and this includes dispatch of expert recorders for special recording to any part of the world. Several expeditions of this character have been most successfully organized and carried through by the company, chiefly in the near, Middle and Far East. Its standard repertoire covers an enormous number of well-known English compositions in addition to the foreign records obtained by it in the above mentioned Eastern territories.

It is an open secret that the company was responsible for the recording and manufacturing of the unique records recently placed on the market by one of the most eminent publishing houses in England.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 41, 43 Clerkenwell Rd.
LONDON, E. C.

SPRINGS $\frac{3}{8}$ in. 4/- per doz.
 $\frac{1}{2}$ in. 10/- per doz.

NEEDLES AERO 9d per 1000 Boxed
COLISEUM SOUND BOX Plain Back 3/6
Victor Fitting Rubber Back 5/-

Cabinets Horns Tone Arms

Pinions, Screws, Stylus Bars,
Record Cases, Governor Springs
Complete Gramophone, or any
Part.

WRITE FOR ACCESSORIES LIST

COLONIAL and FOREIGN BUYERS

of gramophones and records may obtain valuable information from English firms who are desirous of opening up trading relations with overseas markets upon application, stating requirements, etc., to our European representative,

W. LIONEL STURDY

2 Gresham Buildings,
Basinghall St., London, E. C.

We understand that the company is about making a bid for business in the American and Canadian markets, and has decided on a policy of offering shipments at competitive quotations to houses capable of handling large numbers. Those American and Canadian houses contemplating new arrangements should certainly correspond with the company, which specializes its own several brands or undertakes pressing under customers' labels.

It is well known among London shippers and exporters for its rapid handling and dispatch of indents. When communicating with the Sound Recording Co. inquirers should state some idea of their exact requirements.

An Echo of the Ill-Fated "Empress of Ireland."

Marked "recovered by divers from wreck of 'S.S. Empress of Ireland,'" a letter dated May 22, 1911, from Calgary, Canada, has just reached the London office of Pathé Frères, Ltd. The writing on the envelope, from which, by the way, the stamp has been washed off, is perfectly legible and the contents were found intact.

New Companies Incorporated.

E. Rasin Jones Ltd., gramophone merchants; capital, £2,000; office, 13 Cross street, Manchester.

Duwe's, Ltd., gramophone factors; office, 7 and 9 Joiner street, Manchester.

Diamond Discs Making Headway.

Diamond discs, particulars of which were given in our December number, are making good headway alike with the trade and public. British gramophone factors have taken up this new record proposition in a whole-hearted manner, and I understand that arrangements are being completed for a live representation in all countries abroad, including, of course, America. More anon!

A New Beka List.

Increasingly interesting to overseas buyers are the new Beka issues, which in quality and value seem to improve each month. The latest list carries an aggregation of real good selling titles comprising the more popular melodies which at the moment represent the successful pantomime and patriotic songs. The season's choice must fall on "When Irish Eyes Are Smiling" as the most popular pantomime song, and this gem, coupled with "It Takes an Irish Heart to Sing an Irish Song," both as sung by Stanley Kirkby, goes to the making of a very acceptable record, No. 942, by the way. "Be a Soldier, Be a Man" and "My Bugler Boy" on No.

943 are on an equality with the best patriotics—they are sung in good style by Miss Elsie Bourne. Two other favorite songs of the moment are "Follow the Drum" and "We Didn't Want to Fight, but, by Jingo. Now We Do," by Stanley Kirkby. The list also includes many similar airs which are submitted to overseas buyers as being sure of a good demand. On the instrumental side, there is represented a goodly selection by the Empire Military Band, as for instance (936) "Hail! King Pantomime" part I and II, which comprises a pot-pourri of the leading pantomime airs; and (937) a descriptive fantasia entitled "Life of a Soldier," part I and II. As usual, the recording merits commendation.

Death of H. Lane Wilson.

The news of the death at the early age of forty-four years of H. Lane Wilson, the well known singer and song-writer, will awaken regret in the hearts of all music lovers in general and graphophonists in particular. The Columbia Co. lists a number of records by this eminent baritone whose fine voice is heard thereon to excellent advantage. Once again we have to gratefully acknowledge the imperishable value of the so-called talking machine in preserving for all time the exquisite art of one who in life served us so well.

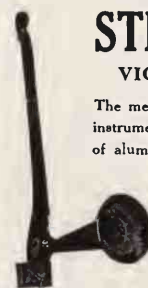
A "Record" Drumhead Service.

In conformity with the times, the Winner Record Co., of Camberwell, London, has specialized upon the issue of titles of a military flavor, and in this connection the latest can truly be described as an inspiration. It is no less than a presentation of a military service at the front; in other words what is technically known as a Drumhead Service. On both sides of record No. 2764 we

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.



String Fiddle

GEO. EVANS
& CO. 94 Albany St.
London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 40).

have in miniature a Sunday morning service combining hymns, prayers, responses, and an earnest address to the soldier audience, all delivered in a manner consistent with the sacredness of the occasion. The service is taken by the Rev. J. R. Parkyn, assisted by the Temple Choir (conducted by Professor Bennetts). All the vocal parts, the address, and the organ accompaniment, are very clear and natural, the tonal delivery throughout being perfect. It is really a most delightful record—one that will undoubtedly make a wide appeal.

More New Pantomime Records.

Not content with having already issued twenty-eight records of pantomime hits, the manufacturers of Regal records have now made a special list of eight further pantomime records—every one of which is a bright and shining star in the realm of post-Xmas music. Among them is a three-part orchestral recording of "Tipperaryland," the pantomime overture—introducing no less than fifteen hit-of-the-moment melodies.

Among the vocal titles are "We're Irish and Proud of It Too," "S'mince S'pies," "Michigan," "Beautiful Baby Doll," "The Gobble'uns," "Now Are We All Here," "It's the Same Old Tommy," and others.

A London Firm's Ample Stocks of Supplies.

Consequent upon the war and the closing-up of the usual channel of gramophone supplies, the outlook for some firms is said to be not exactly encouraging, for with the efflux of time stocks are gradually being exhausted and until British manufacturers come to the rescue—if ever they do—replenishment is well nigh impossible. It is all the more refreshing therefore to find the old established "parts and accessory" specialists, Wm. Cooper Bros., Ltd., of 17 to 43 Clerkenwell road, London, still in a position to supply almost any and every piece of gramophone mechanism and the hundred-and-one accessory thereto that can possibly be required. Complete machines, motors, tone arms, sound boxes, springs, wood and metal trumpets, needles in great variety, carrying cases,

wheels, screws, diaphragms, represent but a few of the many lines listed. Price considered—and the prices are based on a competitive figure—these goods are excellent value, and all keen buyers should not fail to possess themselves of catalogs and full particulars of the innumerable gramophone lines listed by this up-to-date house.

The Reno Duplex Sound Box.

This month, "the man of many parts" draws attention in our advertising columns to his Reno "Triplex" sound box, which enjoys the distinction of being fixable to any make of machine and instantly ready without troublesome adjustment to play any type of disc record—an accomplishment of no mean value! Whether used for playing phono cut or the needle cut it is equally good in bringing all the best out of the record, and may be relied upon for a full-toned good all-round quality of reproduction. In addition to this, Messrs. Reynolds list other all-British products which are finding much favor with talking machine traders in England. A good demand is being experienced for their single and double spring motors in the construction of which, by the way, progressive improvement is noticeable. By next season Mr. Reynolds estimates he will be in a position to ensure a much larger output than at present, and even if the war is over by then—a rather unlikely event, it would seem—it is safe to say that our Teutonic friends (sic) will find the British market considerably less absorbent for their gramophone wares. Meanwhile there is ample scope for additional effort on our part. Unfortunately it cannot be said that the opportunity is being made the most of by British firms.

London's "Hits" on Coliseum Records.

The new list (Feb.) of Coliseum records makes a timely appearance with a goodly representation thereon of pantomime and patriotic "hits" of exceptionally good quality well calculated to sustain the very high reputation which these records enjoy throughout Great Britain and her colonies.

On No. 713 "The Flag That Never Comes Down" (sung by Leslie Milton) is appropriately coupled with "England, Thy Name" (sung by Walter Duncan), two patriotic favorites that are assured of more than an ephemeral future, and which should be stocked by colonial dealers especially. It is a feature of Coliseum records that only titles bearing some sympathetic relation to each other are coupled, and the instance given above may be taken as general throughout most of their supplements. One of the outstanding panto hits is "When Irish Eyes are Smiling" and this the company issue on disc 711 with another panto success—"It Takes an Irish Heart to Sing an Irish Song," in both of which Mr. Stanley Kirkby is heard at his best. Harry Bedford is responsible for two fighting airs on disc 714—"The Germans are Coming. So They Say" and "I'll Fight Him for It," while that excellent combination—Billy Whitlock & Co., give us on No. 715 two sketches from the front—"The Coward" and "The Deserter," both of which must be heard to be appreciated. The full list with details of trading, terms, etc., may be had on application to the Coliseum Record Co., Ltd., 17 Clerkenwell road, London, E. C.

Zonophone Pantomime "Hits."

One of the most complete assortments exclusively devoted to pantomime records is that issued by the British Zonophone Co. It well justifies the claim that every panto success is to be found on Zonophone, the majority, be it noted, having been issued before Xmas. Of the latest special attention is drawn to "The Sunshine of Your Smile" and "The Eyes are the Windows of the Soul," sung by Herbert Payne, with chorus and orchestra; "When the Angelus is Ringing," and "Sandy Boy, My Soldier Laddie." The two latter are on separate records, being mated with other popular songs. Zonophone dealers abroad will doubtless order heavily of these excellent new issues.

Some Unique War Records.

From the Sound Recording Co., Ltd., I have re-

(Continued on page 42.)



"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

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m.b.H., Graben 29, Trattnerhof 1, Vienna I, Austria.

BELGIUM: Cie Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon-Aktien-gesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kos-suth Lajos-Utca 8, Budapest.

SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Skottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 3, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, 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.

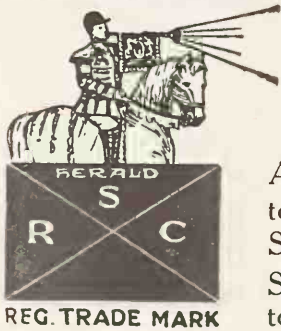
ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



TO WHOLESALE BUYERS OF Gramophone Records

A BRITISH FIRM of REPUTE is prepared to offer **SPECIAL QUOTATIONS** to OVER-SEA BUYERS—IMMEDIATE SHIPMENTS. SPECIALIZING OWN BRANDS or Customers' own Labels.

RECORDING EXPEDITIONS dispatched to any part of the WORLD
CORRESPONDENCE INVITED FROM INTERESTED HOUSES

Address "Export Manager," **SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London**
Cables, "GRAMMAVOX, LONDON"



FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

ceived a batch of literature dealing with their well known Grammavox records. In one supplement particulars are given of some unique war records, as for instance, War Conditions in the Trenches, Proclamation—Declaration of War, Inspection of Reserves—Send Off, etc., one of England's Watch Dogs, National Anthems and many other quick-selling patriotic titles. The complete catalogs itemize records covering every style and phase of music, vocal and instrumental, approximating thousands of titles which, from a commercial viewpoint, have stood the test of time and emerged triumphant. As an all-British record—10-inch double-sided—the Grammavox has found much favor among traders all over the world. In a near future issue I hope to give further information as to this line of record. Meantime traders should write for lists, etc.

Postage Rates to Rhodesia Reduced.

The postmaster general notifies that the rates of postage on parcels for Rhodesia and the Katanga Province of the Belgian Congo, forwarded via Cape Town, are reduced to the following: Rhodesia (Southern), 1s. 4d. per pound; Rhodesia (Northern), 1s. 8d. per pound; Belgian Congo (Katanga Province), for a parcel not exceeding three pounds in weight, 5s. 4d.; for a parcel exceeding three pounds and not exceeding seven pounds, 10s. 10d.; for a parcel exceeding seven pounds, but not exceeding eleven pounds, 16s. 10d.

BUSINESS SUCCESS ANALYZED.

Comprehensive Grouping of the Various Essentials Necessary by G. M. Eaton, Who Speaks Not as a Theorist but as a Practical Man on an Always Interesting Topic.

First. I place Honesty first. If a man is willing to take what is coming to him, acknowledge his mistakes, and in general can be relied upon, this characteristic will offset a great many deficiencies.

Second. Reliability. The particular phase of this characteristic to which I refer is that when

I tell a man to do a certain thing and complete it within a certain time limit, or else let me know beforehand that he will be unable to complete it, the man is sure to follow instructions. My experience leads me to believe that this is an unusual characteristic, because not one man in five can be absolutely relied upon either to finish the job or give warning that he will not complete it.

Third. The third characteristic is just as important as the second. This is Co-operation. We have had instances of men of exceptional technical ability and honesty, and many other fine characteristics, whose good qualities were completely submerged by the way they antagonized men with whom they came in contact.

Fourth. I believe Accuracy comes fourth. Of course this is a phase of reliability, but the way I mean this particular characteristic is that when a certain job is done it must be correct. I should put all four of these traits of character ahead of any technical ability a man may possess, because if a man has these characteristics the technical training can be knocked into him, while if he is fundamentally lacking in any of the above points, he is just to that extent a hopeless proposition.

Fifth. The next characteristic is Push. Our organization is so large that a certain amount of system is essential. This system is sufficiently top-heavy to swamp a man who sits down and takes whatever comes his way. A man must,

therefore, push his way to the front if he expects to arrive.

Sixth. The sixth characteristic is Originality. If we have men who have all the other good characteristics noted, and they can look at things only as other people have seen them, the walls of their rut will grow deeper every year. They must think of new ways of performing old functions and of new functions to perform if they expect to forge to the front.

Seventh. The seventh characteristic is Systematic or Orderly Procedure. As a man pushes his way to the front, he must leave a well blazed trail behind him so that any man can drop into his place to carry on his work.

Eighth. The eighth and last characteristic I hardly know how to express with one word, but goes hand in hand with the above noted. The man must be a Man-BUILDER. He must build in two ways. He must build a man below him fitted to take his place, so that in case of hard times the payroll can be lessened by the individual in question being discharged and a cheaper man put in his place; or, as it is almost certain to work out in good times, he himself is a logical candidate for advancement because he has a man under him who can fill his place. While building the man below for his place, he must be building himself by watching the men above, so that when the chance comes, he is well fitted to step up higher.

CUSTOMS HEARING ON RECORDS.

Victor Talking Machine Co. Protests Against Method of Appraising Their Value—An Interesting and Important Case.

General Appraisers Fischer, Howell and Cooper have before them in the protest of Austin, Baldwin & Co., customs brokers for the Victor Talking Machine Co., of Camden, N. J., the problem of determining to what extent the cost of producing a phonographic record should enter into the appraised value of the wax matrix which first receives the sound impression. From the agreed statement of facts submitted to the Reappraisal Board, certain large items of expenditure were taken by the Government as being included in the cost of fabrication or manufacture, and to this action-exception was taken by Comstock & Washburn, counsel for the protestant. Through the testimony of Louis F. Geissler, vice-president and manager of the Victor Co., Mr. Washburn, of counsel, brought out that it was impossible to determine the value of these wax moulds at the time of importation, as they were frequently damaged in transit, and this could not be ascertained except upon minute examination by an expert. It was argued, moreover, that the fees paid to high-priced artists for their services in producing these records are a factor which was never intended to come within the meaning of the term "cost of fabrication or manufacture."

As a secondary contention the importer claims

that the wax discs should be admitted duty free as returned American goods, the material being shipped abroad from this country in the identical form as returned, except for the impressions on the surface. This slight alteration, however, the Government considers a process of manufacture, so as to render the article subject to a duty of 10 per cent. ad valorem as a manufacture of wax, under paragraph 367 of the tariff. The board allowed counsel three weeks' time in which to submit briefs.

SPECIAL OFFER

250,000 10in. Double Sided
Disc Records

of a celebrated manufacture
to clear at a low figure. Good
Titles.

Write for full particulars

EXPORT RECORD CO.

94 SHUDEHILL

MANCHESTER

ENG.

The Patent Silver-Sheath Needles



They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch almost done away with.

Prices Post Free: { 1 S/Sheath Needle...\$0.25
6 Needles with sharpener 1.65
Aluminum Sharpener, separately50

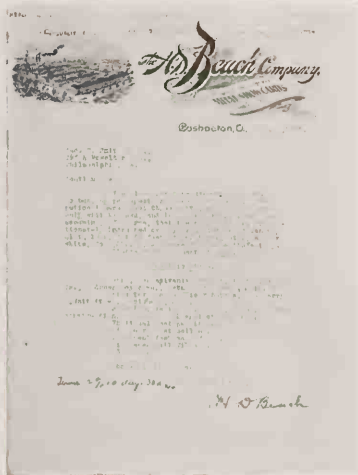
Ask for particulars of the FLEX loud speaking diaphragm, etc.

**DAWS CLARKE, 14 Lorne Grove
FALLOWFIELD MANCHESTER, ENG.
WANTED AGENTS. Good Trade Discount.**

Unico Demonstrating Rooms Increase Talking Machine Profits

Read the Evidence Below—
It Illustrates Unico Service

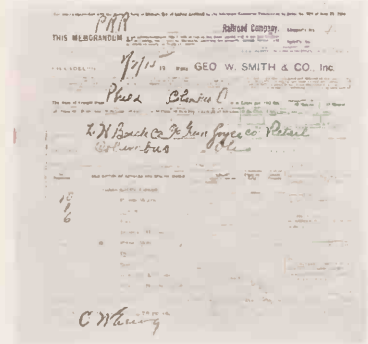
Order Received
FEBRUARY FIRST



Order Acknowledged
FEBRUARY FIRST



Order Shipped
FEBRUARY SECOND



A Few Days after placing order the L. K. Beach Company had their Talking Machine Department equipped with an efficient installation of Demonstrating Rooms, which will bear favorable comparison with any similar store or Department in the country. This was accomplished entirely by correspondence, without any annoyance or disturbance of their business, and at a moderate cost, because they adopted the **UNICO IDEA**

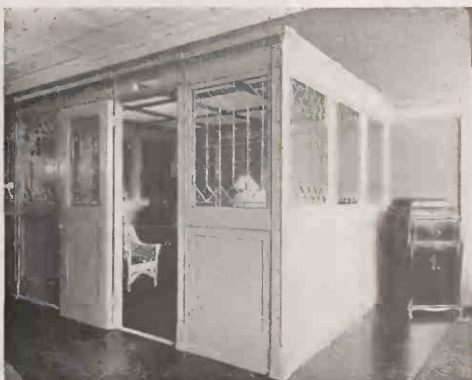
Why have hundreds of Unico Rooms increased and held business for wise dealers in all sections of the country?

Because they are

- Soundproof,**
- Dustproof,**
- Portable,**
- Adjustable,**
- Delivered from Stock,**
- In all Woods,**
- Eight Designs,**
- Of Cabinet Quality,**

and all their advantages are offered at

MODERATE COST.



UNICO DESIGN NUMBER TWO.
Installed by the L. K. Beach Co., Columbus, Ohio.

**Mr.
Dealer**

If your Unico catalog has been filed away get it out and look it over. Send for another, if necessary, but do not delay. Place your order now.

Get your share of Spring business.

**George W. Smith &
Company, Inc.**

Sloane St. and Powelton Avenue
PHILADELPHIA, U. S. A.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 8.—The talking machine business is keeping up without any interruption in Philadelphia. January was another wonderful month and the amount of sales was only limited by the number of machines that the trade could get. There was a shortage of Victor machines as usual and the factory undoubtedly was taken unawares, never expecting such a January demand following the big business that was done in December.

The talking machine dealers are somewhat puzzled as to what they are to expect. Long ago they began to feel that the bottom might drop out of the business, and on account of the general dull times they were a little bit cautious in their ordering. They can't see how such tremendous business

is going to last, and yet each month it is the same old story, bigger than last year and with no let up in sight.

There has been very little direct news in the trade the past month aside from the big business. A new Victor dealer has started here, or rather an old firm has rearranged its business. J. R. Wilson, who was formerly a partner with the Patton Piano Co., who also handled the Victor talking machine, has withdrawn from the firm and has taken over the talking machine business and will handle it exclusively under his own name. At present he is located on North Broad street, next to the Patton Piano Store, but eventually he will move to Broad and Girard avenue, when the store at that location is ready for his occupancy. This is a fine location and there is no talking machine business near by.

The Cunningham Piano Co. has established itself on the northwest corner of Fifty-second and Chestnut streets the past week, and while as yet it has no talking machines there, it will place some in that branch store, if only as an advertisement of its main Edison department at Eleventh and Chestnut streets.

The Powers Piano Co., which has moved to 21 South Fifty-second street, is the first firm of considerable size to take on the Sonora talking machine. This machine is made by the Sonora Co., New York, and uses the jewel multiplying needle. It is a fine looking machine and from it wonderful results are obtained. The machine has attracted a great deal of attention at the Powers Store.

Clarence Hopkins has been placed in charge of the Edison talking machine department at the main store, and has been doing good work. His predecessor, John DeAngeles, has connected himself with the Edison department of the Story & Clark Co.

Louis Buehn, president and treasurer of Louis Buehn Co., Inc., reports that in January his firm did an excellent business, having an increase of about 30 per cent. over last January. He says his firm has been having the same old difficulty in securing both machines and records, and that the demand was not abated one iota, which makes the conditions that much worse. They have been absolutely unable to catch up and have orders on their books which were made for holiday delivery; in

fact, some of their orders have been filed with them for months.

Mr. Buehn is about completing the rearrangement of his store. He has added one large booth, as well as a special partitioned office, his former office being given over to the talking machine department. By the new arrangement there is very much more floor space, and the new racks for the records are in a more convenient location, thereby facilitating the business. The entire place has been repapered and repainted, and it looks most attractive.

Manager Butler, of the Strawbridge & Clothier department, says that their talking machine business has kept up amazingly well, not only in the Victor, but also in the Columbia machines and records. They have been compelled to add to their corps of salesmen from time to time, and now Manager James E. Priestly has under his direction Thomas J. Cummins, John W. Murphy, Edward Brogan, Alexander Glass, Jr., William C. Messner, Harry T. Sheets, Jr., and Chester Webb. They are all hustlers, and the result is that the S. & C. business in January last was almost double the business of the department a year ago.

A. C. Ireton, of Thomas A. Edison, Inc., was in Philadelphia last week, and he is very well satisfied with the campaign that that company has been conducting here. They will keep it up until April, and by that time they expect to have the entire city covered. They are working very quietly and their competitors do not seem to know much that they are doing, but they have an object in this, and the Edison retailers here say they are getting results daily. They have been practically in every club and every church in the city.

Blake & Burkart, at Eleventh and Walnut streets, have been having a fine Edison business, and they have been unable, thus far, to resume their weekly concerts. They are hard at work on new record customers, and they are building up their record trade in good shape. They are somewhat handicapped in not being able to get the records sufficiently fast.

Manager H. S. Ziegler, of the retail department at C. J. Heppe & Son, says that he has been able to hold on to his entire holiday retail force, and they are all kept busy, for there was little differ-

(Continued on page 46)

"Pen your orders to Penn."

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies. We specialize upon Victor machines and records, offering a quick service in both.

PENN
HONOGRAPH CO.
17 South 9th Street
PHILADELPHIA

Buehn Record Service

There are many reasons why you should place your orders with us, but most important of all is our careful service.

Your absolute satisfaction—nothing else will satisfy *Buehn*.

If you are not a "*Buehn Dealer*" get busy—and find out what real Victor Record Service is.

The Louis Buehn Co.
825 Arch Street Philadelphia

The AUTOPHONE

FOR HOME USE



The Autophone.

Plays 12 records automatically, one after the other, without touching the instrument, except to wind motor once.



Model No. 200. Price \$200.

Height, 47 in. Width, 24 in. Depth, 23 in.

Trade Discounts Are Right

Be the first dealer in your section. See and hear the Autophone. It will convince you. Immediate delivery of all orders, large or small. Autophones sent out COMPLETELY FINISHED. You have nothing to do but remove the instrument from the shipping box and cut the strings. It's ready to play.

Not a half-baked experiment, but the result of continuous improvements extending over ten years of the hardest kind of usage of similar mechanical principle on slot machines. The Autophone was the first—ten years ago—to use concealed horn cabinet; the first—seven years ago—to use diamond point in reproducer; *the first—NOW—to give perfect tone quality.*

Purely Automatic

Thoroughly Fool-proof

Mechanically Perfect

Plays over half an hour with one winding of motor. Just put 12 records on the wheel; the Autophone reproduces one record after another automatically, requiring no attention, no handling, no starting and stopping, no needles, *no nursing.* The Autophone is the first to get diffused music—no megaphone tone—incomparably superior in tone quality, naturalness, *real music,* to any phonograph yet produced, whether cylinder or disc—with *no* exceptions.

Uses Blue Amberol or any other hard cylinder records. Non-breakable, don't deteriorate with use.

Sells on Sight

Enormous Record Consumer

Until the present time the entire factory output has been taken by agencies established. Orders are running right now up to five hundred \$200 Autophones at one delivery.

Enormously increased capacity makes it possible now to supply more dealers and distributing agencies. Only one live dealer—and that, the best—wanted in each medium-sized city. Plenty of elbow room given dealers in large cities. The dealer gets the full benefit of his hustle, push and advertising.

Exclusive Territory Given

Write for full particulars

AMERICAN PHONOGRAPH CO.

102 West 101st Street

New York City

THE TRADE IN PHILADELPHIA.

(Continued from page 44)

ence in his department in January over December, and both months ran way ahead of last year. He believes that the future looks most promising. They have been doing considerable specializing on records—especially dance records—and their system has worked out very well. Through this system the purchasers do not need to think for themselves, but Mr. Ziegler does it for them, arranges their dance programs, and always to their satisfaction, and all they do is put up the money.

The Pennsylvania Talking Machine Co. has had another one of the banner months that has come to that house so liberally ever since Manager Eckhart has taken charge. It is a striking comparison in the Pennsylvania warerooms to-day over two years ago, when at present a large corps of salesmen are always busy, and there is no house in town in which you might enter at any hour of the day that you will see more customers. While Manager Eckhart has been able to fill all his orders—at times with a very short delay—but it is due to the eagle eye with which he watches the business, and the arrangements he has made for the rapid delivery of goods. Mr. Eckhart has been elected president of the Business Men's Association, quite an honor for a newcomer to this city, and there may be method in his accepting that position, for while he has a large plant of his own, he is compelled, with his big business, to very frequently and very largely infringe on the city property in the congestion of the street back of his warerooms with wagon loads of machines always coming and going.

"NEW STANDARD" AUTOMATIC STOP

Being Introduced by the Standard Gramophone Co. to Retail for \$1.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, prominent in the talking machine trade as manufacturer of a number of very successful accessories, including automatic stops, record cleaners and the "Standard" fibre needle cutter, announced this month the perfection of a new "Standard" automatic stop which will retail at only \$1. The company has been working on a stop for some time, and finally, through the use of improved machinery and automatic dies, succeeded in perfecting the stop it is now placing on the market.

This new "Standard" stop at \$1 has been thoroughly tested and tried out at the company's laboratories, and Thomas W. Kirkman, general manager of the Standard Gramophone Appliance Co., states that it has stood up remarkably well under the most severe trials. A sample stop will be sent to dealers for twenty-five cents, and regular supplies are now being shipped to the jobbers.

Why keep pegging along, doing things in the old-fashioned way when you can get literature that will tell you of better ways of doing nearly everything in the store?

TALKERS IN BUFFALO SCHOOLS

Hold Prominent Place in Educational System of That City—Some Big Record Libraries.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 6.—Every week finds the induction of one or more of the most expensive talking machines into the musical equipment of Buffalo's extensive grammar school system. There is hardly an institution of learning at present in the city which does not have a music room in which a talking machine of some type is one of the delightful and necessary features.

Director Abbott, of the musical department of the public schools here favors the movement for the placing of talking machines in all schools, and views with approval the obtaining of each new instrument. At present the talking machines are not being supplied by the municipality, but are in such demand that the pupils are holding musicales and entertainments as agents to the securing of the instruments. Several of the schools hold a series of fund-raising affairs each month, and in that way pay for the talking machines, which are a part of each musical program.

Some of the schools own hundreds of records, which are used in the teaching of the rudiments of music and by instructors in folk-dancing and gymnastics. The various teachers of music hold these instruments as a great boon, and are advocating their institution into the schools by the city municipality to buy such records as are necessary. It is expected that within a short time Superintendent Henry P. Emerson may be prevailed upon to the Common Council that they approve action for the buying of a number of machines and not to allow the burden to rest upon the pupils individually, who realize the modern need even before the city fathers do.

Many of the hospitals and other public institutions here own talking machines, which have been purchased from Buffalo dealers by private subscription on the part of officials.

VICTOR LINE WITH KNABE & CO.

Baltimore Store of Wm. Knabe & Co. to Handle Complete Victor Products—Will Give Them Striking Display in Handsome Warerooms.

(Special to The Talking Machine World.)

BALTIMORE, MD., February 6.—The local store of William Knabe & Co. has made arrangements with the Victor Talking Machine Co. to handle the complete line of Victor products. This important deal has been pending for some time and its consummation is a source of gratification to both parties. William Knabe & Co. have exceptional facilities for handling the Victor line, and plans have been arranged for the construction of a handsome and attractive Victor department.

C. E. Wyeth, of Newark, O., who, as reported in last month's World, recently purchased the phonograph department and good will of the American Machine Co. in that city, reports a very excellent business for January.

FACILITIES THAT SPELL SERVICE.

Location of American Talking Machine Co. Ideal for Prompt Service for Metropolitan and Long Island Trade.

The American Talking Machine Co., 368 Livingston street, Brooklyn, N. Y., well-known Victor distributors of our sister borough, reports that the interest in Victor goods that forced the business for 1914 beyond previous records has held up in a remarkable manner during January, the great difficulty being that of securing the desired goods fast enough and in quantities to meet the dealers' demands promptly.

The American Talking Machine Co. has paid particular attention to developing Victor business in Kings and Queens counties and throughout Long Island, and through long experience has been able to develop a most satisfactory service for that territory.

The location of the company's headquarters, within a block of one of the chief transportation centers of Brooklyn, with subway, elevated and surface cars not only to Manhattan borough but direct to many points on Long Island, insures the quick delivery that saves sales for the dealer. Another feature is the close proximity of the Flatbush avenue station of the Long Island Railroad, where freight can be placed directly on the car for practically any point in the United States.

In addition to the convenience afforded by the organized transportation systems, the American Talking Machine Co. is also rearranging its local delivery system with a view to cutting down time on an already speedy service.

REX CO. TO RESUME WORK SOON.

Bankruptcy Proceedings in Philadelphia Court Friendly Suit, Official Says—Liabilities Are Less Than \$20,000 It Is Claimed.

(Special to The Talking Machine World.)

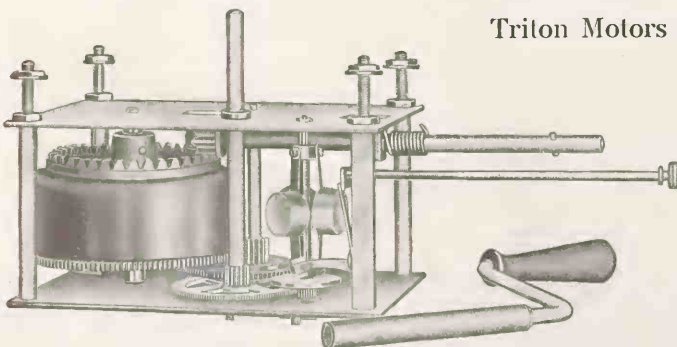
PHILADELPHIA, PA., February 8.—That the bankruptcy proceedings started last week in the United States Court in this city will have no effect on the company's future was the statement of Philip Wohlstetter, president of the Rex Talking Machine Co. The suit is merely an incident in a plan of reorganization, and creditors are friendly to the concern, according to Mr. Wohlstetter.

Mr. Wohlstetter declares the Wilmington plant of the company soon will be reopened, the concern having arranged to pay employes at once. The concern is liable to workmen for about half a week's wages.

"Our company is in process of reorganization and soon will be ready to continue business," Mr. Wohlstetter said. "We have no thought of suspending and the bankruptcy action against us comes from men who wish us well, but who acted to protect the interests of all concerned. I haven't the slightest doubt that we shall be able to satisfactorily arrange matters."

There is only one real failure in business, and that is the failure to try.

Talking Machine Motors



Triton Motors are made perfectly and of simple construction. Will play any 12 inch Record.

Also makers of Triton Sound Boxes and Tone Arms

These products sold only in quantities to Manufacturers and Jobbers to order

TRITON PHONOGRAPH CO.

41 Union Square

NEW YORK

OPERA HELPS SALES OF RECORDS.

Season of Grand Opera in Los Angeles Has Excellent Effect on Talking Machine Business—Elaborate Concerts Given by Southern California Music Co.—Heavy Rains Spell Coming Prosperity—Interesting Personal Items.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., February 3.—The new year has opened up with a rush in the talking machine business never before equaled in this district. After such a phenomenal business during December it was natural to expect a slump during January, but not so. Never before during the month of January have machines and records been so hard to get from the jobbing houses, and from the present outlook it will be some time before the depleted stocks can be filled up again.

The demand for records has been greatly stimulated by the season of opera now being given by the National Grand Opera Co., and also the dancing craze, which has such a vogue at present.

The recent heavy rains have added to the promised prosperity in southern California and prospects have never been brighter than at present. All indications point to the most prosperous year in the history of the talking machine business, which seems to be gaining by leaps and bounds and is outstripping all other forms of music as a home attraction.

The Southern California Music Co. gave two delightful concerts during January, featuring Constantino records. The records were played on one of the Columbia Graphophone Co.'s beautiful grands, and an added attraction was the presence of the gifted tenor at both concerts. Seated facing the large and enthusiastic audience, the Signor gravely listened to himself sing the beautiful arias from the different operas in which he has appeared in America from time to time. After each record he would graciously acknowledge the homage paid to him by the spectators. Signor Constantino personally selected each record that was played and made several short explanatory talks regarding some of them. One remark of his which will bear repetition was that the plaudits should be more for the inventor of the machine than for the singer.

Sibley G. Pease, with the Andrews Music Co., reports the sale of several machines to schools lately. He also placed a Victor XXV (the school model) in the Danse de Jardins, where the instructors are using it in place of a piano for dancing classes.

The Curtis-Colyear Co., through its manager, Harry Clubb, reports the arrival of its first large shipment of Pathéphone machines and records, and is now ready to supply that product in unlimited numbers.

The Barnes Music Co., the first local retail dealer for the Pathéphone, now has a complete stock and reports several sales so far.

Sherman, Clay & Co., Victor wholesale dealers, have been working overtime checking in the large shipments of Victor goods that have been arriving the last few weeks and filling standing orders which have been piling up on them since the holidays. C. S. Ruggles, local manager for this company, says that he really hopes to catch up some time with his back orders.

O. A. Lovejoy, manager of the Southern California Music Co.'s Edison department, wholesale, has left for the Atlantic Coast for a month's trip. While in the East he will attend the Edison jobbers' convention, besides visiting the Columbia and Victor factories. Mr. Lovejoy expects to arrange for the shipment of a great deal of his future Edison goods via the Panama Canal.

C. A. Boothe, manager of the talking machine department at Barker Bros., has just returned from a week's visit to San Francisco. Barker Bros., on account of the large increase in their business, are contemplating enlarging their talking machine department.

B. R. Megenity, of the Southern California Music Co., has just returned from a ten days' trip to San Diego. While there Mr. Megenity was the guest of L. E. Newton, manager of the talking machine department of the Southern California Music Co. in San Diego.

DO IT NOW

IF YOU DO NOT—DISAPPOINTMENTS ARE APT TO FOLLOW.

ORDER WHAT MACHINES YOU FIGURE YOU CAN USE UP TO MAY 1st—NOW.

YOU CAN'T GET TOO MANY
AND YOU MAY NOT GET ENOUGH

The sure way is to place a bona fide order with us to be shipped as received. Take a chance, don't expect your jobber to be able to do the impossible. He's only human.

MACHINES ARE NOT COMING FROM THE FACTORY FAST ENOUGH FOR ANY JOBBER WITH AN ESTABLISHED TRADE TO GIVE HIS DEALERS ALL THAT THEY NEED. WE TRY TO BE FAIR TO ALL, AND DISTRIBUTE WHAT MACHINES WE GET IMPARTIALLY.

WE HAVE BEEN WHOLESALE DISTRIBUTORS OF VICTOR GOODS IN BROOKLYN FOR 12 YEARS AND HAVE BUILT UP OUR BUSINESS TO ITS PRESENT STANDARD

BY BEING ON THE LEVEL

Bear in mind that we want to give our dealers service, and considering the present shortage of machines and records you will find we can hold our own and then some.

Centrally located as to subways, freight stations, elevated and surface lines, we are in a position to give service anywhere in this section "That Can't Be Beat."

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON ST. (at Flatbush Ave.)

BROOKLYN

TELEPHONES { 3762 Main
1051 Main

DISTRIBUTORS OF VICTOR GOODS



Unless a talking machine dealer is handling Columbia dance records he is not running his business to its full earning capacity.



(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

BALTIMORE DEALERS TALK OF FORMING ASSOCIATION.

Many Trade Abuses Could Be Remedied and a Better Spirit of Camaraderie Engendered Through Organization—January Increase Following Unparalleled December Trade Creates Feeling of Buoyancy—Dance Records Still in Vogue—Dealers Discuss Situation.

(Special to The Talking Machine World.)

BALTIMORE, Md., February 4.—The talking machine business in this city has reached such great proportions that many of the dealers have been almost taken off their feet. There seems to be no let up in it and if anything the business is even better now than it was in December. This may seem to be an exaggerated statement, but many of the local dealers admit that the January business was larger than that of the previous month in spite of the fact that a big holiday rush came in December.

Absolutely nothing but favorable comment is heard on all sides as to the outlook. The dealers say that they believe this year will prove the greatest in the history of the talking machine. Certainly last month was far above any previous January, and there is no reason to believe that there will be any let up in the trade in the near future.

Many of the dealers are having the hardest kind of times to fill their orders. Several of the largest placed in the city report that they can sell all the machines they can get hold of, but the trouble is getting them delivered fast enough from the factory. They all agree that the fact that the greatest demand is for the higher priced machines is a healthy sign.

Many of the dealers who sell on the monthly payment plan are turning down the small payments and holding out for much larger ones. That they are getting the larger payments is true. There is every reason for them to hold out for these larger payments because the number of cash sales are increasing daily. They also can sell all the machines they can get by demanding the larger first payments and the larger monthly payments, so there is no reason why they should dispose of the machines on small payments.

Talk of an organization for the good of the

talking machine dealers in Baltimore is being freely heard, and many of them are in favor of it. However, most of them seem to be somewhat backward in making the first move. It is almost certain, however, that before many more days the affair will be brought up again and it probably will go through. Several of the dealers spoken to about such an organization say they have often thought of it and are sure that it would mean a great thing for them.

If the organization is formed, one of the first things which will be taken up and which the dealers agree is one of the worst evils they have to face in the business, will be doing away entirely with the exchange of records. Independent of each other some of the dealers have already taken steps to stop this practice of permitting records to be taken home and played and then returned and exchanged for new ones. These dealers, unless they know their customers well, are not permitting any of this. Others are refusing to make exchanges after twenty-four hours, and have notices of this fact posted in their establishments.

All the dealers who do business throughout the State of Maryland and in the country have reached great proportions.

Several local dealers have found that the trade has grown so large that they have been compelled to enlarge their places and put on more help. It is seldom that their stores, especially the larger ones, are not filled with customers.

The record sales are really something to marvel at, although the sale of machines has not dropped off.

Although they can sell about all the popular records they can get hold of the dealers have been somewhat struck by the selling of ten-cent records in some of the local stores. Many persons are

spending considerable money in the purchase of these cheap records, but the large majority of them stick to the popular stuff which they know they will not care to hear in a few weeks. Therefore the greatest demand received by the good dealers is for the records of the better class.

The dance records, too, are selling as fast as the dealers can get them. Every week brings about a great increase in the sale of these selections. Many of those who sell large numbers of these records are anxiously awaiting the arrival of the Rek-Rep, by the means of which the records can be repeated as often as desired without attention to the machine. They say, however, they do not expect to get the Rek-Rep until about the middle of this month. Several of them have sent in their orders. Because of the great increase of dancing to the music of the talking machine in this city this will be a great thing. Almost all the dancing schools now consider the machine a necessary addition, and recently there have been several private dances held where the only music furnished was that of the talking machine.

E. F. Droop & Sons Co., one of the local distributors of the Victor, is one of the places being enlarged to take care of the rapidly growing trade. When completed the place will be fully 25 per cent larger. At the same time it is being done, William C. Roberts, the manager, is having the size of his office about doubled. He has found it necessary to put on several new salesmen in order to take care of the trade.

Mr. Roberts says that the sales of January were far greater than any other month, with the exception of December last. He looks for 1915 to be the greatest year in the history of the talking machine. Mr. Roberts paid a high compliment to the Victor people. He says the company has done everything in its power to send shipments closer together and also send more machines. The record shipments, too, he said, are coming better than ever before. Mr. Roberts said that he went to several places recently to see some of the new dances demonstrated with the aid of the Victrola and was amazed at the success.

The Droop Co.'s sales throughout the State have reached great proportions, and, in fact, all the orders cannot be filled. Mr. Roberts stated that business in the small towns is picking up with remarkable rapidity.

Henry Eisenbrandt, who has charge of the Victrola department of H. R. Eisenbrandt Sons, another local distributing concern, said that he has found it impossible to get sufficient machines to fill the demand. Like all other dealers he says that the demand is largely for the machines of the higher prices. His \$150 instruments are entirely out and he says he has only enough \$200 ones to last a few days. Mr. Eisenbrandt went to the Victor factory about two weeks ago and says that he will have to make another trip there next week. He has placed machines in several private schools about the city. In his efforts to get machines enough to meet the demand Mr. Eisenbrandt communicated with dealers as far west as Chicago, as far north as Boston, and as far south as New Orleans, and says he was unable to get any.

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

At Cohen & Hughes, Inc., the third Victor distributing station in Baltimore, it was reported that the business done in the past month was great and the outlook is very bright. I. S. Cohen says he sees no reason why the big trade should not continue.

Trouble in getting sufficient machines to supply the demand is also being experienced by the Columbia Graphophone Co. S. Clifford Cooke says that the sales have been very large and the outlook is that they will keep up. This concern is also having a hard time to fill the record orders. Business was never more active than now.

The Victor department of Stewart & Co., one of the largest department stores in Baltimore, is being enlarged. J. L. Gibbons, who is at the head of this department, is building the trade up to almost unbelievable proportions. He says that the business in the Victrola department during January was more than double that the same month in 1914, and he is very optimistic as to the future. In addition to spreading out the department until it has taken in a large part of the fifth floor of the big building. He has also increased his sales force.

The record trade at Stewart's is enormous. One woman visited the store Saturday and bought records amounting to \$40. On the following Monday she returned and purchased \$60 worth of records.

Mr. Gibbons is receiving dance records in large shipments and is getting rid of them as fast as they arrive. He has also ordered a number of the new Rek-Rep for which he expects a big demand.

Both the Columbia and Victor lines are handled by Sanders & Stayman, of this city, and Manager Boden of that concern says that he has never seen anything like the business done in both makes.

The Fink Talking Machine Co., through Joseph Fink, reports the best January he ever had in Victor goods. The same report is practically made by Mr. Lorfink, manager of the Victrola department of Hochschild, Kohn & Co., a large department store of this city; Mr. Levin, of the Hammann-Levin Co., which, by the way, plans to increase its number of show booths, and Wm. C. White, who handles the Victrola, but who is having trouble in getting records to supply the demand.

The agency for Maryland for the Pathé Frères Phonograph Co. is being handled by the National Piano Exchange. This concern has two stores here

and through Jesse Rosenstein it was stated that the company is doing a great business.

C. R. Wagner, of the Musical Instrument Sales Co., of New York, was in Baltimore for several days, and he was particularly pleased with the business which is being done here and the outlook.

A high grade Victrola furnished by Cohen & Hughes, Inc., was used at the big affair of the Baltimore Press Club at the Hotel Emerson with exceptional good effect. During the evening a Chinese act was put on and Chinese music was furnished by the Victrola.

STOCK-TAKING AND ACCOUNTING.

Part of the Foundation of a Store's Success but, According to a Writer in Printers' Ink, They Concern the Average Retailer but Lightly—Keeping Track of Business.

In connection with their series of articles on chain stores Charles W. Hurd and M. Zimmerman, of the editorial staff of Printers' Ink, referred last week to the lax methods observed by many independent retail merchants in the conduct of their stock-taking and accounting customs. The leading example of laxity in this direction was that of a dealer in Victor talking machines and records, whose case was commented upon as follows:

"Stock-taking and accounting are part of the foundation of the chains' success, but they are the average retailer's idea of nothing to worry about.

"A business man wished to enter the Victor talking machine field in New York City last January. The only way to do so was to buy out one of the established dealers. He picked out a good store in a good location and the dealer agreed to sell. The following conversation ensued:

"How much stock have you?"
 "I don't know."
 "How much business did you do last year?"
 "I don't know. I don't keep any books."
 "How much in Victor goods did you buy last year?"
 "I don't know. I tell you I don't keep any books like that."
 "Well, then, how much did you buy last month?"
 "I don't know exactly."
 "About how much do you think it was?"
 "Maybe \$600 or \$700."
 "Do you consider that you are making money here?"

"A little bit."
 "How much do you say your proposition is worth? How much do you make out of it in a year?"

"I cannot tell you anything like that because I don't know. Sometimes I make eighteen or twenty dollars and sometimes more. My cousin, who helps me, makes fifteen dollars a week and so does his sister and my boy makes seven dollars a week. My wife spends some of her time here in the store and sometimes she takes out something."

"How much does she take?"
 "Well, some weeks she takes out five or ten dollars and other weeks she takes out fifteen, twenty or twenty-five dollars and sometimes she takes nothing."

"Then, considering that your two cousins make a salary of \$15 a week, and the boy \$7, and assuming that your wife takes an average of \$10 and you \$20, you would say that the store is earning about \$65 or \$70 a week? Is that right?"

"Well, something like that?"
 "How much capital did you put into the business?"

"I started with nothing and had credit for \$150 and my business has gradually grown to what it is to-day."

"Is your stock all paid for?"
 "Yes."

"An appraisal showed a value of \$7,000 net! The man had built up a prospering business without any real knowledge of what he was doing or how he could do it better. He may have been naturally a good salesman, his living expenses were naturally modest and he had a popular line that almost sold itself, without serious competition in the neighborhood."

**Edison and Victor Men!
 Are You Using
 "Kent" Attachments?**



Patent Allowed.

Attachment for Edison Disc Phonographs for playing Victor and Columbia records—\$1.50 to the trade.

Attachment for Edison to Play Pathé records with Pathé Reproducer—\$1.50.

Attachment for Victor to play Edison Disc and Pathé records—55c. to the trade.

SPECIAL DISCOUNT TO JOBBERS

Every attachment is attractive in appearance; simple and accurate in construction; original in design and entirely different from anything ever produced.

FROM YOUR JOBBER, OR

F. C. KENT CO., 81 Columbia Ave., Newark, N.J.

**At Your
 Service**



**VICTOR DISTRIBUTORS
 EXCLUSIVELY**

**At Your
 Service**



**VICTOR DISTRIBUTORS
 EXCLUSIVELY**

**At Your
 Service**



**VICTOR DISTRIBUTORS
 EXCLUSIVELY**

**563 5th Avenue
 NEW YORK**



We say to you here, and we stand ready to prove it that Columbia product is *uniformly* the best that your money or your customer's money can buy. Bring the arguments down to "brass tacks," if you like: Motors or motor parts; cabinets or details of cabinets; reproducers, tone-arms, volume of tone, convenience—anything you please; record material, record surface, record tone, record wear, repertoire, timeliness—any one or all of them!



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

Columbia Graphophone Company
Woolworth Building, New York

BUFFALO TALKING MACHINE DEALERS ENJOY REUNION.

First Annual Banquet of the Association Attracts Members of the Trade from Many Points in the Northern Part of the State—Interesting Speeches Made and a Spirit of Co-operation Engendered That Must Work to Advantage of Members.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 9.—Talking machine dealers of every city, town, village and hamlet in Western New York heeded the siren call of the Talking Machine Dealers' Association of Buffalo, which opened wide its arms of greater co-operation and the out-of-town visitors eager to assimilate ideas, enthusiasm and fraternal aid came gladly into the fold. So fired with life was the first annual banquet of the association as held in the Dutch room of the Statler Hotel last month that more than eighty-five live-wire distributors of talking machines assembled at the banquet board and remained until the last toast, shop talk and melody greeted the early morning. The guests were the dealers from outside the city, and acceptances were numerous and regrets few, in the cases of those who received invitations. As a direct result of the "get-together" the membership of the growing association was strengthened considerably. More than a score of visitors enrolled.

An atmosphere of general optimism was radiated at the dinner. It was stated generally that sales were never so numerous as in the holiday season just passed and that the new year even promised more.

There were men at the association dinner who have virtually grown up with the talking machine industry, and their words of wisdom, joined with those of factory representatives, sent many ambitious dealers away carrying plenty of resolves and ideas. However, shop talk did not by any manner of means dominate the affair, as plenty of music and entertainment was offered from 6:30 o'clock until the members went their various ways.

Wade H. Poling, widely known as the manager of the musical department of J. N. Adam Co., who

is president of the Buffalo association, presided as toastmaster, and introduced the speakers in splendid style. Seated at the speakers' table, which was decorated, with President Poling was Ernest John, of the Victor Talking Machine Co., at Camden N. J., who was guest of honor and principal speaker; C. H. Utley, and Robert L. Loud, prominent in the local music trade world; W. D. Andrews, talking machine and sporting goods dealer; O. L. Neal, B. E. Neal and H. B. Neal, members of Neal, Clark & Neal; John F. Huber, manager of Denton, Cottier & Daniels; Albert Poppenberg, of Poppenberg Bros.; H. E. Hoover, of the William Hengerer Co.; W. J. Bruel, of Neal, Clark & Neal.

Prior to the speaking, E. K. Rose, of the Hawaiian Quartet of the Victor Co., who resides in Buffalo, sang one of his selections without accompaniment, and then joined with his own voice in the number as played on the Victor Victrola. His offering was the "Wreath of Carnation."

Cards containing the association's new official song, composed by Mr. Bruel, were distributed. With volume and vim the four verses as follows were sung to the tune of "Tipperary:"

We dealers got together boys, one day in Buffalo,
Turned loose our thoughts, talked over plans that would
increase our dough;
We've pulled some strings, have done big things never done
before,
We're all contented dealers, boys, and sing now with a roar.

CHORUS.

It's a case, boys, of pull together, it's the best way we
know,
There is strength in association of which we all can crow;
Good-bye discontentment; farewell gloom, despair,
We're a great big strong association, and our creed lies
there.

II.

The greatest things we've done so far, since we've been or-
ganized,
Is the interest charge on contract sales, and much to our
surprise,
The customers don't kick at all, seems too good to be true,
We're all contented dealers, boys, and sing this song to you.

III.

Another thing we're going to do, that sure will help us lots
Is Black List all the Joy Riders, who use our record stock;
Each dealer will be furnished now, with the offender's
name,
It won't take long 'till they're all gone, and we can sing
again.

IV.

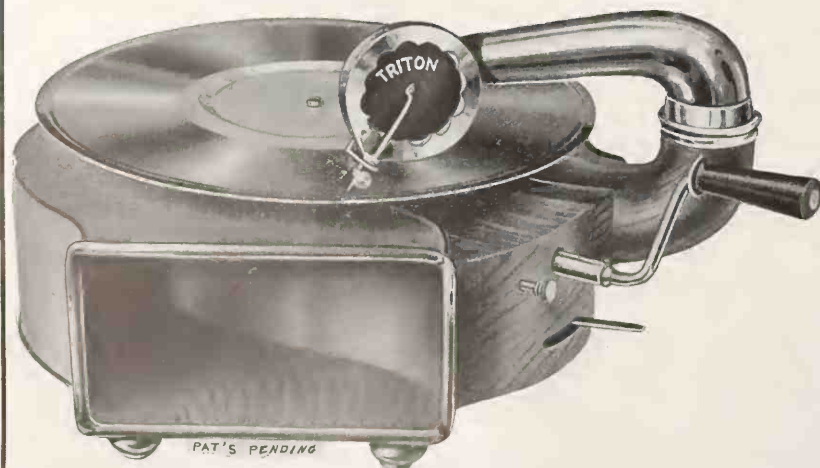
There's dealers on the East Side, boys, there's dealers on
the West,
There's dealers in between—downtown—and all have stood
the test;
We're helping one another now, united we all stand,
And sing again that old refrain, the best one in the
land.

The various speeches were impromptu and brief, dealing principally with the opportunities offered in the still young new year and the growing popularity of the talking machine, especially in the new high priced styles. Mr. John brought greetings from the main office of the Victor Co. and augured big things for the association, contending that it was just such an organization that puts the trade upon a firm basis and brings about advantageous results for both dealer and buyer.

Toastmaster Poling explained the meaning of the banquet, pointing out in detail the mutual benefits that would be obtained in an association where both city and out-of-town dealers would be working hand in hand for the advancement of the trade.

At the conclusion of the dinner the majority of the visitors enrolled with Secretary Albert F. Schwegler.

Among the Buffalo dealers in attendance in large numbers were: Goold Bros., S. J. Schwegler, of Schwegler Bros.; W. J. Crandall and others. The out-of-town guests registered were: John Belding, of John Belding & Son, Geneseo, N. Y.; C. C. Bradley, of the same place; Alonzo Jenks, of Mount Morris, N. Y.; H. C. Webster, of Silver Creek, N. Y.; George H. Graff, of George H. Graff & Co., Dunkirk, N. Y.; George Steffan, of Lockport, N. Y.; H. E. Ehlen, of Dunkirk, N. Y.; Jesse Landau, of Medina, N. Y.; James C. Cottrill, of Arcade, N. Y.; J. W. Church, of Wellsville, N. Y.; F. W. Burke, of Penn Yan, N. Y.; Henry Schafer, of Dunkirk, N. Y.; A. P. Jeffrey, of Dunkirk, N. Y.; Bert D. Levalley, of Lockport, N. Y.; Alex Molien, of Lackawanna, N. Y.; J. M. Spencer, of Fredonia, N. Y., and others.



The Triton Phonograph

Retails for \$10.00

The most portable phonograph on the market. Weighs but 6 pounds. Ideal for picnics, boating parties, camping, traveling and bungalows. Take it with you!

Be the first in your town to cash in on this remarkable profit maker

The Triton Phonograph is guaranteed to play all makes of needle disc records as perfectly as the highest priced machines. This new talking machine is having enormous sales all over the country because of its unusually perfect reproductions of the best music, because it is sturdy and not easily broken, because it plays all the popular makes of needle disc records and because the price is RIGHT—\$10.00 Retail.

The TRITON PHONOGRAPH CO.
41 Union Square NEW YORK
WRITE FOR FULL PARTICULARS

THE PHONOGRAPH OF JEAN BOUVET.

Written for the Talking Machine World by HENRY S. KINGWILL.

Have you heard the story of Jean Bouvet? No! Very few have, it seems, for the meagre cable accounts that were printed in the dailies were buried far beneath a mass of explanations in which the diplomats of each country managed to show just why some other nation was the cause of the great crime.

The slow moving mails, however, have at last brought us the full story of Jean and his phonograph, and we who believe in the sanctity of him who dies for others will remember the French shepherd lad with pride and comfort long after the war is but a dusty page in history.

Of all those who struck for their native land none was more humble than Jean. He had no rifle or uniform, for he was but a cripple and, wish though he might, the army could find no place for him. Ever since he could remember he had hobbled about the little village of Argeuil on a crutch, only to look on when other children played and only to smile when other children laughed and so the boy's heart became very sad as he grew older, for he saw the friends of his youth grow straight and tall and strong and at last go away, each to serve three glorious years as soldiers in the legions of France.

Oh! that he, too, might go. To wear the fez and tunic of the Zouaves or the baggy red trousers of the troops from the provinces—to have a sweetheart to welcome him home when on furlough and to walk with her through the narrow streets of the village, he dressed in his brave uniform and she in her best sash and bodice. His mother! how proud she, too, would feel.

But no, it could not be, and so Jean stayed in Argeuil, there to herd goats and help his mother in the work of the little thatch-roofed home that stood high up on the mountain road above the village.

He could imagine himself in the army of *la patrie*, however, and often lost himself in the visions that music conjures up, for had he not his phonograph? And did he not have among his selections one of "La Marseillaise?" How often he wished that his legs were only straight that he might march to such music! No wonder soldiers wore such a jaunty manner always to have before them a band such as that one was, playing the glorious hymn of the Republic.

Jean's phonograph was his one great pride. Old Etienne Pierret, his godfather, had left it to him together with five records. Etienne's son had sent the machine five years ago from far off America, and though it had been much used it was a noble instrument and its tone was still true and very loud. He would guard it always, Jean told himself.

And then came the war!

The villagers knew that trouble was brewing, but news travels slowly in the Vosges Mountains, and so when the Uhlans came riding over the boundary that lazy August day Argeuil was unprepared and had it not been for Jean it would have been unwarned entirely.

He had been feeding his few goats on the tender grass that grew far out along the mountain road that led across the frontier line, and was about to rise from his bed in the grass to drive them home when the Western sun caught something far across the valley beneath that made Jean catch his breath sharply.

It was a long line of little points of fire flashing brightly through a rolling cloud of dust! At once Jean knew what it was. He knew it meant war! War that would tear the fair mountain province into a red inferno of bloody fighting and smouldering homes. It was the sun shining on the points of German lances!

For a second Jean sat quietly with the fascination of what he saw and then he thought of his mother and of his beloved France lying there behind him so beautiful in the light of the summer sun.

Did the villagers know that war was on its red way? Did the commandant of the barracks at Domaing know that on the morrow he would need all the strategy that he had learned at St. Cyr?

"How quickly these Germans move," said Jean

to himself. "I, too, must move quickly and warn the good people of Argeuil."

So Jean arose and quickly gathering his little flock together limped back along the stony road as fast as he could go driving the frightened goats ahead of him, and as he went he planned what he would do.

He would tell his good mother and she would hasten to the village to give the warning, while he, Jean, would hold the enemy back! These Uhlans! They were big men and they could fight, but they were so stupid. He, Jean Bouvet, would fool them.

Just half an hour might help a lot, and time—that was what France needed.

"Quick, mother," he called as he reached the cottage, "*les Allemands! ils venent!*" "They are coming. Tell good master Bonnin and the head man of the village! Send word to M. le Commandant at Domaing telling him of work to be done! Have the good people drive the sheep and the cattle away with them lest these soldiers eat them. I go to watch them. They will not harm me. You go quickly!"

As the frightened woman hurried down to the village Jean entered the cottage and in a minute reappeared with his beloved phonograph.

Nom de Dieu! One had not thought such a small machine could weigh so much. But it played well and the tone of the battered horn was very loud. Three records were enough. "Fanchon," a quick step, and "La Marseillaise."

"Eh bien, we will give these Germans some French music for greeting," said Jean aloud. At last he reached a sharp turn in the road and saw far below him the long gray line of horses and men that were now winding slowly upward like a sleepy serpent on a dusty road toward the fair province of Dauphine. A small body of horsemen rode far in advance looking cautiously in every direction as they came.

At last Jean reached a sharp turn and stepped into the shady wood at the side of the road. He set the machine carefully behind some leafy shrubs near the edge of a little cliff and turned the battered horn toward the enemy.

They were still too far away. He would wait till they approached to where they could just barely hear it. The wind was with him and would carry the music far down the quiet valley. That was fine. "Fanchon" should be first. The garrison band at Domaing often played it for the drilling troops. Played it, too, much like the record.

Jean's heart began to beat loudly now, for they were coming quite near enough to hear.

He released the motor and with a trembling hand placed the needle upon the record. How loud it sounded! His heart beat wildly as it began. Would he be successful or would they guess the fraud?

As he strained his eyes to see one of the figures in advance raised his hand. The horsemen stopped. Then one turned and sped swiftly back along the road signaling with pennon hung lance to warn the column that followed, and far away Jean saw that it had halted, too.

The cripple knew what they would say. That the French had been warned and had massed a complete regiment at the head of the pass with rapid firers. Even the band was present. They were playing that accursed French quickstep of

theirs. The French were brave, but they knew not music.

Jean laughed aloud at his success. "Fanchon" had finished and the little knot of advance guards still stood in the yellow road gazing upward at the green hills that sheltered the enemy.

"The enemy! How very droll," said Jean aloud, "if they but knew how near to them I am and that it is only myself—only General Bouvet and this, mon camarade"—and he patted the talking machine.

Aha! what were they doing now? Three horsemen had started over the fields to the right and three were galloping to the left!

The officer who rode ahead had lowered his binoculars and with the rest of his squad was again riding forward.

Jean wound the machine and soon the strains of the quickstep sounded. The Germans stopped again and after a minute the crack of their carbines echoed through the valley as they shot into the hills above them. They wished to draw the fire of the hidden French—to find out where they lay and their strength.

Well, Jean would play the "Marseillaise" for them and then retire. He had delayed them. That was enough. His retreat was an honorable one.

"Gentlemen, we will now play for you the finale," he announced, mocking an orchestra leader's manner. "And you may well tremble when you hear it, for it is "La Marseillaise."

The record never had sounded better.

"To arms! To arms! Ye brave!" it blared forth, and each note of its call to battle was clear and resounding. To Jean it was more than a mere defiance. It was his song of victory—for he had accomplished what he had started out to do.

At last it came to an end, and raising the precious machine in his arms Jean started back toward his home. They could come now.

He crossed a little open space where the sunlight still lingered, caressing tree and leaf with a mellow golden light. It danced on blade and petal and then on the brass horn of Jean's phonograph.

The German rifles cracked again, and with the report Jean sank slowly to his knees. He sat the machine carefully down among the moss and leaves and then lay down beside it. He was very quiet.

At last they came up to where he lay among leaves that were stained far deeper than autumn's brush could ever paint, and as he looked down at Jean, the face of the boyish young officer paled at this—the first sight of what he would soon be so cautious to.

At a sharp command the troopers dug a shallow trench and laid Jean in it. Then they scraped a mound of earth and leaves above it. When they had finished the young lieutenant ordered his men to mount, and then bending down beside the grave he placed the phonograph at its head.

"He was a very brave boy," he whispered. "This will be his monument, and it will also play his dirge." He placed the record on the machine, released the motor and mounted his horse.

As they rode silently away through the purple haze of the evening the soldiers heard in the forest behind them the strains of the "Marseillaise" playing in tones that seemed strangely triumphant:

"Ye sons of France, awake to glory!

Hark! Hark! what myriads bid you rise!" !

They say the big fish eat up the little ones, but it seems those big fish must have been little ones some time. They escaped being eaten. Why not the small stores?

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS Etc.

FROM THE
DORAN CO.
45 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

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

500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (Inter. Dist. Road)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA. and N.C.
705 E. BROAD STREET
RICHMOND, VA.

SOLELY BY
J. E. STRATFORD
AUGUSTA, GA.

GEO. A. SMITH & CO., INC.
74 CORTLANDT ST., NEW YORK

THE TRADE IN NEW YORK CITY AND VICINITY

The new year has opened up satisfactorily in the New York talking machine trade and there is a feeling of confidence and optimism in the business outlook which presages a spring business well in advance of the corresponding period of last year. Jobbers and dealers, after enjoying a phenomenal holiday trade, had half expected that there would be a breathing spell in January, but such was not the case, and orders for both machines and records ran considerably ahead of the same month last year.

The surprising feature of the talking machine business at the present time is the marked shortage in machines and records. The trade generally believed that there would be a scarcity in records the first month of the new year, as January is considered one of the best record months, and in addition 1914 fall and holiday trade had been tremendous. The shortage in machines was not seriously feared, however, and January furnished a surprise

when the machine scarcity developed to a high degree. It is true, though, that very few dealers have actually lost any machine sales, as their experience the last half of 1914 equipped them with sufficient confidence to endeavor to close sales of the machines they had in hand, rather than confess defeat if a prospect asked for a model not in stock.

The Class of Machines in Demand.

The demand for machines is leaning most decidedly to the models retailing at \$75 and upward. Cheaper machines are being sold, of course, in large quantities, but the standard types of best sellers comprise principally the better priced machines. This may be attributed in a measure to the educational and co-operative methods utilized by the manufacturers to impress on their jobbers and dealers the desirability of selling a higher priced machine wherever possible, and particularly when the

prospect is more musically inclined than the average layman.

Record business has been exceptional, although it is the consensus of opinion in the local trade that the dance record vogue fell off somewhat the last few weeks as compared with the demand of a few months ago. Light classic and popular records are enjoying the greatest popularity just now, although dance selections are still selling in vast quantities. Records in foreign languages, especially the records of the nations engaged in the European war, are selling better than ever, and many dealers who were formerly skeptical of the value of foreign records have realized that there is a field for this class of record that only needs a little concentration and some educational work in order to develop it into a very profitable proposition.

The local newspapers have carried far more talking machine advertising since the first of the year than they did in 1914 and, in fact, on certain days the casual observer would be led to believe that it was the holiday season of the year which evoked such a large amount of advertising and not regular winter publicity. This advertising as a class is high grade and forceful, the most popular style of copy including the use of a fair sized cut of a machine.

New Year Has Opened Most Satisfactorily.

"The new year has opened up very nicely," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder distributor, "and we have started off with a gain over last January. The demand seems to continue for the better grade of Victrolas and records. Of course, there are a lot of the popular records and lower priced machines being sold, but the machines selling from \$75 to \$150 are most in demand. I do not remember any winter season where the demand has kept up so vigorously and where by this time we were not practically able to catch up with machine orders. This year, however, the amount of machine orders on file would compare most favorably with the orders which we would expect to have on hand before the holidays. This condition is in spite of the fact that our sales are larger than in previous years." Mr. and Mrs. Blackman, accompanied by Louis Buehn, the Philadelphia Victor jobber, and Mrs. Buehn left Thursday for a two weeks' trip to Florida.

Columbia Co.'s New Wholesale Home.

The local wholesale branch of the Columbia Graphophone Co. is now established in its new home at 83 Chambers street, where it has at its disposal excellent facilities for the transaction of its fast growing business. R. F. Bolton, manager of the New York distributing branch and also district manager of this territory, worked indefatigably to have the company's new home ready on schedule time, and the fact that the sales and clerical forces did not lose five minutes' work incidental to the removal from 89 Chambers street indicates the thoroughness which characterized the carrying out of countless details. In its present quarters the Columbia Co. has twice the space it occupied in its former home. The store reaches clear back to Reade street, and is cheerful and comfortable. An indirect lighting system gives a pleasing appearance to the offices at all times, while the demonstration booths are attractively furnished and more roomy than the average talking machine booth. Manager Bolton's office is in the rear of the store, and the sales staff is so situated that dealers may have their orders filled and wants attended to with maximum convenience and efficiency.

A. W. Toennies Is Optimistic.

A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., exclusive Edison disc and cylinder distributor, speaks optimistically of the business outlook for Edison products in his territory. Mr. Toennies states that disc machine deliveries from the factory are now being received with regularity, and that the record

(Continued on page 54.)

To-Day In New York —At Bruno's

Your Needs Can Be Supplied
Your Wants Satisfied

OUR EFFORTS ARE ENTIRELY
IN YOUR BEHALF AND WE KNOW
THAT WE CAN BE OF SERVICE
TO YOU AS WE ARE TO OTHER
DEALERS THROUGHOUT THE
COUNTRY.

LET US DEMONSTRATE TO
YOU OUR ABILITY TO GIVE YOU
SERVICE OF SUCH EXCELLENCE
AS TO WARRANT YOUR
PATRONAGE.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines Musical Instruments
351-353 Fourth Avenue New York



NEW YORK TALKING MACHINE COMPANY

OUR FINE SERVICE PLEASES DEALERS

**HERE'S A REFLECTION FOR YOU,
MR. DEALER.**

Did you have all the goods you needed last year?
Try cleaning up those Unfilled Orders,
and address



NEW YORK TALKING MACHINE COMPANY
81 CHAMBERS ST. NEW YORK

THE TRADE IN NEW YORK CITY.

(Continued from page 52.)

situation is improving steadily. Edison disc dealers were inconvenienced by the recent Edison fire for only a very short period, and have now resumed the active exploitation of the Edison disc phonograph and disc records.

Hardman, Peck & Co.'s Aggressive Campaign.

Hardman, Peck & Co., 433 Fifth avenue, New York, the prominent piano house, is conducting an aggressive newspaper campaign on behalf of the products manufactured by the Pathé Frères Phonograph Co., New York, which it handles in its talking machine department. Good sized advertisements over the company's name have appeared in the daily newspapers the past few weeks featuring the \$175 model of the Pathephone, which is a ready seller. In addition to this advertising window displays at Hardman House have included several Pathephones. This high class publicity has produced very pleasing results in both machine and record sales.

Daniel A. Creed a Visitor.

Daniel A. Creed, credit manager of the Talking Machine Co., Chicago, Victor distributor, was a visitor to New York this month, making his headquarters at the offices of the New York Talking Machine Co., 81 Chambers street, New York, where he conferred with Arthur D. Geissler, managing director of the latter company and general manager of the Talking Machine Co. Mr. Creed, who is an acknowledged authority on credits in this industry, has been connected with the Talking Machine Co. for the past thirteen years and is familiar with every branch of the Victor business. When seen by a representative of The World a day or two after his arrival here, he remarked as follows when asked for a comparison of the methods of the Chicago and New York Victor dealer:

"As far as my observations go I would say that the Chicago and Western Victor dealer is keener on the question of terms than the average New York Victor dealer. In our territory our dealers make special efforts to sell their machines on the shortest possible time, and consider a half hour well spent if they have changed a purchaser of a \$100 machine from \$10 down and \$10 a month to \$20 down and \$15 a month. They appreciate the advantage of selling for cash more than the New York dealer, and endeavor to secure their money in as few months as possible. We have co-operated with our dealers in this direction and encourage them to secure terms which will be to their best advantage. For example, the Talking Machine Shop, Rockford, Ill., conducted by E. W. Jackson, did 75 per cent. of its business in cash during December and the balance averaged less than four months' time."

Columbia Co.'s Local Advertising Campaign.

The Columbia Graphophone Co. inaugurated the past month a local advertising campaign in connection with many of its local dealers, Hardman, Peck & Co., Cowperthwait & Sons, F. G. Smith, Christman Sons and others. The plan of this campaign is the featuring of one special Columbia record which is very popular at the present time, and in connection with this single record advertising to call attention to the unlimited scope of the Columbia record library. The first two records chosen

for this advertising were Al. Jolson's "Sister Susie's Sewing Shirts for Soldiers" and "On the 5:15." The form of the advertisement resembled a letter "T," on the sides of which the various Columbia dealers used their individual cards to call attention to the fact that they carried the special record in stock, together with the other Columbia records. This advertising was well conceived in every detail and attracted general attention.

Pleased with Edison Business.

L. S. McCormick, manager of the Edison Shop, 473 Fifth avenue, New York, conducted by the Phonograph Corporation of Manhattan, in discussing the past month's business remarked as follows: "Our January business was very satisfactory, the demand continuing to be heavier for the \$250 type of disc phonograph than for any other model in our line. Our recital hall is filled daily, and on an average we have had 450 visitors a day to our warerooms. The advertising which we used the past month to feature our informal recitals was somewhat unusual and served to draw the attention of music lovers throughout the city." Beginning next week there will be staged at the Edison Shop a number of recitals of unusual interest, at which several of the artists recording for the Edison disc library will appear in person to accompany their own records and to sing alone. These artists will include Christine Miller, contralto; Elizabeth

GREAT ACTIVITY IN PITTSBURGH.

January Trade the Greatest in History—No Indication of Let-up—Arcadia Phonograph Co. Damaged by Fire—H. Kleber & Bro.'s Co. and the Liberty Piano Co. to Discontinue Business—Ohio Music Co. to Handle Talking Machines Exclusively—Charles I. Davis Enters Business—Other News of Interest.

(Special to The Talking Machine World.)

PITTSBURGH, PA., February 9.—The talking machine jobbers and retail dealers of Pittsburgh are of the unanimous opinion that the past thirty days has been one of the most active periods experienced by the trade for some time. This is regarded as remarkable in view of the excellent volume of business transacted during the holiday season and immediately following it. Sales of records have been heavy at all times, especially in the latest productions. There seems to be no indication of the present activity letting up, and the majority of the talking machine handlers say there is every prospect of still better trade with the anticipated improvement in general business and industrial lines of this territory.

The establishment of the Arcadia Phonograph Co., 922 Wylie avenue, was damaged by fire on February 1 to the extent of \$1,000. The loss was covered by insurance. Work is now going forward rapidly on rebuilding and refitting the store, and the proprietor, Vincent Gentile, hopes to be open for business within the next few weeks. Mr. Gentile carries the Victor and Columbia lines, and has been in business at his present location for about six years.

H. Kleber & Bros. Co., 513 Wood street, is preparing to discontinue its piano and talking machine business on April 1, and a closing out sale has been in progress during the past month with fairly satisfactory results. No reductions are being made in prices of the talking machines, however, and it is understood that the Victor Co. will take over the remaining stock. The members of the firm are to confine themselves to the real estate business, in which they have been engaged for some time past. The members of the sales force connected with the talking machine department have not yet completed their plans for the future.

Manager H. N. Ruderow, of the Kaufmann Bros. Victrola department, reports business running along at a fine level in both instruments and records. He has recently added to both his sales force and to the space occupied by the department. The prospects for continued activity and growth he declares are very bright.

Charles I. Davis, who recently discontinued his talking machine and sheet music store at 326 Fifth avenue, is now in business at 208 Fifth avenue. Mr. Davis handles the Victor line of instruments. The Little Wonder disc talking machine record

Spencer, soprano; John W. Young, tenor; Donald Chalmers, baritone.

Progressiveness of Landay Bros.

Landay Bros., 563 Fifth avenue, New York, have completed plans to remove their executive, wholesale, sales and advertising departments from the mezzanine floor of the store at 563 Fifth avenue, New York, to the third floor in the same building. The offices will occupy a space of 1,200 square feet, and will be ready for Landay Bros. the first of the week. This move was found necessary owing to the rapid growth of Landay business and the need for a thoroughly equipped advertising department to take care of Landay activities in this direction. Max Landay is planning to engage the services of an advertising manager of prominence who will supervise and direct all Landay publicity. Another move of Landay Bros. is the construction of a new limousine motor truck for use in delivering Victrolas and records. This truck, which is being manufactured by the Hurlburt Motor Truck Co., one of the best known truck makers in the country, will have a body that will be unique to a degree. The deliveries will be made out of a door that is built exactly like a Victrola XVI, and the rear view also resembles a Victrola. The first trip will be made to the Victor factory next month, and the truck will then be used in the regular Landay service.

is now being sold in this city by the numerous five and ten-cent stores of S. S. Kresage, F. W. Woolworth & Co. and J. G. McGrory Co. Although the ten-cent record is receiving a great deal of attention among the trade such as is catered to by the five and ten-cent stores, local talking machine men believe there is not much to fear in the way of competition. A few piano and talking machine houses have added the ten-cent record to their regular lines.

The Liberty Piano Co., 819 Liberty avenue, with which was combined several months ago the Liberty Talking Machine Shop, will discontinue business permanently on March 1. Although the piano stock is being rapidly closed out, it is understood that some other arrangement is to be made regarding the talking machine department, but the concern is not yet ready to make any announcement in this connection. As a furniture company has leased the building it is likely that the talking machine as well as the piano department will vacate the present quarters. The Victor line has been handled exclusively.

The Rex Talking Machine Co., recently organized here, is now well established in its attractive quarters in the new Stanwix building, and Manager L. Burton reports good progress being made in introducing the Rex machine in Pittsburgh and surrounding territory.

The Ohio Music Co., 8 West Washington street, New Castle, Pa., near Pittsburgh, is closing out its piano business preparatory to giving over its entire establishment to the talking machine department. The Edison and Victor lines are being featured exclusively. Plans are being made to install several new booths in the spring.

GREAT PUBLICITY CAMPAIGN.

The advertising department of the Columbia Co. has arranged plans whereby the company's national publicity for the coming year will be even more far-reaching and helpful than that used in 1914. The national advertising will include the use of more publications than last year, and no effort or expense will be spared to make this copy so forceful and impressive that dealers throughout the country will receive direct inquiries for Columbia Grafonolas and records. The first advertisement in this campaign was in the nature of a back cover in colors in the Saturday Evening Post early in January.

NEW LYON & HEALY BUILDING.

Contract for the new Lyon & Healy Building, to occupy the N. W. cor. of Wabash avenue and Jackson Boulevard, Chicago, was let February 10 to Wells Bros. Co. The cost of the building will be about three-quarters of a million.

The "Balance" Sound Box

With The "metalloy" diaphragm Reproduces tenor voices in the TRUE TENOR quality of tone.



No. 1
RETAIL PRICES
N. P. - - - \$3.00
OX - - - 3.00
G. P. - - - 4.00



No. 2
RETAIL PRICES
N. P. - - - \$4.00
OX - - - 4.00
Gold - - - 5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES.

EDMOND F. SAUSE NEW COLUMBIA EXPORT MANAGER.

Succeeds E. N. Burns, Who Has Built Up the Present Extensive Export Trade of the Columbia Co.—Something of Mr. Sause's Interesting Career and Progress—Trade Expansion the World Over—Export Developments in the Orient and South America.

Edmond F. Sause has been appointed manager of the export department of the Columbia Graphophone Co., to succeed Edward N. Burns.



E. F. Sause.

At the time Mr. Burns took charge of the export end of the business, graphophones were unknown in the markets of Central and South America, as well as the Orient. Now they are for sale in nearly every town and city in the entire world, and there is hardly any place, however remote, which the Columbia Co. has not reached directly or indirectly through its foreign connections. In spite of the fact that there were many obstacles confronting the development of this business, the Columbia Co.'s percentage of export trade ranks far in excess of the average exports of large American manufacturers.

Mr. Sause began his career in the good old days of the gold moulded record—in the palmy period of the George Gaskin-Len Spencer announcement—"Sung for the Columbia Graphophone Co. of New York, Paris and London."

Reminiscing of these days he tells of a man who came, saw and was conquered by the lure of the Columbia. He purchased a machine, departing forthwith with joy in his heart. The next day he returned just as "forthwith" minus the "joy" and demanded his money. He based his claim on the fact that he had spent two perfectly good hours the night before in trying to get the machine to go. Oh, yes, he had gotten some music for his pains, but it was rather jerky, and it tired his hand so to keep on turning the record with his fingers.

He was only appeased when informed that the machine was all right and might possibly be persuaded to run by itself if he'd wind it up, to which the customer retorted that he hadn't been told to wind it, he was no mindreader, so how was he expected to know.

Mr. Sause's Columbia career commenced in 1903 as a stock clerk in the sub-cellar at 355 Broadway, New York. He has risen in every sense of the word from stock clerk to manager, from sub-cellar to the twentieth floor of the Woolworth building. Beginning as he did among excelsior and case

stuffings, his next step was to floor retail salesman. A year or two later found him manager of the first Brooklyn branch of the company. The store was about the size of the proverbial Harlem flat, and to-day it is an eminently respectable peanut stand, the store not having progressed in the same direction as Mr. Sause. Managers in those days had great latitude—they were not limited in any way as to the amount of money they collected. Appropriations, however, were conspicuous by their absence, authorizations, when presented invariably brought on attacks of pen paralysis. As he had nothing that resembled an advertising appropriation, it was necessary for Mr. Sause to draw a crowd in other ways. It was through the inherent, although possibly inadvertent, cleverness of the Brooklyn store manager that the crowd came. The store was heated by an 1812 model, one horsepower, one lung wood burning stove. Upon arrival at the store Mr. Sause would proceed to build a fire in the stove from the packing cases of the previous day's shipments. The stove pipe was anything but secure, and more than once parted company, allowing dense smoke to fill the store and pour out into the street. On three different occasions excited passersby turned in alarms and called out the fire department. The crowd collected and he and the company got their names in the papers without cost.

Finally, with the aid of an attractive offer for the lease from an Italian whose business outgrew his banana stand, and who was looking for slightly larger quarters, Mr. Sause went to headquarters and received authority to lease new steam heated premises.

Shortly after the establishment of the new store a number of canvassers were turned loose with a proposition whereby graphophones were given away as premiums. The scheme met with great popular favor. Not having enough able-bodied help to take care of the crowds, Mr. Sause called on the Police Department, who responded heroically, keeping all Brooklyn in line while every man, woman and child in the community was given a machine. Brooklyn was rapidly becoming the city of graphophones.

At this time Mr. Sause felt that he would rather become famous in New York City than in Brooklyn, and he came over to 90 West Broadway, in which offices was E. N. Burns, who had just returned from a trip around the world and who at that time was devoting himself to the export developments for the graphophones. From that time Mr. Sause personally has had much to do with the developing of the export field.

The European situation was well established, and the possibilities in Central and South America had been looked into. Representatives were sent to South America to assist new dealers that had been established, and to further develop the field by es-

tablishing connection; in the principal cities of South America and the Orient. The people of the South American countries being of Latin extraction were natural lovers of music. As to the limits of possible business there seemed to be none. It was only a question of giving them what was wanted. The first records that were put into the export field were American band records and a few American songs. Instrumental music, of course, speaks a universal language, but each nation demands its vocal music in its own tongue. National music was necessary in each of the foreign countries. This was a big problem. Singers and bands were brought from Mexico and Cuba to this country to make recordings. Expeditions were sent abroad to secure masters of nature music of the Orient and South America.

To-day the Columbia Graphophone Co. has in its vaults matrices that make a world-wide repository of over 125,000 selections, including singers and musicians of practically every country in the world. Taking the Orient as an example there are over 5,000 Japanese selections, and as many Chinese. Over forty different nationalities and dialects are represented in the Columbia foreign record list.

The export department under the management of Mr. Sause includes, in addition to the Orient, China and Japan, every country in South America, Central America and the various islands of the West Indies.

Although many of Mr. Sause's recollections of the development of the export field are humorous, his experience and capabilities are thoroughly business-like. Mr. Sause has traveled extensively over a large part of the field now under his supervision, so he knows conditions at first hand, and is eminently well fitted to hold the position to which he has been appointed.

MELLOTON PERMANENT NEEDLE.

Being Made and Introduced by the Emerald Talking Machine Needle Co. of Milwaukee.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., February 10.—The Emerald Talking Machine Needle Co., of this city, has completed plans for the active exploitation of its Meloton permanent needle.

This needle is composed of a peculiar substance of such a degree of hardness to insure its practical permanency and of a body of such firmness that it permits of being ground and polished to a very fine point. The needle is the product of a long period of experiment on the part of its inventor, Mr. Loehndorf, and it is claimed that the smoothness of the point permits of the needle point traveling the record grooves with the minimum of needle noise and no abrasion on the record, at the same time producing faithfully the very finest tones of the record. It is said that the Meloton needle will play 500 times without showing any great deterioration. Sales Manager E. J. Nickey reports that business is starting off excellently and that it shows every prospect for a big future business.

The F. C. Spiegel Piano Co., Fort Wayne, Ind., has opened a Sonora phonograph department.



DO YOU WISH TO PLAY EDISON OR PATHE DISCS?

Attachment Complete with Permanent
Sapphire Needle

Price \$2.00

(Sample to Dealers Upon Receipt of \$1.00)

(Specify whether desired for Edison or Pathe records).

Extra needles either style 75c. each.

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



The Columbia line is a magnificent line of product—instruments and records, both. But the product to be sold is no more important to the man who sells it than the selling policy behind it and the demand in front of it.



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

Columbia Graphophone Company
Woolworth Building, New York

POPULAR SINGER MAKING RECORDS.

Ed Morton "Caught in the Act" at the Recording Laboratory of the Columbia Co.

A recent visitor to the recording laboratory of the Columbia Graphophone Co., 102 West Thirty-eighth street, New York, for the purpose of recording several new selections for the Columbia record library was Ed Morton, the well-known baritone, who is one of the best known performers on the vaudeville stage. Upon the occasion of his recent visit Mr. Morton recorded a number of popular hits, which will be announced in the near future by the Columbia Co.

Mr. Morton's splendid baritone voice is not at all unfamiliar to Columbia enthusiasts throughout the country, as he has recorded quite a number of popular selections which have met with emphatic success. In addition to his solo recording, Mr. Morton also records with the Peerless Quartet. In the illustration herewith Mr. Morton is singing with Prince's Band as accompanists. Those unacquainted with the process of record making will find this picture of interest from an educational viewpoint.



Ed Morton and Prince's Band in Columbia Laboratory.

THE RECORD REPEATER CO.

The Record Repeater Co., New York, has been incorporated with a capital stock of \$115,000 for the purpose of manufacturing automatic repeaters and stops for talking machines, etc. The incorporators are Matthew B. Sentner, Owen McHarg and Cornelius A. Cole.

The trade journal is valuable not only for the ideas it gives you, but also for the ideas that it stimulates you to develop for yourself.

TALKING MACHINE AS LIFE SAVER.

Plays "Tipperary" to Calm 1,000 Pupils Marching Out of Blazing School.

The practical value of the talking machine as a life saver was demonstrated recently in Public School No. 90, at Church and Bedford avenues, Brooklyn, N. Y., when, upon discovery of a fire in the building, the thousand or more pupils marched out in safety to the accompaniment of the strains of "It's a Long, Long Way to Tipperary"

LAWRENCE MCGREAL IN BANKRUPTCY

Former Milwaukee Jobber in Financial Difficulties as Result of Lapse on Payment of Note—Liabilities Set at \$26,433.02 and Assets at \$71,211.59 in Schedule Filed.

Lawrence McGreal, formerly talking machine jobber here and ex-sheriff of Milwaukee, recently filed a voluntary petition in bankruptcy, scheduling his liabilities at \$26,433.02 and assets of \$71,211.59. A few weeks ago an involuntary petition in bankruptcy was filed against the Lawrence McGreal Clothing Co., of which Mr. McGreal was the president. Of the assets now listed by Mr. McGreal in his personal petition he schedules \$35,000 worth of stock in this bankrupt clothing concern; stock in the C. M. Backus Co., of Chicago, \$10,000; bills, promissory notes, etc., due him, \$15,000; debts on open accounts, \$2,956; real estate, \$7,500. Among the leading creditors of Mr. McGreal and their claims are the following: Thomas A. Edison, Inc., Orange, N. J.; Merchants and Manufacturers' Bank, Milwaukee, secured by real estate; Prospect Hill Land Co., Milwaukee; Wheeler & Witte, Milwaukee; Laurence Lucke, Minneapolis, and others.

Judge F. A. Geiger in the United States District Court on February 2 ordered a judgment of \$12,028.84 to be entered against Mr. McGreal in favor of Thomas A. Edison, Inc., for the balance of a note alleged to be due the Edison concern. Mr. McGreal did not appear and the judgment was ordered entered by default.

According to a statement by A. K. Stebbins, of Bloodgood, Kemper & Bloodgood, attorneys for the Edison Co., Mr. McGreal gave his client a note for \$38,000 on April 1, 1912. In September of the same year Mr. McGreal paid \$15,000 and had the time extended for another payment until November 15, 1913, when a payment of \$11,871.16 was made. Suit was then brought to recover the remainder alleged to have been due.

Mr. McGreal had negotiations under way looking to the purchase of the Badger Victrola Shop, 312 Grand avenue, the retail branch of the Badger Talking Machine Co., but it is anticipated that his bankruptcy action will prevent this deal from being carried out.

pouring from the horn of a talking machine on the first floor. Such service on only one occasion should pay for the talking machine equipment for the entire school, as coming under the heading of "safety first."

SILESTRO APPLIANCE CO.

The Silestro Appliance Co., New York, has been incorporated with capital stock of \$100,000 for the purpose of manufacturing and marketing talking machines and accessories. The names of the incorporators are not given.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

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

THE REGINA CO.

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

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with

THE GELISE SYSTEM
TRADE MARK

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

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

TALKING MACHINE PRE-EMINENCE IN KANSAS CITY.

Out-Talking All Other Businesses—Gratifying Reports for All Members of the Trade—E. D. and M. D. Easton Visitors—Sending Machines to Homes for Demonstration—How Karl Walter Was Converted—Barker's New Record Circulating Library—Other News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., February 6.—The talking machine business is literally out-talking all other businesses in Kansas City. The past month the talking machine and record sales in nearly all the stores in Kansas City doubled those of the month of January of last year. The business is enjoying that steady though rapid increase that will carry it to prosperity. The only kick the companies are making is for more machines—they claim that they cannot keep enough in stock to meet the demand. Several of the firms have booked orders for records away ahead of their shipments.

M. M. Blackman, manager of the Edison Shop, reports excellent sales and good collections. The wholesale business is particularly flattering. Mr. Blackman left the first part of the month to attend a meeting of the Edison jobbers in New York.

E. D. Easton, president of the American Graphophone Co., and wife and son, Mortimer D. Easton, and wife, and Marion Dorian, treasurer of the company, were in Kansas City last week and spent one hour in the Kansas City store. Elmer A. McMurtry, district manager of the company, entertained them until time for the train. The party was en route for San Francisco. E. D. Easton expects to visit several weeks in Arizona. Mortimer Easton will have charge of the exhibit of talking machines at the Panama-Pacific Exposition for the company.

E. A. McMurtry, manager of the Columbia Graphophone Co., left Kansas City early this month to visit several of the larger cities. George Hothman has been transferred from the retail store to outside city salesman.

The May Stern Furniture Co. has installed a talking machine department, handling the Columbia line. The store is in the heart of the business district and is under the capable management of L. Hoffman, assisted by Miss Walker. Three demonstrating rooms will be provided.

Frank Dorian, general manager of the Dictaphone department of the Columbia Graphophone Co., was in Kansas City last week. From here he went to St. Louis.

H. R. Barker, of Kansas City, recently conceived a novel plan for a circulating record library and has opened a storeroom in the Altman building. The company is known as the Musical Record Co. The plan is this: Anyone can bring in eight of his

own records and take out four records for one month. The records are not accepted unless they are in the best of condition, and many new ones are constantly being bought by the company for use in the exchange. To have this privilege a membership card must be taken out for one year. This costs a dollar and the dues of fifty cents a month must be kept up. Many out-of-town people have joined the club and the records are sent to them by parcel post. Mr. Barker handles all the different makes of records, and there are about 10,000 records in the exchange.

Harry Wunderlich, of the Wunderlich Music Co., who has had an excellent sale in talking machines, will soon remodel his stores, which he purchased from the F. G. Smith Co. and enlarge his talking machine department. Mr. Wunderlich is very much gratified over the success of the few talking machines that he has handled.

Karl Walter, the music critic employed on the Kansas City Star, was ill at his home last month. The Edison Shop sent a diamond disc machine and several records to his home for a few days. Mr. Walter returned the machine and praised it highly. Mr. Walter knows music, and a few weeks previously in one of his criticisms had expressed his contempt for the so-called "canned music." Mr. Walter after returning the machine said: "The machine is wonderful, the music very nice, and I appreciated it a great deal."

U. L. Means, of the Means & Pearson Music Co., who boasts that he carries more varieties of talking machines than any other house in Kansas City, reports that the sales have nearly doubled those of January, 1914. Mr. Means handles the Edison, Grafonola and the Victrola. He calls his establishment "The Phonograph Store," and declares: "This is the only store in Kansas City where you can see all the different makes before you choose the one you want. You can hear them all in the same room and make any comparison that you wish. We would as soon sell you one as the other."

M. M. Blackman has been using a unique manner of demonstrating the qualities of his machines and records. He sends a machine to a person's home and a capable representative from his store to operate it. One or two of the companies handling other makes also send machines and representatives to

the same house, sometimes the machines and representative arriving at the same time. Mr. Blackman says that these tests have proved very satisfactory to him. So far eleven of them have been held.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., jobbers for the Victrola, recently returned from the executive meeting of the National Talking Machine Jobbers at Chicago. C. J. Schmelzer, who is a member of the executive committee, also made the trip. The jobbers here will try to arrange for a special car to the convention in San Francisco. Mr. Trostler is enthusiastic over the business done by the Schmelzer Victrola department this month, the sales having doubled those of January last year, and his only regret is that he cannot get machines from the factory fast enough to supply his trade.

COURT CONFIRMS SALE.

Judge Morton, in the United States District Court, Boston, has confirmed the sale of the property of the Boston Talking Machine Co., to Charles E. Whitman for \$30,000. E. F. Aldrich is receiver for the company.

**John
M.
Dean
Corp.**

PUTNAM, CONN.

TALKING MACHINE
Needle
MANUFACTURERS

Quality
and Quantity

—the ideal combination
for good needles at the
right prices.

FLEXIBLE

The

FLEXIBLE

Flexible Four Pointed Steel Needles

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

FLEXIBLE

PATENTED
FOUR TUNES ON ONE NEEDLE

In Attractive Packages of 200 Points.
Increase Your Profit.
Send for Samples and Prices today.
Two Sources of Supply.

Flexible Needles are guaranteed to play the Longest Records Perfectly.

Flexible Needles are guaranteed to save the record from wear.

Flexible Needles are guaranteed to eliminate the scratch.

Flexible Needles make old records sound like new.

Flexible Needles are better because they do more.

Flexible Needles are made from the best steel obtainable.

Flexible Needles are the best for any record because they bring out all that is in the record.

WRITE TO

JOHN M. DEAN, Inc.

FLEXIBLE

PUTNAM, CONN.

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BABSON BROS. TO BECOME EDISON JOBBERS IN DETROIT.

American Phonograph Co. to Retire—New Quarters to Be Occupied About April 1—Edison Shop to Double Its Space—Recitals in Schools Interest—Columbia Activity—Handicapped for Goods—Strasburg Co. Reports Lively Call for High-Priced Victors.

(Special to The Talking Machine World.)

DETROIT, MICH., February 6.—The development of greatest interest in the talking machine circles of Detroit this month is the prospective establishment of a new jobbing store of considerable size and the retirement from the field of an old-time dealer. The Edison is the company interested in the deal.

For the past year or more the Edison has been handled in the jobbing field by the American Phonograph Co., also retailers of Victors. The building occupied by the company is to be torn down next summer, and it is understood that the American Phonograph Co. will retire from business instead of seeking a new location, Mr. Ashton, at the head of it, having large real estate interests which demand his time. At any rate, William Maxwell, second vice-president of Thos. A. Edison, Inc., was in Detroit February 1 with the junior member of Babson Bros., the big talking machine jobbing house of New York, Chicago, Kansas City, Los Angeles and San Francisco, looking for a location for a big store, and announced that Babson Bros. were to become Detroit jobbers for the Edison in the spring. It is understood that the change is to take place April 1.

A Woodward avenue location is sought, but a suitable one is hard to find. There is only one available at present, and the price on that is extortionate. The concern now occupying it is retiring from business because, it is understood, the rentals eat up so much of the profits that the investment can be used to better advantage elsewhere. If Mr. Babson and Mr. Maxwell obtained a location they made no announcement of it.

Coincident with the announcement of a new Edison jobbing store, came the news that the Edison Shop, established on Grand River avenue last November, will double its space soon. The Brown Sales Co., proprietor, has obtained an option on the store to the east of its present one and will take possession within a few weeks. The entire partition between the two stores will be taken out, making a single, large display room. This will be appropriately fitted up with demonstration booths, done in mahogany, to correspond with the booths of the present store. There will be two display windows and two entrances, the numbers being 31 and 33 Grand River avenue East.

The Edison Shop had a large number of machines in stock before the destruction by fire of the Edison factory, and so still has a supply sufficient for the present trade. There has been a shortage of records, however, until February 1, when some of the new product was received.

W. B. Griffith, of the Edison laboratory, has been in Detroit for several days with a force of six demonstrators, giving Edison recitals in schools, churches and clubs. Regular programs are distributed, containing twelve numbers and a list of records that will be played upon application of any

member of the audience. The demonstrators are making their headquarters at the Edison Shop.

The branch store of the Columbia Graphophone Co. has just completed extensive interior remodeling, by which additional demonstrating rooms are provided and an office department for the manager is provided on the mezzanine floor over the demonstrating rooms. The record racks have been made more handy by transferring the top tier of them to the floor in the front part of the store.

The Columbia store is still handicapped by inability to obtain sufficient goods to fill orders, but promises have come from the factory that by February 15 machines will be on hand to supply all requirements. Manager F. A. Denison is hoping that the report is not exaggerated. J. Henry Ling alone has orders on file for \$2,500 worth of machines, and has ceased his talking machine advertising because it does no good to drum up business which cannot be filled. Columbia dealers all over the city have orders in for machines that they have sold in advance and are fearing that the sales will be canceled unless the machines arrive soon.

In spite of the lack of machines, the Columbia business for January exceeded the business of January, 1914, by 25 per cent. Manager Denison thinks it would have ran right along with the December business had it not been for the shortage.

Said S. E. Lind, city sales manager: "This year is going to be away ahead of any other year in the history of the talking machine business, in spite of the talk of industrial depression. It is the merit of talking machines as a whole that will make it so. More and more are the people finding out that with a Grafonola they can have any kind of music they want, and do not have to be expert musicians to produce it. While hundreds of thousands of people can play the piano, only a small percentage of them are finished artists. They are cultured enough to desire to hear the best music, though they cannot play it. So, while they have their pianos and play them, they want talking machines, too, to supply them with what they cannot get from their pianos.

"With the people who cannot play a piano the talking machine is taking precedence. These people have bought pianos for artistic furniture. A Columbia grand makes just as artistic furniture, and can be made useful also. The same is true of all other large size talkers."

The Max Strasburg Co.'s stores are crowded daily. When the correspondent of The Talking Machine World dropped in this month every demonstrating room was in use and clerks were dividing their time between prospective buyers and callers who were asking for records from the February catalog. Mr. Strasburg was on the jump personally all the time. Between jumps he said that the shortage which had hampered the holiday trade had been overcome and that with plenty of ma-



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

chines on hand the store was making up the business it lost in December owing to inability to deliver goods in time for Christmas. The January business ran at least 20 per cent. ahead of the same month last year. He could not give the exact figures, not having had time to make the necessary computation. The demand still runs to the higher grades of Victor machines. This tendency is more marked than ever before.

Manager Barclay, of the talking machine department of the J. Henry Ling store, said that if the promise of the Columbia Co. to catch up on orders was fulfilled that the business of the House of Ling in talking machines would set a mark in 1915 that would be astonishing. Mr. Barclay, who for several years was a traveler for the Columbia Co., has been invited by Mr. Ling to remain permanently with him as talking machine manager and has accepted. It was intended when he took charge of the department in November that he should get it into good running order and then resume his travels. Mr. Ling has found him too valuable a man to let go, and Mr. Barclay prefers a stationary job to a traveling one.

Harry Robens has become the Michigan traveler for the Columbia Co. Formerly he was with the Julius A. J. Frederick Co., of Grand Rapids.

The talking machine dealers of Detroit have joined with the piano dealers in an effort to ward off some disadvantageous legislation which has been proposed at the State capital. The proposition of the lawmakers is to compel the registering of all contracts as chattel mortgages. There would be a fee of \$1 for registering. This would be much more disadvantageous to talking machine dealers than to piano dealers, because of the much larger number of sales. Also, it would be a nuisance in adding a lot of red tape to the sale of a machine that would reduce the profits by increasing the overhead expense.

Business is good—
There's a reason. A
trial order will show
you. WHY? The
goods and the service
is the answer.

**VICTOR
and EDISON
Distributor**

DOME

RECORD CASES

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

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



W. D. Andrews - Buffalo, N. Y.



The inside back cover of the Talking Machine World always carries a list of Columbia distributors down the center. It is there in front of you now. Get in correspondence with the nearest one.



(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

PATHESCOPE CO. LEASE INCREASED FLOOR SPACE.

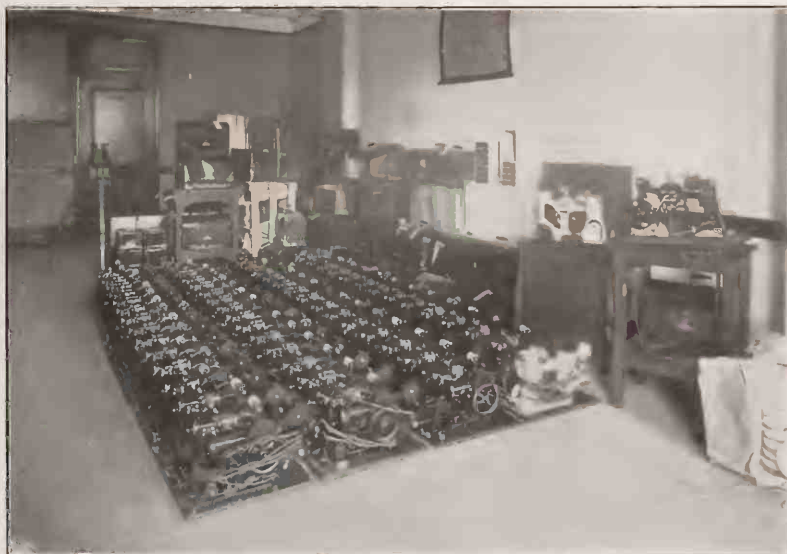
Take Possession of Entire Seventh Floor in New Building at 16 West Forty-fifth Street, New York, for Assembling, Testing and Stockrooms and Film Exchange—Office at Aeolian Hall—Growing Business Necessitates Move—Success of Educational Propaganda.

The Pathéscope Co. of America, which was incorporated recently with a capital stock of \$1,000,000 to take over the entire business of the Pathéscope, the popular motion picture machine for the home, school room and auditorium, has leased the entire seventh floor of the new building at 16 West Forty-fifth street, New York. This floor will be used solely for assembling, testing and for stock rooms, the offices, showroom and film exchange of

have been recently received from Paris and installed in the company's laboratory.

Willard B. Cook, president and general manager of the company, pointed out this week that the holiday retail business in the Pathéscope had far exceeded all expectations, the sales from Aeolian Hall during the period just before Christmas running up to over \$2,000 per day.

A feature of Pathéscope business the past few



One Corner of the Pathéscope Showroom Showing Machines Just Received from Paris.

the company remaining at Aeolian Hall, 29 West Forty-second street, New York.

The increase in business being done by the Pathéscope Co. of America is well evidenced in this need for additional facilities, as it was found that the steady growth in the demand for the Pathéscope from all sources throughout the country would require the use of a separate floor for testing and assembling purposes. Film printing machines and an expensive film copying machine for reproducing standard subjects in Pathéscope size

months has been the progress made in the company's educational department. About twenty-five Pathéscopes have been delivered to that number of public and parochial schools in Greater New York the past month, and fifteen more will probably be delivered within the next few days. Fourteen complete Pathéscopes with institutional stands were recently purchased by the Buffalo, N. Y., schools, and sixteen more have been ordered for schools of Boston and vicinity, and ten for the schools of Washington, D. C.

GLASS MAGNIFIES DETAILS

Of the Tone Arm and Diamond Point of the Edison Disc Phonograph.

A feature of of the window display of the Edison Shop, 473 Fifth avenue, New York, is in the use of a large magnifying glass to show in detail the mechanical features of the tone arm and diamond point of the new Edison disc phonograph. The reproducer is shown on a background of black velvet, and the use of the magnifying glass serves to attract the attention of all passers-by along Fifth avenue. Another interesting feature

of this week's display is a picture of the Edison plant at West Orange, N. J., with Mr. Edison's portrait and several of his time slips which he punched when he worked at the Edison laboratories.

HONOR MEDAL FOR EDISON.

The Medal of Honor for Distinguished Public Service, established by the Civic Forum, has been awarded by the National Council to Thomas A. Edison, and will be presented to him at a public meeting in March. The medal, from a design by Paul H. Manship, was bestowed last year upon Colonel Goethals.

PHONES FROM COAST TO COAST.

Arthur D. Geissler Takes an Order from Wiley B. Allen Co., San Francisco, and Plays Victor Record for Mrs. Moore at Ross, Cal.—Up-to-the-Minute Achievement Worth Noting.

Arthur D. Geissler, vice-president of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, took advantage on February 3 of the recently perfected telephonic system between San Francisco and New York to sell a substantial bill of Victor products to a prominent Coast concern and to also play a Victor record over this distance of 3,000 miles.

The announcement of the perfection of telephone service between New York and the Pacific Coast was made the early part of the week, and realizing the fact that this engineering feat represented an epoch in the history of the telephone, Mr. Geissler on the morning of February 3 secured communication by telephone with James J. Black, of the Wiley B. Allen Co., San Francisco, Cal. The connection was made with comparatively no difficulty, and at the close of the conversation, which embraced numerous important business topics, Mr. Black placed a substantial order with the New York Talking Machine Co., which was the first Victor order received over the telephone from such a distance.

That same evening Mr. Geissler, enthusiastic over his morning's experience, called up his mother-in-law, Mrs. George A. Moore, at her home in Ross, Cal., and in addition to an informal talk played for her edification John McCormack's new Victor record of "Tipperary" on his Victrola XVI electric. The playing of this record made a reality of the once seemingly improbable thought that "John McCormack while singing in New York is heard by a San Francisco audience."

PROGRESS THE WATCHWORD

With the Penn Phonograph Co. Which Has Built Up a Large Jobbing Business and a Strong Following in the Trade.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 1.—One of the most progressive talking machine jobbers of the East is the Penn Phonograph Co., exclusive Victor distributor, which has extensive quarters at 19 South Ninth street, this city. This concern was established in 1898, seventeen years ago, which shows that even in those years the officer of the organization had a firm conviction in the wonderful future of the talking machine. If one were to relate the many changes taken place from that time to date it would embrace many volumes, while the methods and conditions of doing business have changed considerably.

It can safely be said that progress has been the watchword and that with current happenings in the business world, this company has thoroughly studied and considered the advisability of making the specified changes and, withal, to create a service to the dealers that would be satisfactory in every way.

Officers of this corporation are: E. Clarence Brooks, president; John B. Miller, treasurer; H. F. Miller, secretary, and T. W. Barnhill, manager.

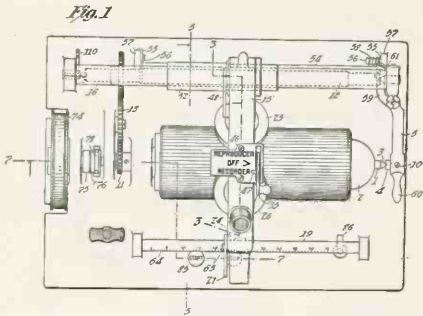
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

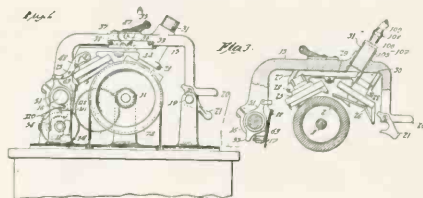
WASHINGTON, D. C., February 8.—PHONOGRAPH. Charles L. Hibbard, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,119,157.

This invention has for its object the provision of improvements in phonographs which are adapted more particularly for use for commercial purposes, although obviously the invention may be used in connection with other types of phonographs.

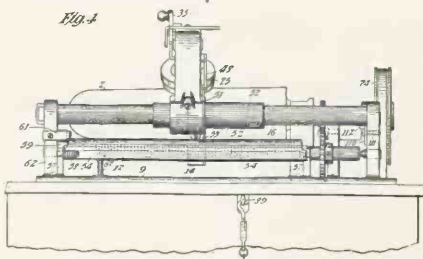
Among the features of novelty of the present



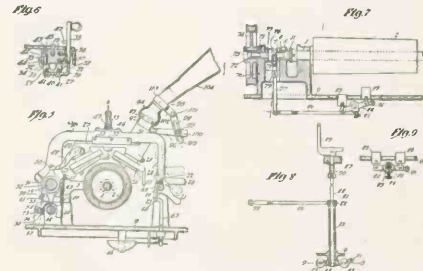
invention are an improved recorder and reproducer support carried by the traveling carriage or carrier arm, and the provision of means for operating said support so as to bring either the recorder or reproducer into operative position with respect to the record surface, or for bringing the



parts into such position that both the recording and reproducing styluses are entirely clear of the record surface, so that the record cylinder can be removed from or placed on the mandrel without contacting with either of said styluses, and the traveling carriage can be shifted without injury



to either the record or reproducer and recorder. The traveling carriage is provided with a sound-conveying tube to which an amplifying device or sound-conveying tube may be applied, and the said tube is in communication with sound-conveying ducts formed within the frame or support which



carries the recorder and reproducer, the arrangement being preferably such that when the recorder is in operative position there will be a sound-pass- age leading in a straight line through the tube carried by the carriage to the interior of the recorder

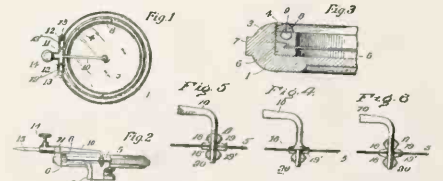
sound-box and the reproducer will be cut out; and when the reproducer is in operative position a devious or indirect sound-pass- age will lead to the reproducer, and the recorder will be entirely out of communication therewith. Indicating means are also provided for showing when the recorder and reproducer are respectively in operative position and when both are in inoperative position. Means are also provided for locking the end gate which carries the outer bearing for the mandrel shaft, so that the end gate cannot be moved when either the recorder or reproducer is in operative position, the end gate being unlocked when both the recorder and reproducer are in inoperative position, that is, with their styluses clear of the record cylinder. Means are also provided for moving the feed nut from engagement with the feed screw when the recorder and reproducer are in inoperative position.

Figure 1 is a plan view of a phonograph constructed in accordance with this invention; Fig. 2 is an end elevation of the same looking toward the right in Fig. 1; Fig. 3 is a section on line 3-3 of Fig. 1; Fig. 4 is a rear elevation; Fig. 5 is a section on line 5-5 of Fig. 1 showing also an improved form of sound-tube coupling applied to the traveling carriage; Fig. 6 is a detail section on line 6-6 of Fig. 5; Fig. 7 is a section on line 7-7 of Fig. 1 and shows the means for starting and stopping the mandrel; Fig. 8 is a plan view partly in section of certain parts of the starting and stopping mechanism of Fig. 7, and Fig. 9 is a section on line 9-9 of Fig. 8.

SOUND-BOX.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,119,920.

This invention relates to sound-boxes intended for use with laterally undulating or "zig-zag" sound-records, and the object of the invention is to provide a sound-box which can be manufactured in wholesale quantities and which shall nevertheless give uniform results in the quality of the reproduction obtained thereby, which shall be simple in construction, easily assembled and disassembled for inspection or repair, and which can be manufactured at a minimum cost.

With these objects in view, the invention consists of a diaphragm mounted in a single integral ring of elastic material, such as soft rubber of fine quality, and secured in a head in the form of a cup by any suitable means, such as a screw ring, for imparting uniform compression to the ring of elastic material, and a stylus bar, preferably formed of a single piece of forged metal of uniform texture and quality, pivotally mounted upon the frame of the sound-box and securely attached to the diaphragm without placing the latter under any torsional strain. Preferably the inner end of the stylus bar is bent and screw-threaded and extended



through a central opening in the diaphragm, with a small flat washer on either side of the diaphragm, which washers, with the interposed diaphragm, are clamped between two nuts screw-threaded onto the end of the needle bar. By this means a sound-box is secured which is exceedingly simple in construction and cheap to manufacture, but which nevertheless may be manufactured in large numbers by a large number of workmen without variation in the diaphragm mounting or the needle-bar mounting, or in the attachment of the needle bar to the diaphragm, with the result that discards in the manufacture are almost entirely eliminated, and the quality of the reproduction secured is practically uniform.

In said drawings Figure 1 is a plan view; Fig. 2 is a side elevation partly in section; Fig. 3 is an enlarged sectional detail showing the manner of mounting the diaphragm in the frame or support, and Figs. 4, 5 and 6 are detail views showing the manner of connecting the stylus bar to the diaphragm.

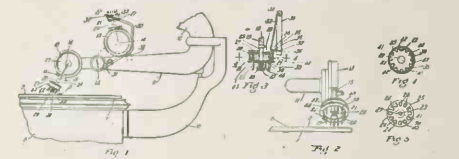
SOUND-REPRODUCING APPARATUS.—George F. Norris, Malden, Mass., assignor of fifty one one-hundredths to Alexander Steinert, Boston, Mass. Patent No. 1,120,841.

This invention relates to improvements in sound-reproducing apparatus, otherwise known as talking machines, in which a record is employed having a spiral or helical groove adapted to be followed or traced by an instrument commonly known in the art as a needle. The needles as used in this connection are constructed of a comparatively soft metal or fiber, in order that they may not injure or destroy the delicate surface of the records, and by being soft the tracing of a single record usually suffices to wear them out or at least destroy their efficiency; consequently when it is desired to play a record the second time or to start on a new record a new needle must be supplied.

The object of the invention is to provide a device adapted to maintain a plurality of needles in readiness to be moved successively into an operative position relatively to the record of the machine, thereby changing from a used to an unused needle each time a record is played until the supply has been exhausted, or if it is so desired said supply of needles may be successively presented to said record or other records placed on the machine and used the second time.

The object of the invention is further to provide a suitable holder for said needles which is capable of firmly holding said needles in their operative positions against the record, said holder being constructed to fit the usual needle socket provided in said sound-box.

Referring to the drawings: Figure 1 is a side elevation of a portion of a sound-reproducing apparatus or talking machine embodying my inven-



tion, certain parts of said apparatus being broken away to save space in the drawings. Fig. 2 is a front elevation illustrating the sound-box in its operative position. In this position the relations of said recesses 26 and the needles 22 being such that when said projection 27 is in one of said recesses one of said needles will be in contact with the disc 9, that is, when the sound-box 13 is in its operative position, said projection preventing more than one needle from contacting with said record at one time.

STYLUS HOLDER FOR GRAPHOPHONES AND LIKE INSTRUMENTS.—Maximilian H. Fischer, East Orange, N. J. Patent No. 1,120,141.

This invention relates to improvements in stylus holders for graphophones and like instruments.

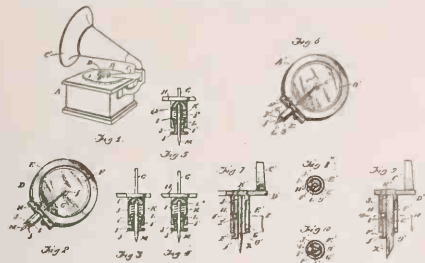
By the use of this invention the stylus of a graphophone or like instrument will be automatically gripped upon insertion into the holder, and when pressed home during the same operation will be held firmly and rigidly in place, and furthermore may be readily, quickly and easily released and removed by a simple manipulation. In this way the operation of the instrument is materially facilitated.

One of the greatest objections to the use of hard rubber records is the trouble, annoyance and time involved in adjusting, removing and readjusting the stylus in place after each record has been played. In devices of this kind it is necessary that the stylus be held firmly and rigidly in position so as to communicate the full benefit of the vibrations caused by its travel over the indentations in the record to the reproducing diaphragm, and it is furthermore desirable that the stylus may be removed and replaced with great expedition.

In the accompanying drawings Fig. 1 is a cle-

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

vation of a phonograph; Fig. 2 is an enlarged view of the stylus holder and accompanying parts; Fig. 3 is a longitudinal section showing the stylus in place; Fig. 4 is a similar view of a modified form of the invention; Fig. 5 is a similar view of another modified form; Figs. 6 to 10, inclusive, illustrate a modified form of device adapted to grip styluses either circular or triangular in cross-section. In said figures, Fig. 6 is an elevation of a stylus holder



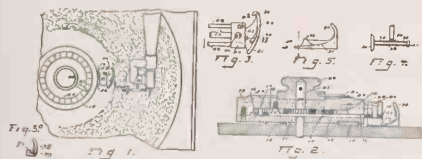
and accompanying parts; Fig. 7 is a longitudinal section showing the same gripping a cylindrical stylus; Fig. 8 is a section on the line 8-8 of Fig. 2; Fig. 9 is a longitudinal section showing the device with a stylus of triangular cross-section held in place; and Fig. 10 is a section on the line 10-10 of Fig. 9.

ATTACHMENT FOR TALKING MACHINES.—William H. Schoonmaker, Montclair, N. J. Patent No. 1,121,139.

The object of this invention is to provide a device which will automatically lift the needle from the record of a phonograph or talking machine when the needle has reached the end of the record, thus preventing the needle from bearing on the unlined portions of the record, plate or cylinder, to the injury of the machine and the production of discordant and unpleasant sounds.

The invention is especially intended for use in connection with machines having disc records rotating in their own plane, though various of its principles are applicable to other types of machines. In accomplishing this purpose a device is provided which rests by its gravity on the record and turns with it, and which carries a trip fastened to engage a part on the sound box or reproducer when the end of the record has been reached, which trip thereupon lifts the sound box and with it the needle, disengaging the later from the disc or record and holding it disengaged. This allows the machine to be stopped and parts to be readjusted either to repeat the record or to place a new one in the machine.

This machine also involves a means of adjusting the trip to various positions suited to various



records. This allows the marking of the records with an indicating number or other character, and then rapidly and easily adjusts the trip for the new record that is placed in position.

Fig. 1 is a plan view of the device, showing it in position on a disc record and illustrating the relative position of the sound box or transmitter. Fig. 2 is a central vertical section, showing the parts for effecting the adjusting of the trip. Fig. 3 is an enlarged plan view of the trip and its connections. Fig. 3a shows a detail transverse section of a portion of the trip, taken on the line y-y of Fig. 3. Fig. 4 is a detail of the attachment on the reproducer for coaction with the trip. Fig. 5 shows a side view of the trip 25.

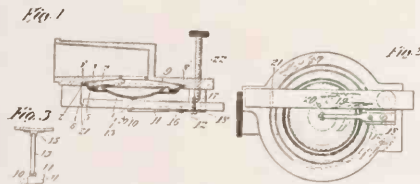
SOUND-RECORDING APPARATUS. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,126,428.

This invention relates to devices for recording sound, and is an improvement on the structure described in application Serial No. 556,469, filed April 20, 1910, which application has resulted in

United States Patent No. 1,019,441, dated March 5, 1912. In the application referred to was described and claimed a recorder having a diaphragm comprising a flexible ring having the upper surface of its outer edge resting in contact with a knife edge carried by the sound box, and a rigid arched circular central member, the outer edge of which constituted a knife edge and pressed against the lower side of the inner edge of the flexible ring. The stylus was rigidly connected with the center of the rigid inner diaphragm member, and a strong upward stress given to the whole diaphragm, by means of a spring member upon which the stylus was carried, to hold the members of the diaphragm in position and also to prevent excessive movement of the diaphragm away from the recording surface. This resulted in a construction of sufficient sensitiveness to respond to sound waves of little power, and one which also was so formed as to largely prevent excessive movements of the diaphragm away from the recording surface under the influence of sound waves of great amplitude.

The object of the present invention is to improve upon the construction just described.

The inventor has formed the flexible ring member of the diaphragm of acetyl cellulose, or nitrocellulose, or cellulose xanthate (viscose cellulose), paper and like material whose porous structure permits of large flexing with very little power, a property absent in metals, glass and similar non-



porous materials. He also has formed the ring member with a wide central ring-shaped corrugation, the knife edges of the sound box and the rigid central diaphragm member, respectively, contracting narrow, flat portions of the ring member on each side of the corrugation. By this means the action of the diaphragm is changed, so that, while the diaphragm is just as sensitive to weak sound waves of small amplitude, it is not moved away from the recording surface so far under the influence of sound waves of great amplitude. It is worthy of note that when such a corrugation is formed on a ring member made of metal or other substance having different properties from those of the materials mentioned, the vibrations of the same are deadened, so that no successful record can be made. Also by this construction the possibility of buckling in the ring member is lessened, as is also the tendency of the flexible member to vibrate in parts. Another improvement, which is described and claimed herein, over the construction shown in previous application, consists in making a jointed connection between the diaphragm and the spring lever carrying the stylus instead of connecting the parts rigidly. As the stylus moves up and down in recording, it also moves in an arc about the point at which the spring lever carrying the stylus is supported. If the stylus and spring lever are rigidly connected to the center of the diaphragm the movement of the stylus in an arc tends to force the diaphragm to one side, or to cause the same to buckle. This difficulty is overcome by making a jointed connection between the spring lever and the diaphragm, so that the latter may freely move in straight lines toward and away from the recording surface without being acted upon by any forces through the connection from the stylus tending to move it in any other direction.

Fig. 1 represents a vertical central cross section through a sound recorder embodying one form of the invention; Fig. 2 is a bottom plan view thereof, and Fig. 3 is an enlarged detail view partly in section, showing improved connection between the diaphragm and stylus.

PHONOGRAPH-RECORD REPRODUCER. Dalton W. Bryant, Carbondale, Pa. Patent No. 1,126,382.

This invention relates to a phonograph repro-

ducer, and more particularly to a connecting means between the stylus arm and diaphragm.

The invention has for one of its objects to improve the construction and operation of devices of this character so that the life of the record will be materially prolonged, the reproduction of tones more accurately accomplished, and the usual screeching or scratching sounds eliminated.

Another object of the invention is to provide an improved link between the stylus arm and diaphragm, which is flexible but non-elastic, so that vibrations will be effectively transmitted from the record to the diaphragm without any objectionable defects present in those sound-reproducing devices in which a steel link is employed.

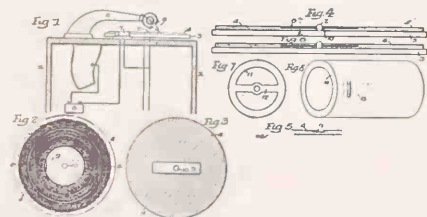
In the reproducing of sounds by a sound reproducing device including a metal link between the stylus arm and diaphragm, by changing a note of high vibration to one of lower vibration, the vibration of the diaphragm does not conform precisely to the record so that the diaphragm is not in harmony with the stylus arm, and at the time of the transition from one note to the other an impulse, which may be termed a "kick back," is exerted on the stylus arm so that the stylus or sapphire thereof will dig into the record and produce wear on the latter and besides this the metal link will cause a rattling sound at the joints between it and the diaphragm and stylus arm.

In the accompanying drawing, which illustrates one embodiment of the invention, the figure is a central vertical section of a sound reproducing device used in connection with a cylinder record.

RECORD-TABLET FOR TALKING MACHINES. Owen O. Brophy, Philadelphia, Pa. Patent No. 1,126,377.

One object of this invention is to provide means for automatically stopping a talking machine at the end of a record. A further object is to locate an electric contact plate in the record tablet in such a manner that the formation of the record will not expose the plate; the plate being so arranged that it can be exposed at the end of the record.

A still further object is to so use such a record tablet that a phonographic machine in which a stylus is used may serve as one terminal of an electric circuit, and the post on which the record



tablet is mounted will be the other terminal, such post being in electrical engagement with the contact plate when the record tablet is placed thereon.

Fig. 1 is a diagrammatic view of a talking machine of the disc type, illustrating the invention; Fig. 2 is a plan view of the phonographic record tablet, illustrating the invention; Fig. 3 is a sectional plan view of the record tablet, showing the contact plate in full lines; Fig. 4 is a transverse sectional view, on the line a-a, Fig. 2, of the phonographic record tablet showing the contact plate embedded therein; Fig. 5 is a sectional view on the line b-b, Fig. 4; Fig. 6 is a transverse sectional view of a double phonographic record tablet, showing the contact plate located midway between the sides; Fig. 7 is a view illustrating a modification of the contact plate, and Fig. 8 is a view of a record cylinder showing the contact plate in position therein.

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RECORD BULLETINS FOR MARCH, 1915.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

- Margarete Matzenauer, the Great Metropolitan Opera Mezzo Makes Her First Columbia Records. No. 55641 The Rostary (Nevin) Mezzo-soprano Solo in English, with orch. Margaret Matzenauer 12 Stille Nacht, Heilige Nacht (Silent Night, Hallowed Night) (Gruber) Mezzo-soprano Solo in German, with orch. Margaret Matzenauer 12 Edward Johnson (Edoardo Di Giovanni) the Favorite American Tenor, now one of the Operatic Stars of Italy, an Exclusive Columbia Artist. A1673 Oh, Come with Me in the Summer Night (Van der Stucken). Tenor Solo in English, with orch. Edward Johnson 10 Mother o' Mine (Tours) Tenor Solo in English, with orch. Edward Johnson 10 A5630 Parsifal (Wagner) "Soltanto un ama val" (There is But One Way) Tenor Solo in Italian with orch. Edward Johnson 12 Parsifal (Wagner) "Il Santo Graal" (The Holy Graal) Tenor Solo in Italian with orch. Edward Johnson 12 Mme. De Cisneros in Two Popular Operatic Solos. A5640 Orfeo (Gluck) "Che faro senza Euridice" (I have lost my Euridice). Mezzo-soprano in Italian with orch. Eleonora de Cisneros 12 La Gioconda (Ponchielli) "Voce di Donna o d'Angelo" (Voice of Angel or Mortal) Mezzo-soprano in Italian with orch. Eleonora de Cisneros 12

BLUE-LABEL DOUBLE-DISC RECORDS.

- More Records by the Wellesley College Glee Club. A1659 To Alma Mater (Ward). Wellesley College Glee Club 10 America the Beautiful (Hamilton). Wellesley College Glee Club 10 A1670 Sing of the Rocks and Shore. (Corliss). Wellesley College Glee Club 10 Crew Song (Kellogg). Wellesley College Glee Club 10 Al Jolson Sings Two More Winter Garden Hits. A1671 Sister Susie's Sewing Shirts for Soldiers (Darewski). Baritone Solo, orch. accomp. Al Jolson 10 When the Grown-Up Ladies Act Like Babies (Abrahams) Baritone Solo, orch. accomp. Al Jolson 10 Two Favorite Ballads by Concert Artists. A1678 Answer (Bobyn). Tenor Solo, orch. accomp. Reed Miller 10 Blue Alsatian Mountains (Adams) Soprano Solo, orch. accomp. Grace Kerns 10 Hunting Tower (When Ye Gang Awa', Jamie) Soprano and Tenor Duet, orch. accomp. Grace Kerns and Harry McCluskey 12 Land of the Swallows (Masini). Contralto and Tenor Duet, orch. accomp. Mildred Potter and John Barnes Wells 12 A New Double by Mandolin Funes. A5637 Minuet (Faderewski) Piano Solo. Mandolin Funes 12 Hungarian Dance No. 6 (Brahms) Piano Solo. Mandolin Funes 12 The Famous Kol Nidrei by Leo Schulz. A5638 Kol Nidrei (Bruch). Part I. Cello Solo, orch. accomp. Leo Schulz 12 Kol Nidrei (Bruch). Part II. Cello Solo, orch. accomp. Leo Schulz 12 Two Vocal Medleys from the Season's Best Musical Comedy Successes. A5639 Chin Chin (Caryll). Vocal Gems. Orch. accomp. Columbia Light Opera Company 12 The Only Girl (Herbert). Vocal Gems. Orch. accomp. Columbia Light Opera Company 12

DOUBLE-DISC RECORDS.

- Two Numbers by a New and Remarkable Singer of Coon Songs. A1669 Mississippi Barbecue (Reed). Tenor Solo, orch. accomp. George O'Connor 10 Alabama Jamboree (A. Von Tilzer). Tenor Solo, orch. accomp. George O'Connor 10 A Wonderful Wartime Descriptive Record. A1672 Arrival of the British Troops in France—Part I. Descriptive Sketch. 10 Arrival of the British Troops in France—Part II. Descriptive Sketch. 10 Two Novel Band Records. A1674 Imperial Chimes (Partridge). Columbia Band 10 Church Parade (Partridge). Columbia Band 10 A St. Patrick's Day Double. A1676 Wearing of the Green. Tenor Solo, orch. accomp. Daughters of Erin (Air: "Garryowen") Baritone Solo, orch. accomp. Herbert Stuart 10 A Most Attractive Orchestral Double. A1677 La Paloma (Yradier). Prince's Orchestra 10 Trailing Arbutus (Friedman). Prince's Orchestra 10 A1679 Killarney, Last Rose of Summer and Irish Whiskey. Violin Solo. Mackenzie Murdoch 10 Annie Laurie and Prince Charlie's Favorite. Violin Solo. Mackenzie Murdoch 10 March Dance Music Record by Prince's Band. Recorded under the Supervision of G. Hepburn Wilson. A5631 Pigeon Walk (Monaci)—Fox Trot Prince's Band 12 Rockaway Hunt (Jerome)—Fox Trot Prince's Band 12 A5632 Watch Your Step (Berlin). "Syncoated Walk"—Fox Trot Prince's Band 12 Kentucky Home (Platzmann)—Fox Trot Prince's Band 12 A5633 Suzi (Perschk) "Tickling Love Taps"—One-step. Prince's Band 12 Sister Susie's Sewing Shirts for Soldiers (Darewski)—One-step. Prince's Band 12 A5634 Chin Chin (Caryll). "Good-bye, Girls, I'm Through"—One-step. Prince's Band 12 Chin Chin (Caryll) Waltz. Prince's Band 12 A5635 Millicent Waltz (McKee). Prince's Band 12 Love's Memories (Heinzman)—Waltz. Prince's Band 12

- A New Double by Joan Sawyer's Persian Garden Orchestra. A5642 Les Millions D'Arlequin (Drigo) "Valse Boston." Joan Sawyer's Persian Garden Orchestra 12 When You're a Long, Long Way from Home (Meyer)—One-step. Joan Sawyer's Persian Garden Orchestra 12 SONG HITS FOR MARCH. A1684 Everything Reminds Me of That Old Sweetheart of Mine (Hariman). Lyric Trio, orch. accomp. W. Oakland, H. Burr, A. Campbell 10 In My Dream of You (Wenrich). Tenor Solo, orch. accomp. George Ballard 10 A1683 When You Wore a Tulip and I Wore a Big Red Rose (Wenrich). Orch. accomp. Columbia Stellar Male Quartet 10 Sweet Kentucky Lady (Hirsch). Tenor and Baritone Duet, orch. accomp. Frank Coombs and Ernest Aldwell 10 A1682 The Violin My Great Grand-Daddy Made (Erdman). Baritone Solo, orch. accomp. Henry Santrey 10 Over the Hills to Mary (Wells) Tenor and Baritone Duet, orch. accomp. James Reed and Jas. F. Harrison 10 A1681 When You're a Long, Long Way from Home (Meyer) Tenor Solo, orch. accomp. Henry Burr 10 My Daddy Long Legs (Grant) Orch. accomp. Peerless Quartet 10 A1675 On the 5:15 (Marshall). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10 Ruff Johnson's Harmony Band (Brooks and Abrahams). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10 A1680 Winter Nights (Schwartz) Orch. accomp. Peerless Quartet 10 He'd Keep on Saying Good-Night (Breuer). Soprano and Tenor Duet, orch. accomp. Ada Jones and Will C. Robbins 10

VICTOR TALKING MACHINE CO.

MARCH DANCE RECORDS.

- No. 35432 Chin-Chin Medley Fox Trot (Ivan Caryll). Victor Military Band 12 Watch Your Step—Medley Fox Trot (T. Berlin). Victor Military Band 12 35424 Glittering Moonbeams Hesitation Waltz (Oscar Ferras, Op. 149). Victor Dance Orchestra 12 Black Rose—Hesitation Waltz (Silvio Noire) (Georges Aubry). Victory Dance Orchestra 12 35429 Chinatown, My Chinatown—Medley One-step (J. Schwartz-Gumble). Victor Military Band 12 Music Box Rag—Fox Trot (C. Luckyth Roberts) Victor Military Band 12 35431 Tipperary—Medley One-step Victor Military Band 12 Midnight Whirl Rag—One-step (Silvio Noire) Victor Military Band 12 POPULAR SONGS FOR MARCH. 17667 Pull for the Shore (Jeff Branen-Ed. O'Keefe) Peerless Quartet 10 Mrs. Sippi, You're a Grand Old Girl, from "Pretty Mrs. Smith" (Billy Gould-Belle Ashlyn) Ada Jones-Billy Murray 10 17697 There's a Little Spark of Love Still Burning (Joe McCarthy-Fred Fischer) Henry Burr 10 Everything Reminds Me of That Old Sweetheart of Mine (Billy Tracey-Al Harriman) Campbell-Burr-Oakland 10 17699 Where the Oceans Meet in Panama, from "That's Where I'll Meet You" (Chas. McCarron-Harry Jentes) Irving Kaufmann 10 Underneath the Japanese Moon, from "Polites of 1914" (Gene Buck-W. Gus Hanschen) Irving Kaufmann 10 17704 On the 5:15 (Stanley Murphy-Henry I. Marshall) American Quartet 10 They All Had a Finger in the Pie (Vincent Bryan-Harry Von Tilzer). American Quartet 10 17708 Way Down on Tampa Bay (Brown-Van Aistyne) Peerless Quartet 10 Settle Down in a One-Horse Town, from "Watch Your Step." (Irving Berlin) Ada Jones-Billy Murray 10 17716 I Didn't Raise My Boy to Be a Soldier (Bryan-Piantadosi). Morton Harvey 10 Stay Down Here Where You Belong (Irving Berlin) Henry Burr 10 TWO MOVEMENTS OF THE GREAT "JUPITER SYMPHONY." 17707 Jupiter Symphony—Allegro vivace (1st movement of the Symphony in C major) (Mozart). Victor Concert Orchestra 10 Jupiter Symphony—Menuetto Allegretto (3d movement of the Symphony in C major) (Mozart). Victor Concert Orchestra 10 TWO SELECTIONS BY "THE MAN FROM VERMONT." 17700 Old Country Fiddler in New York (Rural monologue with violin specialty). Chas. Ross Taggart 10 Violin Mimery (Violin Specialty) Charles Ross Taggart 10 TWO NUMBERS FROM THE REIGNING MUSICAL SUCCESS. 17715 Good-bye, Girls, I'm Through, from "Chin-Chin (Golden-Caryll). Raymond Dixon 10 Ragtime Temple Bells, from "Chin-Chin (O'Dea-Caryll). Billy Murray 10 FOUR NEW RODEHEAVER HYMNS. 17713 Jesus, Blessed Jesus (Ogdon-Ackley) Organ accomp. Homer Rodeheaver 10 Jesus, Remembered You (Poole-Gabriel) Organ accomp. Homer Rodeheaver 10 17714 An Evening Prayer (Battersby-Gabriel) Homer Rodeheaver 10 How Sweet Is His Love (Rowe-Excell) Organ accomp. Homer Rodeheaver 10

- AN HAWAIIAN INSTRUMENT RECORD. 17701 Hawaiian Waltz Medley (Native Hawaiian Melodies) (Hawaiian Guitars) Palie K. Lua, David K. Kailli of the Irene West Royal Hawaiians 10 Kilima Waltz (Hawaiian Guitars) Palie K. Lua, David K. Kailli of the Irene West Royal Hawaiians 10 TWO GRAND OPERA RECORDS. 35428 Gems from "Aida"—Part I (Verdi) Victor Opera Company 12 Gems from "Aida"—Part II (Verdi) Victor Opera Company 12 TWO NEW MANDOLIN SELECTIONS. 17694 Indianola Patrol—One-step (B. Bartz) Mandolin with piano (Pianoforte) Felix Arndt, Dr. Clarence Penney 10 Toots—One-step (Felix Arndt) Mandolin with Piano Dr. Clarence Penney 10 NEW EDUCATIONAL RECORDS. 17702 (1) Where the Bee Sucks ("The Tempest") (Shakespeare-R. Johnson; arr. by Dr. Chas. Vincent) (50 Shakespeare Songs) (2) Full Fathoms Five Thy Father Lies ("The Tempest") (Shakespeare-R. Johnson) (Songs from Shakespeare) Baritone with harp, cello and bells. Reinald Werrenrath 10 Sigh No More, Ladies from "Much Ado About Nothing" (Shakespeare-Stevens) (Standard Songs of Shakespeare) Tenor with harp. Reinald Werrenrath 10 17703 Vittoria, mio core! (Victorious My Heart Is)—Cantata (Gian Giacomo Carissimi) (Anthology of Italian Song) In Italian. Reinald Werrenrath 10 Come ragnò di sol (As on the Swelling Wave) (Antonio Caldara) (Anthology of Italian Song) In Italian. Reinald Werrenrath 10 THE MARCH RED SEAL RECORDS. 74408 (1) Twilight (Massenet-Powell) Violin solo with harp accomp by F. J. Lapitino. Maud Powell 12 (2) Musette (Jean Sibelius) Piano accomp. by George Falkenstein. Maud Powell 12 74424 Aida—Celesto Aida (Heavenly Aida)—Act I (Verdi) Tenor Solo in Italian. Giovanni Martucciello 12 76028 Concerto for Two Violins (In D minor) (Part I) Violin Duet accomp. by String Quartet (J. S. Bach) Fritz Kreisler and Efram Zimbalist 12 76029 Concerto for Two Violins (In D minor) (Part II) (J. S. Bach) Violin Duet, accomp. by String Quartet. Fritz Kreisler and Efram Zimbalist 12 76030 Concerto for Two Violins (In D minor) (Part III) (J. S. Bach) Violin Duet, accomp. by String Quartet. Fritz Kreisler and Efram Zimbalist 12 88481 Ave Maria (Bach Gounod) Tenor Solo in Latin with Fritz Kreisler, violinist and Vincent O'Brien. John McCormack 12 88508 Solveig—Canzona (Solveig's Song) Op. 23, No. 1 (Edward Grieg) Soprano Solo in Italian. Louise Trazzini 12 88510 Magic Flute—Pamina's Air—"Ach ich fühl's, es ist verschwunden" (My Happiness Has Flown) (Mozart) Soprano Solo in German. Emmy Destinn 12 88517 Pecche? (Why?) (C. De Flaviis-Gaetano Errico Pennino) Tenor Solo in Neapolitan. Enrico Caruso 12 AUSTRIAN PATRIOTIC SONGS. 17675 Oesterreichisches Nationallied (Austrian National Hymn) (Joseph Haydn) Baritone Solo with orch. Carl Schlegel 10 Prinz Eugen (Prince Eugene) (Austrian Patriotic Song) Baritone Solo with orch. Carl Schlegel 10 17696 The Flag that Never Comes Down (F. Raymond Coulson-Herman Finck). Edward Hamilton 10 British Troops Passing Through Boulogne (Descriptive) 10 17698 Hearts of Oak (Dr. Boyce) Cecilian Male Quartet of London 10 Land of Hope and Glory (A. C. Benson-Edward Elgar) Edw. Hamilton and Lyric Quartet 10 Your King and Country Want You (British Recruiting Song) (Paul A. Reubens) Elsie Baker 10 For King and Country (British Patriotic Song) (Robert Harkness) Edward Hamilton 10 FRENCH PATRIOTIC MARCHES. 17712 Le Sambre et Meuse (French National Dèfile March) (A. Touplet). Victor Military Band 10 Le Pèg de la Victoire (Father of Victory March) (Louis Ganne). Victor Military Band 10 DISCHI ITALIANI (Italian Records) 67083 Marcia Cinese (Musso). Banda Italiana Vessella Ricordo March (Ascolese) Banda Italiana Vessella 10 67173 Comme Facetta Mammeta (Gambardella). Banda Italiana Vessella 10 Commemorazione di Cristoforo Colombo (Marcia (Christopher Columbus Day March) (Paul Bolognese). Banda Militar Victor 10 67180 Quello ch'ammore vo' (Buongiovanni) (Soprano with orch.) Nina de Charny 10 Carmela bella (Magliani) (Soprano with orch.) Nina de Charny 10 67181 Si sta chitarra (Nardella) (Soprano with orch.) Nina de Charny 10 'A cardenia (Flavo) (Soprano with orch.) Nina de Charny 10 67182 Comediante (C. Longo) (Soprano with orch.) Nina de Charny 10 Mamma. (C. Longo) (Soprano with orch.) Nina de Charny 10

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