

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



Victrola XVI, \$200
Mahogany or oak

The instrument by which the value of
all musical instruments is measured

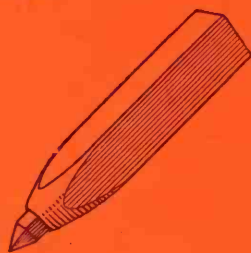


DEATH TO STEEL NEEDLES

THE SONORA JEWEL MULTI-PLAYING NEEDLE
A RELIABLE and IMPROVED SUBSTITUTE
MARKS

The Beginning of the End of the Steel Needle
BECAUSE IT

**Eliminates the necessity of changing after each playing,
Plays on all makes of disc phonographs,
Improves on the tone-quality of the record,
Reduces to a minimum the scratch and any imperfections which may exist,
Increases the life of the record,
Gives new life to used records,
Permits different tone volumes without the aid of other attachments, and
Is guaranteed for three months.**



PATENTS PENDING.

PRICE, \$1.00

Five years ago the Sonora Phonograph Co. introduced the first perpetual Jewel Disc Record made in the United States. Since that time, by continual efforts, wonderful improvements have been made. Encouraged by the success of this record and the needle used thereon, and realizing the trouble, annoyance and damage which the use of steel needles causes to disc records, we have now perfected this Jewel Needle, which eliminates the necessity of changing after every record and still does not injure the delicate grooves of the record, as the use of the steel needle does, and at the same time greatly improves on the tone.

All owners of talking machines dislike the requirement of changing the needle after each playing and the SONORA JEWEL MULTI-PLAYING NEEDLE will be welcomed by them all.

Every owner of a talking machine will want one or more of these needles, and with the SONORA JEWEL MULTI-PLAYING NEEDLE it will be "Once a User, Always a User."

We want dealers in every city to handle this needle. Be first in introducing it in your city and have the advantage over your competitors. Exclusive representation granted.

Write for descriptive circular, also new catalogue of phonographs and prices to

SONORA PHONOGRAPH CORPORATION, Mfrs.
57 READE STREET, NEW YORK GEO. E. BRIGHTSON, Pres.

(The attention of our Legal Department will be called to any individual, firm or corporation wilfully making false statements regarding the merits of this needle.)

The Talking Machine World

Vol. 10. No. 9.

New York, September 15, 1914.

Price Ten Cents

NEW USE FOR TALKING MACHINE.

Humanitarian of St. Louis Uses Victrola for Entertainment of Homeless Cats and Dogs and Demonstrates Plan for Reporter.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., September 8.—Miss Lillie Nagel, a practical humanitarian of this city, has found a new use for a talking machine. The newspaper printing her interview called it a Victrola, and so it must have been that machine.

Miss Nagel is locally famous as conducting a home for stray dogs and cats in the best residence district of the city. All of the neighbors know that if a stray bothers them the place to send it is to Miss Nagel's home, where it is fed and doctored until in fine condition, when she finds a home for it. Recently she was named in a trust deed to superintend the construction of a dog and cat charity hospital. A newspaper reporter went out to learn of her plans, and he found Miss Nagel enthusiastic over the discovery that cats and dogs appreciated music.

"Isn't it fine that I have made this discovery just as we are going to build the hospital?" she exclaimed, "for we will have a music room in the new building and to it will come the cats and dogs for enjoyment as their favorite numbers are played, for they all do not like the same sort of music."

Then Miss Nagel took the reporter into the house and put on a Caruso record to show that some of the forty or more stray dogs on the premises would dance to it and otherwise show their appreciation. Next she put on some soft and low music and called attention to other cats and dogs. A third trial was for ragtime, and some other animals showed their appreciation sufficient to convince Miss Nagel, if not the reporter, that they liked the tune. Then she explained the plans for the music room in the hospital. Now all live talking machine dealers can advertise their wares for cats' and dogs' entertainment and refer to Miss Nagel.

THAT BAD CHECK GAME AGAIN.

Ray Bros., Louisville, Ky., Nearly Lose \$300 Victor Outfit on Bad Check Transaction.

(Special to The Talking Machine World.)

LOUISVILLE, Ky., September 8.—Ray Bros., who handle a large Victor business here, had a narrow escape from being swindled on a bad check last week. A man visited the company's store and selected a \$250 Victrola and about \$50 worth of records, for which he tendered a check that he had made out in the presence of the clerk. He advised that the bank be communicated with in order to establish the value of the check, and that fact drew the salesman off his guard. The bank was called up, however, before the goods were shipped and the check was declared no good. It was learned that the man with the check was somewhat irrational and had made a practice of distributing worthless checks among tradesmen apparently without a desire to profit by the scheme.

BEN L. BROWN NOW MANAGER.

Ben L. Brown, formerly assistant manager of the Cincinnati store of the Columbia Graphophone Co., has been promoted to the management of the Louisville, Ky., store of that company, succeeding D. S. Ramsdell, and took up his new duties on September 1.

ENLARGES VICTOR DEPARTMENT.

The West Music House, one of the oldest music houses in Joliet, Ill., has recently remodelled its quarters to make room for new demonstrating booths in the Victor talking machine department.

TWENTY-FIVE YEARS OF SERVICE.

Mr. and Mrs. Frank Dorian Guests of Honor at Dinner Given by Mr. and Mrs. Easton to Celebrate Mr. Dorian's 25th Year of Service with the Columbia Graphophone Co.

Mr. and Mrs. Frank Dorian were the guests of honor at a dinner given on September 3 at the Arcola Country Club, Arcola, N. J., by Mr. and Mrs. Edward D. Easton to celebrate the completion of Mr. Dorian's twenty-fifth year in the service of the Columbia Graphophone Co. Others present at the dinner were George W. Lyle, general manager of the Columbia Co.; Mr. and Mrs. C. W. Woddrop and Mr. and Mrs. Mortimer D. Easton.



Frank Dorian.

Mr. Dorian entered the service of the company as a lad of nineteen in Washington, D. C. He was at that time a typewriter operator of extraordinary ability. He served for some years in minor capacities, afterwards became private secretary to Mr. Easton, then Baltimore manager, Washington manager and later general manager of the company, from which position he was in 1897 transferred to Europe as the general manager of the company's business there. He had his headquarters for three years in Paris and for nine years in London and then returned to the United States and took charge of the Dictaphone, of which he is now manager. He has been signally successful in all his undertakings and has a host of friends throughout the world who admire his personality, business acumen and sterling character.

In view of Mr. Dorian's youthful appearance it is hard for his friends to realize that, with the exception of President Easton, he is the oldest living employe in continuous service with the Columbia Graphophone Co.

NEW DEPARTMENT FOR MILWAUKEE.

Victrola Section to Be Feature of New Building Now Being Erected by Edward Schuster & Co.'s Great Department House in That City.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 8.—Edward Schuster & Co., operating large and successful department stores at Third and Garfield and Twelfth and Vliet streets, will install a Victor talking machine department in the new department store which it is erecting on the south side, and which will be opened some time in October. The Schuster concern has met with such success in handling the Victor line at its two present stores that it made arrangements several months ago to carry the line at its new store. The company recently installed piano departments in its stores, which are in charge of Mr. Marks, formerly well known in St. Louis.

W. E. DEWELL MAKES A CHANGE.

W. E. Dewell, who established and for some time was manager of the successful Edison phonograph department of Martin & Co., Sioux City, Iowa, recently severed that connection to take charge of the phonograph sales department of the Huse Publishing Co., Norfolk, Neb.

PROMOTED TO MANAGER.

Walter G. Young, a salesman in the Victrola department of the Stewart Dry Goods Co. store, Louisville, Ky., has been appointed manager of the department, to succeed L. M. Knickerbocker.

The man who is on the winning side is most apt to preach the triumph of right.

ACQUIRES MUSICAL KNOWLEDGE.

How the Talking Machine Has Brought Opera and the Best Class of Music into the Homes of the Every Day People in the Country as Well as City—"Ain't No More Country."

It has well been said that there is no longer any "country." In other words, country folks have become so citified, so up-to-date with their automobiles, their telephones and talking machines and latest styles of dress, that the old time distinctions between the people of the city and country are gradually diminishing.

Through the medium of the talking machine all the latest music now finds its way into the homes of the farmers, and they discuss the latest operas with as much interest as if they had seen and heard them. All of this makes for culture and progress, and it shows what an uplifting factor is the talking machine. This apropos the following clipping, which we take from the "Office Window" department of the Evening Mail:

"A little girl of five or six years, out at Tuckahoe, astonished a company of people the other day by singing several operatic selections as she played about the floor. Perfectly unconscious, she warbled the most complicated airs with her almost baby voice, accompanying them with a queer jumble of words, which were a sort of childish reflection of the words that really belong to them. "Why, the child is singing grand opera!" someone exclaimed. But why should she not sing grand opera? She had heard it on the phonograph ever since she was born. Possessing a musical ear and a voice as a gift of nature, the oft-repeated songs of the phonograph had easily effected a lodgment in her memory, and she sang them as a matter of course.

"Probably there are many children like her. The Office Window man has heard a farm boy, away up in Vermont, whistling operatic airs with great fluency. They had come to his ears, too, through the little machine that nightly filled the home sitting room with its thin, metallic notes. Now and then a child is born with a talent for music. Such a child will pick up opera from a phonograph as readily as it picks up the ordinary phrases of speech from its companions.

"What will be the effect of the phonograph on the musical cultivation of the American people? Undoubtedly it will spread the knowledge of the mechanism of music. It will take time to tell whether it will increase the musical taste of the people, upon which, and upon which only, a real national music must be founded."

CO-OPERATING WITH MANUFACTURER

A clean shaven, quiet looking fellow standing on the outskirts of the gathering when the discussion started, worked his way in and said every month his store sent out at least 3,000 distinctive circulars; these were in addition to statements and invoices. There is not a week that goes by that he does not get some returns from circulars sent out in the manner described. The circulars cost one cent each. The talking machine dealer who does not take advantage of the manufacturer's advertising matter sent out is certainly slow. They advertise the things that customers want to know about. If the circulars are short and pithy, and get into the hands of the ladies, they will bring results.

MILWAUKEE HOUSE CHANGES NAME.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 8.—The Hoeffler Manufacturing Co., 306 West Water street, which has maintained a large and flourishing Victor department for several years and has carried on a large business in a general line of automatic musical instruments, has filed an amendment to its articles of incorporation, changing its name to the Hoeffler Piano Co. The Hoeffler house took up the agency for a well-known line of pianos about the first of the year.

FALL TRADE OPENING UP WELL IN MILWAUKEE.

War Disturbance Has Little Effect on Business in That City, Is Report—Dealers Ordering Very Freely as Result of Good Crop Outlook—Anti-Tuberculosis Association Wants Records—Badger Talking Machine Co. Succeeds—General Trade News of Interest.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 8.—The disquieting effect of the European war does not seem to be having any adverse influence on the talking machine business in Milwaukee or about Wisconsin. Jobbers and dealers say that the fall trade is opening up very satisfactorily and that there is every indication of a good business being received from now until after the holiday season.

The fact of the matter is that the war is doing much to improve general business in Milwaukee, and this is reacting with favor upon the talking machine trade. Milwaukee and Wisconsin manufacturers recently held a big meeting in Milwaukee to discuss the possibilities of an increased export trade, especially in South America, now that Germany is forced to withdraw some of her attentions from that country. A committee was appointed and general plans made to further the export trade in South America. The result has been that there has been increased activity in many lines.

Jobbers say that dealers about the State have been ordering rather freely in both machines and records. Stocks in dealers' hands have not been large during the summer, and now it is necessary to order for the fall trade. Conditions about the State are especially favorable at this time. A bumper grain crop has been threshed and is being sold at record-breaking prices, resulting from the European war, and the outlook for the corn crop was never better. Farmers and dealers in the smaller cities and towns about the State seem to be prosperous, and this ought to result in a good business.

Appeal for Used Records.

The Wisconsin Anti-Tuberculosis Association, with headquarters in Milwaukee, has appealed to the citizens of Milwaukee to donate any old talking machine records which they may have to the patients of the Milwaukee County Tuberculosis Sanatorium. A. G. Kunde, well-known Columbia jobber and dealer, 615 Grand avenue, won public approval some months ago by presenting the tuberculosis patients with a Columbia machine after a portion of the sanatorium had been destroyed by fire and the only available talking machine had been lost. Only a few records are owned by the institution, however, and the board of trustees of the sanatorium cannot well afford to spend money at this time for new records, so the Anti-Tuberculosis Association suggests that a gift of records would do much to brighten the existence of the inmates.

Mrs. J. H. Becker on Road to Recovery.

Mrs. J. H. Becker, wife of the enterprising manager of the Victor department of the Hoeffler Piano Co., 306-308 West Water street, is slowly recovering from the effects of a serious operation recently performed at one of the Milwaukee hospitals. Mrs. Becker has been ill for more than a month and her life was despaired of at one time.

Record Sales Unusually Good.

Record sales at the Hoeffler Piano Co.'s store have been unusually good of late, largely as a result of an interesting advertising and publicity campaign conducted by J. H. Becker, Jr., manager of the Victor department at the store. Mr. Becker arranged a large number of attractive show cards for his windows, made up of the title pages from the sheet music of various record selections, on which was printed the number of the particular record carrying the piece in question. This scheme did much to increase record sales, aided by the plan of printing some of the leading record titles on the outside of the regular mailing list envelopes. Mr. Becker reports that since the European war began the sale of the Victor record, "Die Wacht Am Rhine," No. 16,423, has attained a new high mark. This is not to be wondered at, in view of our large German population.

Visitors from Chicago.

Roy J. Keith and D. C. Prescott, both of the Talking Machine Co., of Chicago, recently called upon the Milwaukee trade. Both were optimistic regarding the fall outlook.

H. R. Fitzpatrick to Travel for Victor Co.

Wisconsin talking machine dealers are well pleased over the fact that Harry R. Fitzpatrick, who served for several years as manager of the Wisconsin Talking Machine Co., the predecessor of the Badger Talking Machine Co., Victor jobber in Milwaukee and Wisconsin, has been appointed traveling representative of the Victor Talking Machine Co. in Wisconsin, Illinois and northern Michigan, succeeding S. W. Goldsmith, vice-president of the Badger Talking Machine Co., who traveled over this territory for eight years. Mr. Fitzpatrick made a host of friends among Wisconsin dealers while engaged in the jobbing business who are wishing him success in his new position. Mr. Fitzpatrick formerly traveled for the Victor Co. before coming to Milwaukee several years ago. He will make his headquarters in Milwaukee.

Large Types of Machines in Demand.

Paul A. Seeger, manager of the Victor depart-

ment of the Edmund Gram Piano House, reports that the demand for the large type of Victrolas is unusually good at this time. Mr. Seeger and his family recently returned from a three weeks' vacation spent at Sister Bay, Wis.

H. H. Schwenker, traveling repair man of the Victor Talking Machine Co., spent a few days in Milwaukee recently, making his headquarters at the office and warerooms of the Badger Talking Machine Co., jobbers in Wisconsin and upper Michigan for the Victor line.

New Concern Starts Off Well.

The new Badger Talking Machine Co., successor to the Wisconsin Talking Machine Co. as jobber in Wisconsin and northern Michigan for the Victor line, experienced an unusually good business during the first month of its existence. Both S. W. Goldsmith, vice-president, and Harry A. Goldsmith, secretary-treasurer, report that the outlook is bright for a big fall trade.

"Wisconsin dealers are buying exceptionally well," said S. W. Goldsmith, "and I am confident that the Victor will meet with a big business in this State this fall. We have located several new Victor dealers in our territory during the past month. I have just returned from a business trip to Minneapolis and St. Paul, and conditions in the Northwest are favorable."

George F. Ruez, president of the Badger Talking Machine Co., has moved to Milwaukee from Ishpeming, Mich., and will now devote his entire time to the jobbing business.

F. H. Hochmuth in New Quarters.

F. H. Hochmuth, one of Milwaukee's well-known music dealers, who has been engaged in business at 311 Chestnut street for many years, moved into a handsome new building at 347 Third street soon after September 1, where he has broadened his business in several lines. Mr. Hochmuth has secured the retail agency for the Victor line of goods and is displaying them in specially arranged quarters in his new building. A new piano department has also been installed.

New Edison Disc Dealers.

Several Edison disc dealers have been placed in Wisconsin and northern Michigan during the past month, according to William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in this territory for the Edison line. Good retail sales are being made at the Edison Shop, 213-215 Second street.

To Move Into New Quarters.

A. G. Kunde, Columbia jobber and retailer, 615 Grand avenue, hopes to be able to move into his new quarters at the new Miller building at the corner of Grand avenue and Fifth street by September 15. The new structure has been erected on the site of the building formerly occupied by Mr. Kunde, who will have his former address, 516 Grand avenue.

The Success of Your Talking Machine Department

Is to a *large* extent dependent upon the service your distributor gives you.
This admitted makes it important that you secure the best service obtainable.

AND THAT IS EASTERN SERVICE

To use it is to swear *By* it not *At* it.
May we not have the opportunity to convince you that our service is exceptional?

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



Victrola X, \$75
Mahogany or oak



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



Victrola XVI, \$200
Mahogany or oak

Success in the music trade is measured by the Victrola.

The dealers who are the most successful are those who make the most of the opportunities the Victrola offers them.

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.	Detroit, Mich..... Grinnell Bros.	Omaha, Neb..... Nebraska Cycle Co.
Altoona, Pa. W. F. Frederick Piano Co.	Elmira, N. Y..... Elmira Arms Co.	A. Hospe Company.
Atlanta, Ga. Elyea-Austell Co.	El Paso, Tex..... W. G. Walz Co.	Peoria, Ill..... Putnam-Page Co., Inc.
Phillips & Crew Co.	Galveston, Tex..... Thos. Goggan & Bros.	Philadelphia, Pa..... Louis Buchn.
Austin, Tex. The Talking Machine Co., of Texas.	Honolulu, T. H..... Bergstrom Music Co., Ltd.	C. J. Heppé & Son.
Baltimore, Md..... Cohen & Hughes, Inc.	Indianapolis, Ind..... Stewart Talking Machine Co.	Penn Photograph Co., Inc.
E. F. Droop & Sons Co.	Jacksonville, Fla..... Florida Talking Machine Co.	The Talking Machine Co.
H. R. Eisenbrandt Sons.	Kansas City, Mo..... J. W. Jenkins Sons Music Co.	H. A. Weymann & Son, Inc.
Bangor, Me. Andrews Music House Co.	Schmelzer Arms Co.	C. C. Mellor Co., Ltd.
Birmingham, Ala..... Talking Machine Co.	Lincoln, Neb..... Ross P. Curtice Co.	Standard Talking Machine Co.
Boston, Mass..... Oliver Ditson Co.	Little Rock, Ark..... O. K. Houck Piano Co.	Portland, Me..... Cressey & Allen, Inc.
The Eastern Talking Machine Co.	Los Angeles, Cal..... Sherman, Clay & Co.	Portland, Ore..... Sherman, Clay & Co.
M. Steinert & Sons Co.	Louisville, Ky..... Montenegro-Richm Music Co.	Richmond, Va..... The Corley Co., Inc.
Brooklyn, N. Y..... American Talking Machine Co.	Memphis, Tenn..... O. K. Houck Piano Co.	W. D. Moses & Co.
Buffalo, N. Y..... W. D. Andrews.	Milwaukee, Wis..... Badger Talking Machine Co.	Rochester, N. Y..... E. J. Chapman.
Neal, Clark & Neal Co.	Mobile, Ala..... Wm. H. Reynolds.	The Talking Machine Co.
Burlington, Vt..... American Phonograph Co.	Montreal, Can..... Berliner Gramophone Co., Ltd.	Salt Lake City, Utah Consolidated Music Co.
Butte, Mont..... Orton Brothers.	Nashville, Tenn..... O. K. Houck Piano Co.	San Antonio, Tex..... Thos. Goggan & Bros.
Chicago, Ill..... Lyon & Healy.	Newark, N. J..... Price Talking Machine Co.	San Francisco, Cal..... Sherman, Clay & Co.
The Talking Machine Co.	New Haven, Conn..... Henry Horton.	Savannah, Ga..... Phillips & Crew Co.
The Rudolph Wurlitzer Co.	New Orleans, La..... Philip Werlein, Ltd.	Seattle, Wash..... Sherman, Clay & Co.
Cincinnati, O..... The Rudolph Wurlitzer Co.	New York, N. Y..... Blackman Talking Machine Co.	Sioux Falls, S. D..... Talking Machine Exchange.
Cleveland, O..... The W. H. Buescher & Sons Co.	Emanuel Blout.	Spokane, Wash..... Sherman, Clay & Co.
The Collister & Sayle Co.	C. Bruno & Son, Inc.	St. Louis, Mo..... The Aeolian Company of Mo.
The Eclipse Musical Co.	I. Davega, Jr., Inc.	Koerber-Brenner Music Co.
Columbus, O..... Perry B. Whitsett Co.	S. B. Davega Co.	St. Paul, Minn..... W. J. Dyer & Bro.
Dallas, Tex..... Sanger Bros.	Chas. H. Ditson & Co.	Syracuse, N. Y..... W. D. Andrews Co.
Denver, Colo..... The Hext Music Co.	Landay Brothers, Inc.	Toledo, O..... The Whitney & Currier Co.
The Knight-Campbell Music Co.	New York Talking Machine Co.	Washington, D. C..... Robert C. Rogers Co.
Des Moines, Ia..... Chase & West Talking Mach. Co.	Ormes Inc.	E. F. Droop & Sons.
Mickel Bros Co.	Silas E. Pearsall Co.	
	Benj. Switky.	
	J. B. Greenhut Company, Inc.	

FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

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

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



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

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

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

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

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

FALL TRADE STARTS IN CINCINNATI.

Dealers Generally in Optimistic Mood—Victrola Department of Cable Company Opened to the Public—Steubenville Dealer in Trouble—Liberal Advertising the Rule—What the Managers Report Anent Conditions.

(Special to The Talking Machine World.)

CINCINNATI, O., September 9.—From all appearances Cincinnati is no worse off than the other important communities of the United States. There is a most optimistic feeling among the managers of the various talking machine departments about the city. In a general way they feel that the business for this month will off-set the losses of July and August. There was just a fair amount of business during these two months. More than the average number of Cincinnatians appeared to have been away during the past sixty days. Now one again hears the music of the talking machines.

After much delay the Victrola department of the Cable Company, on West Fourth street, will be thrown open to the public on Monday. Wholesale Manager Summey has engaged Kenneth Bartlett, a former Cincinnati boy and lately of Tampa, Fla., to take charge of the new business. Mr. Bartlett is already on the job and is patiently waiting for the disappearance of the workmen so that he can get busy. The demonstrating booths are located on the ground floor and help give an artistic appearance to this big music shop.

News comes from Steubenville of the financial difficulties of Lambert Friedl, owner of the National Talking Machine Co. On Thursday he posted a notice, announcing the closing of the business due to a "depreciation of stock." He announced that his liabilities are close to \$38,000, and that his assets will pay him out clear in time.

Manager Whelen, of the local Columbia graphophone store is still optimistic about the fall business. He said "During the month of August we simply held our own, but September opened up good, as the opening of the schools is bringing

many families home from their vacations, which naturally acts as a stimulus to business. The re-opening of the schools is usually the signal for renewed activities in all lines of business and no time will be lost from now on in getting ready to handle the fall and winter business."

The Otto Grau Piano Co. is most consistent in advertising its Victrola department. President Grau states that this has brought the company business which it would not have received by an occasional advertisement.

The Aeolian Co. is doing considerable advertising and is getting ready for a big fall trade. Manager Stotler, of the Milner Musical Co., leaves Monday for Wisconsin, where he expects to put in two weeks, seeking some gamey fish.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., says: "August was a month of exceptionally heavy record orders at a time when shipments of records were heaviest from the manufacturers. Machine orders were also very good, and this would indicate that dealers not only are enjoying an exceptionally good summer trade, but are stocking up for the fall business in spite of pessimistic reports from other channels of trade. Retail business was exceptionally good during the month of August. We are not losing any sales on account of the war conditions, and we do not expect to be effected by conditions later on in the fall. There is a plentiful stock on hand and we look for big results during the coming season."

THE MAN OF GRIT WINS.

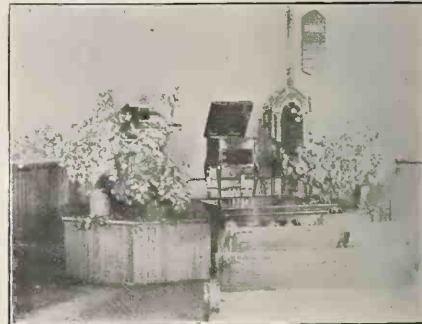
The fellow who says "I never had a chance" is almost invariably a man who never had any grit. Grit wins. To have grit means to have determination enough to keep going, to plug away until the accomplishment of your purpose. This requires planning, studying, working with all the concentrated force that is in you. Winning means working in the superlative degree, not shirking in any degree.

GRAFONOLA RECITAL IN CHURCH.

Large Crowd of Church Members and Friends Turn Out to Enjoy Most Delightful Concert Arranged in Laurel, Md., by R. H. Sadler, Jr., a Local Grafonola Enthusiast.

(Special to The Talking Machine World.)

LAUREL, MD., September 5.—R. H. Sadler, Jr., of this town, had heard on various occasions of the use of talking machines in churches and determined to make the experiment for his own satis-



Showing Grafonola Used in Church Work.

faction. He was the possessor of a Columbia Princess Grafonola, and after arranging a comprehensive program of various kinds of music secured the use of the Laurel Presbyterian Church for the concert. The concert, or recital, was in the nature of a free social for the church people and their friends, who attended the affair in large numbers. So successful was the first recital that Mr. Sadler was compelled to follow it with others to meet the demands of the local music lovers. The accompanying illustration shows the Grafonola in position beside the pulpit.

PROGRESSIVE JOBBERS ADVERTISING IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

To the public, "Victrola" means the world's best music.

To the music dealer it means all that—and more. It is the very foundation of music trade success.



Victor Talking Machine Co.

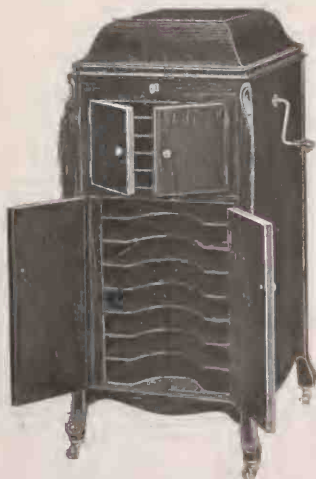
Camden, N. J., U. S. A.

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.



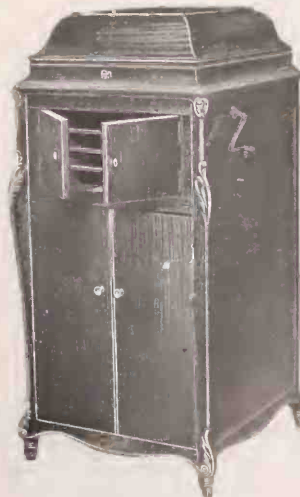
Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



Victrola XIV, \$150
Mahogany or oak



Victrola XVI, \$200
Mahogany or oak



Good product sold to the dealer and *by* the dealer, strictly on its merits, co-operation always, and protection as a matter of course—that's *business*, Columbia style.



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

Columbia Graphophone Company
Woolworth Building, New York

TRADE IMPROVES IN PITTSBURGH.

Attractive New Stores and Departments Opened—
—Recital Hall in Kaufmann Bros. Store—
Schoen Music Co.'s Department a Success—
Reports from Other Members of the Trade.

(Special to The Talking Machine World.)

PITTSBURGH, PA., September 10.—The consensus of the opinions of the Pittsburgh talking machine dealers indicates a marked improvement in trade during the first part of September, in fact several report a slight advance in sales over the same period of last year. The record business is on the increase and many of the houses have materially increased their lines.

New Dealers in Line.

During the past ten days two newcomers have made their appearance in the circle of local dealers. The Peloubet Co. has opened an up-to-date establishment on Forbes street, near Oakland, and is handling the Victor exclusively. The opening trade has been very encouraging and a splendid fall business is looked forward to, as the Peloubet store is located in a section of the city that is a comparatively new field for the talking machine.

A talking machine department has been installed by the Story & Clark Piano Co., 539 Wood street, who will specialize exclusively in the Edison. Several practically sound-proof booths have been constructed and are fitted up in a complete and convenient manner. The department opened for business during the week of September 7.

Pleased with Business Conditions.

The Boggs & Buhl Victrola department has been enjoying an exceptionally good business, and Manager J. A. Phelps reports a steady increase since the first of September. The location of the de-

partment on the fourth floor with the piano department is proving to be equally as convenient and attractive to customers as the old situation on the second floor.

To Open Concert Hall.

Manager H. N. Rudderow, of the Kaufmann Bros. Victrola department, expresses much satisfaction over the trade of the past few weeks, which, although not brisk, has been of a substantial character. Mr. Rudderow has just returned from a week's vacation spent at Niagara Falls and other points of interest.

The Kaufmann Bros. store opened its concert hall to the public on September 7, and in the near future Victrola concerts will be given at regular intervals.

The Schoen Music Co., 119 Federal street, North Side, reports its new Columbia talking machine department as making good strides in both the instrument and record sales. Callers have been particularly numerous recently and many fine prospects for the higher priced machines are in evidence. The new display window is being used exclusively for the display of the Columbia and is always kept freshly and attractively arranged, which is doing much to draw prospective customers.

The S. Hamilton talking machine department reports a very fair summer business in its three lines, the V. E. C. triplets. The store's show window, which is one of the largest and handsomest in the city, has been given over almost entirely during the past week to the Victor, Edison and Columbia higher-priced instruments. An Edison diamond disc, special case, instrument selling at \$400, and a new Victor No. XI, are shown to excellent advantage.

ORIGINAL PUBLICITY STUNT

Inaugurated by the Landis Music Store, Waynesboro, Pa., Brings Deserved Results.

The proper use of the original and unique in up-to-date publicity matters is the goal of every advertising man, and the unusual advertisements, car cards and publicity stunts that are turned out regularly bear eloquent testimony to this search for the distinctive.

In line with this embodiment of the original in advertising, the idea recently presented by the Landis Music Store of Waynesboro, Pa., live wire Victor dealer, is well worth attention. This company sent out to its mailing list a letter advertising the Victor, and enclosed a check for two cents "to pay for a minute of your time." The novelty of this plan was the subject of general comment, and was a material factor in the sales success of the letter.

SILAS E. PEARSALL CO. EXPANSION.

New life has been added to the Silas E. Pearsall Co., Victor jobber, 16 West Forty-sixth street, New York, by the appointment of John A. Snyder as general manager, and of Thos. F. Green as manager of sales. Mr. Snyder comes from Philadelphia, where he has had considerable experience in banking lines in connection with his talking machine experience, while Thos. F. Green, formerly the Victor man of New York, needs no introduction. Plans are rapidly being shaped by these two generals for a campaign for both wholesale and retail business that should increase the scope and prestige of this company.

The DITSON Pledge

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

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

The Fastest Victor Service

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

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

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

OLIVER DITSON CO., Boston, Mass.

PACIFIC COAST DEALERS CONFIDENT OF THE FUTURE.

Effects of European War on Fruit Shipments Being Overcome with Good Results—Phonograph Co. Occupies Handsome New Quarters—George W. Lyle Inspecting Columbia Branches—News of Travelers—Higher Priced Outfits Most in Demand Is the Report.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., September 4.—Notwithstanding the diverting influences of the European disturbances the past month, business in the talking machine stores here held its own fairly well, and with the first excitement of war conditions wearing off now to a considerable extent, greater activity is anticipated for September. The prospects for fall and winter business in this section, except in special cases, have not changed materially in consequence of the recent developments in foreign affairs. The first effect here was a stoppage of shipping, which seriously interrupted the export movement of crops and manufactured goods, thus tending to retard current business generally, but quite a lot of ships have left for foreign ports the last few days and the difficulty of financing the export movement is not so pronounced as it was. Other operations temporarily curtailed on account of the unsettled general condition are being resumed and the trade expresses renewed confidence of gradual improvement, an indication of which is the appearance in the daily paper this week of a little more advertising space devoted to musical instruments. Dealers did but little advertising the past month on the ground that it would be money thrown away, as the public was too absorbed in other matters to read ads, the primary election tending to distract attention from business in addition to the reading, thinking and discussing of war topics.

Phonograph Co. in New Quarters.

The principal event in the local trade the past month was the removal of the Phonograph Co. of San Francisco from its old Post street location to the new Edison Shop on Geary street, facing Union Square. Final touches in decoration and minor details of furnishings were still to be made when the place was opened for business, and for that reason the formal opening will not take place for two or three weeks yet. The management of the business takes just pride in the new establishment.

One of the highest compliments that can be paid any establishment is probably that everything is in good taste, and that can truly be said of this new Edison Shop. The woodwork is red gum finish, which harmonizes with the sand-tinted walls and matches the furniture. The arrangement of the store was given much thought in order to combine attractiveness with convenience. In front is a large display and salesroom, followed by a lobby for the accommodation of visitors; then the offices, back of which are record rooms for stock and eight sound-proof demonstration rooms. The store is 140 feet deep, the display room is 22 feet wide, and the remainder is 25 feet wide. A mezzanine floor has been installed, extending from the rear to the display room. It has been fitted up for a concert hall, and its approach is one of the most elaborate features of the establishment. A stairway leads up from either side of the display room, forming an archway. In the basement are provided storage and shipping facilities. As the name signifies, Edison products are handled exclusively, and one of the chief prides of the place is a signed photograph just received from Mr. Edison, extending his best wishes for the success of the new Edison Shop of San Francisco.

George W. Lyle on Inspection Tour.

W. S. Gray, district manager of the Columbia Graphophone Co., expects to leave shortly for Spokane, Wash., where he will meet George W. Lyle. From that point he will accompany him on his tour of inspection of the company's Pacific Coast interests. Word has also been received here that Marion Dorian, of the Columbia Co., will visit the local headquarters some time in September. While here he will go over plans and specifications for the Columbia booth at the exposition next year, and look after other matters pertaining to the company's exhibit.

M. J. Sittenfeld to Travel for Columbia.

A new traveler has been added to the local force of the Columbia Graphophone Co. in the person of M. J. Sittenfeld, who was formerly manager for the company in Sacramento, Cal. He has been assigned the central part of the State as his territory and is giving good account of himself on his initial trip, according to Wholesale Manager F. R. Anglemeier. The other travelers are out also. C. P. Le Roy is in the southern part of the State, and C. J. Moore is back on duty in the San Francisco Bay district, after a two weeks' vacation at Skaggs Springs, in Sonoma County. Mr. Anglemeier says business has kept up nicely the past month in both machines and records, and he looks for improvement from now on until the holidays.

A. R. Pommer at Golfers' Meet.

A. R. Pommer, proprietor of the Pacific Phonograph Co., and Mrs. Pommer, both of whom are golf enthusiasts, are spending the early part of September at Del Monte, where golfers from all parts of California have assembled to compete for State supremacy.

New Traveler for Edison Disc Line.

The Pacific Phonograph Co. has enlisted the services of E. C. Howard. His official title is special representative and his sole mission is to solicit new business for Edison disc products. He will cover the entire Pacific Coast, and as his efforts will be confined to opening new accounts, he will work principally in localities heretofore not explored to any extent by the company.

Does Lively Business at Summer Resorts.

Special Representative Francis Raymond, of the phonograph sales department of Thomas A. Edison, Inc., in this district, spent most of the past month at the summer resorts south of this city in the interests of higher priced Edison disc phonographs. He conducted a series of recitals at the leading hotels offering special inducements to summer visitors, and no doubt Edison dealers will reap benefits from his campaign.

Get Good Stock of Victor Records.

L. S. Sherman, of Sherman, Clay & Co., Coast distributors of Victor goods, says they have been unusually busy in the record department the last week or two filling back orders following the arrival of a large shipment from the factory, containing certain records which have been anxiously awaited for some time. Here machine business is reported quite active also, and preparations are under way for a large holiday trade.

Says August Shows Substantial Gain.

H. P. Rothermel, manager of Eilers talking machine department, which was installed the first of July, says August showed a more substantial gain over July than he anticipated. Stocks have been increased in all three lines—Victor, Columbia and Edison—and all grades of machines have been selling. Edison disc products have been featured, and Mr. Rothermel says they are in particularly good demand.

Many Large Cash Sales.

P. H. Beck has enjoyed a satisfactory month's business in the Kohler & Chase talking machine department, a feature of which he says was the increased number of cash sales for machines under \$100. He considers this an indication of improved conditions, as in his experience cash sales have been largely restricted to higher priced machines.

R. E. Wolfinger, of the talking machine department of the Wiley B. Allen Co. in Los Angeles, Cal., spent a few days in San Francisco recently while on his vacation.

To the man who is always waiting for something to turn up, success is always just around the corner of the next street.

A man is known by the company he keeps, which may explain why some of use hate to be alone.

Lansing Khaki Moving Cover

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

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

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

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

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

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

Better send for these to-day.

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

A new Columbia at a war-time price—the "Meteor," \$17.50. It has all the earmarks of Columbia quality—quality of appearance, quality of workmanship, quality of *tone*. That is enough to ensure a market for this new instrument.



(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

LOOK FOR GOOD FALL TRADE.

Indianapolis Dealers Optimistic Over Outlook—Columbia Co.'s Unique Display in Water Carnival—Kipp-Link Co. Activity—E. L. Lennox Wins Golf Honors—What the Others Report Regarding Current Conditions.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 9.—Talking machine dealers here are looking forward to a prosperous fall trade. The European war has not affected the local talking machine trade and the dealers can assign no reason why it should.

The Columbia Graphophone Co., 27 North Pennsylvania street, won honors recently in the water carnival held under the auspices of the Riverside Canoe Club on White river, near Riverside Park. While the Columbia's entry in the carnival did not take the grand prize—simply because it was not entered as a contestant—it received more applause than the triumphant entry. H. M. Wright designed the Columbia display. Taking two large canoes as his foundation, Mr. Wright built a living room scene which won appreciation on every hand. On the two canoes a platform ten feet square was placed. A six by nine rug was laid on the platform. A table, three comfortable rockers and a Grafonola De Luxe made up the furnishings. The pictures of Mary Garden, David Bispham, Emmy Destinn and Lina Cavalieri were placed along the front of the platform. Storage batteries supplied the electric current for the lights.

The "movie" men were on hand at the carnival and the moving pictures of the "parade" are being shown at the local theaters. The Columbia display shows up especially well in the pictures. A free exhibition of the pictures was given in Monument place the week of the Indiana State Fair, September 7-11. This week was also "Made in Indianapolis Week."

A. W. Roos, manager of the Columbia store, said business was good the latter part of August, and that the indications are that there will be a big fall business. Dance records continue to be

the best sellers, it being almost impossible to get as many as needed.

Thomas Devine, manager of the Dictaphone department of the Columbia store, is in Ottawa, Canada. Friends of Devine are worried lest the Canadian Government should pick him up and compel him to go to war for England.

W. C. Fuhri, of Chicago, district manager, visited Mr. Roos recently. Mr. Fuhri and Mr. Roos went to Terre Haute in Mr. Roos's automobile. They had a very pleasant trip and in addition attended to business there.

The Kipp-Link Phonograph Co., jobber for the Edison line of phonographs, find that it does not

Co. had a very good August trade and a large fall trade is expected.

Edwin L. Lennox, of the E. L. Lennox Piano Co., which handles the Edison line of disc phonographs, won second honors in the State golf tournament held recently at Marion, Ind. Mr. Lennox is a veteran both in the music game and in the game of golf.

PREPARING FOR NEXT CONVENTION.

Press Committee of National Association of Talking Machine Jobbers Reports Start of Work for Reunion in San Francisco.

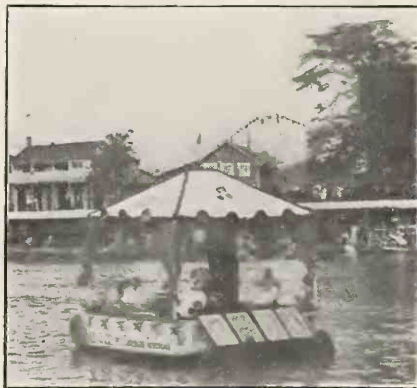
J. C. Roush, chairman of the press committee of the National Association of Talking Machine Jobbers, in a recent communication says:

"Tentative plans are already being prepared for a banner convention at San Francisco July, 1915. Pamphlets showing special trips with privilege of returning different routes are being prepared, profusely illustrated, and will be mailed to every member of the association shortly.

"Plans for entertainment of the jobbers and their friends are being arranged, and there is no question but what the next convention will be one that every member can well be proud of. Many members have signified their intention of being present, and the attendance will no doubt be quite large, as many members will use this as an excuse to visit the beautiful Coast, Yellowstone Park and the Yosemite Valley instead of putting it off from year to year.

"Special Pullmans will be arranged for, making the trip practically a family party and members will return home with a better knowledge of their own country than they could obtain from constant reading and studying. Every member is urged to make his plans take in this beautiful trip with his family and friends."

The live-wire Victor dealer is "always on the job," as witness the aggressiveness of John J. Carroll, Victor dealer at Newark, O., who on a recent trip around the world stopped at Rome for a few days and picked up a fat order for a Victrola XVI. and a good-sized record library.



Columbia Display in Indianapolis Water Carnival.

have to do very much pushing to sell the Edison line. It's more of a pulling game to get the machines and records to supply the demand.

W. S. Barringer, of the Stewart Talking Machine Co., jobbers in Indiana for the Victor Talking Machine Co., expects to have this fall the best trade his house has experienced. Preparation has been made by the Stewart Co. to take care of heavy demands for records and machines from the dealers throughout the State.

The talking machine department of the Aeolian

from the hundreds of delighted owners of talking machines. A \$10,000 man writes that he is able to play perfectly with the Little One-Der attachment records 10 years old.

Here is a "Little Hint" for the dealer: In addition to trying out a sample on your own perfect demonstrating machine, using perfect new records, and getting demonstrations of the fine color-value, ask your customers to bring in their old records.

You will thus make a sale of an attachment and yourself get enthusiastic over our patent.

You will bring old customers into your store to investigate, and it is a simple matter then to get them to try out some of the new records. Result,

sale of a Little One-Der and of several new records.

Another way to sell attachments, if you cannot induce all your customers to come in for a demonstration, offer to send one out to the home for trial. We guarantee you will make a sale every time.

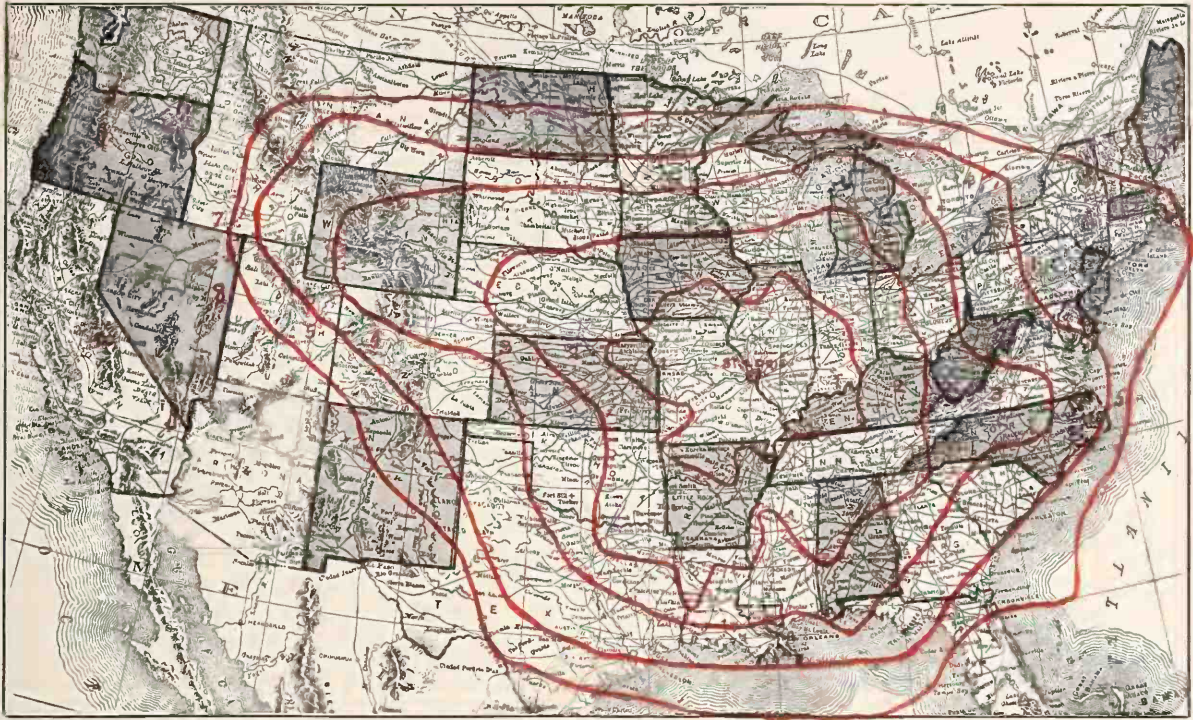
Write for 2 or 3 dozen attachments, which we will send on approval. At the end of 30 days return those you have not sold, and we will not charge you for them. Our introductory price on this trial offer is 60c. each, and you retail for \$1. Special price on quantities.

Sole Maker

A. S. B. LITTLE
Nashville, Tennessee



Elbert Hubbard, writing in the July issue of "The Fra," says of the Little One-Der attachment for talking machines: "It restores lost chords and takes the wreck out of records." This is only one of the many very strong endorsements we have received for our patent needle holder (shock absorber)



The Wonderful Freight Service of Saint Louis

LOOK at the map!
 Each circle about Saint Louis represents the limit of a day's travel of the fast freight service from here! Twelve hundred cars and more leave Saint Louis daily, carrying package freight to break bulk at car destination, and all of these cars move on **SCHEDULE!**

See how far freight moves from Saint Louis in One Day—in Two Days—in Three Days!

Think what a wonderful accomplishment this is—how **NEAR** Saint Louis is to **YOU** by freight!

And think how much faster our Express and Parcel Post service brings goods to you!

We are **AT YOUR DOOR**—and here in Saint Louis we have the **BIG Victor Stock**—able to fill the orders for shorts that other jobbers can't fill. If anybody in America has the Victor Records, Machines or Accessories you need—**WE** have!

Send us your shorts—even if you get the bulk of your Victor goods from somewhere else. Send **US** the hard part to fill!

Koerber-Brenner Company



Victor Distributors



Saint Louis

Harry G. Koerber
 President & Treasurer

Edwin C. Rauth
 Vice-President & Secretary

The Goods, and NOT "Regrets"

THAT'S our policy.

It compels us to carry a larger stock of Records, Machines, and Accessories than most Jobbers—but we FILL orders instead of sending our regrets, which is what you are after.

You send in orders for Victor goods because you NEED 'em. A jobber who is always "short" doesn't help you much.

So, if you're short anything now, instead of waiting for your regular jobber to get it, send us the order. If anybody in the country is stocked on the item, WE are.

We just "dote" on these "Short" items others send regrets about.

We will appreciate your short business, even if you place your regular orders elsewhere.

Koerber-Brenner Company



Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

PHILADELPHIA TRADE SHOWS PLEASING INCREASE

Over Business for Same Season of Last Year Despite General Conditions—Dealers Make Elaborate Preparations for Capturing Trade During Coming Months—Recitals and Liberal Advertising Planned—Louis Buehn Reports Steady Business Growth.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 9.—The talking machine business in Philadelphia during the month of August was most satisfactory, and while there was not a very large increase over 1913, and especially not as large as several previous months, yet it was sufficiently so to be encouraging and to give bright prospects for the remainder of the year. Thus far nine-tenths of the talking machine dealers in Philadelphia have experienced an increased business for the first eight months of this year, every month over the corresponding months of 1913.

There is not going to be any material change in the aspect of the talking machine business in Philadelphia this year despite the harmful influence of the European war. It has reached such a staple basis that little change is necessary.

The Edison disc dealers are prepared for an active fall campaign and have thousands of circulars already addressed and ready to be mailed just as soon as they feel the proper time has arrived. They will also inaugurate an elaborate series of concerts in which they hope to reach a large number of talking machine purchasers who would understand and appreciate the Edison qualities.

The talking machine department of John Wanamaker's has enjoyed an unusually good August business. The new record racks are in place which facilitate work very materially. The sales force has been divided in such a way that at present there is an exclusive sales force to sell Victors and an exclusive sales force selling records. Concerts are being given ever day in the large concert hall, in which a piano, an organ and a violin are used with a Victrola. These concerts are very largely attended. Among the Wanamaker visitors the past

week were L. C. Wiswell, the general manager of the talking machine department of the Lyon & Healy store, Chicago, and Miss Golden, a young lady who conducts a talking machine store in Indianapolis. Mr. Kingsmore, of the Wanamaker selling force, will be married the coming week.

Louis Buehn, who handles the Victor machines and the Edison Amberol, has increased his business very materially during August. Mr. Buehn spent the latter part of July and most of August at Ocean City, and last week made a tour of the Eastern shore of Maryland in his automobile. Mr. Buehn says his business has run steadily ahead of last year, every month showing a gain over the corresponding month, and he looks for an increased business in the fall and winter. Edison dictating machine business also shows an improvement over last year, and among the leading houses who have taken on this instrument are: The Keystone Type Foundry, the Ford Motor Car Co., Diston & Sons, the saw manufacturers of Tacony; Berger Brothers, and the Gurber Engineering Co. of Bethlehem.

Burkhart & Blake, at Eleventh & Walnut streets, have a most artistic and attractive window display of the Edison, and are about to erect a large display sign on their building, 13 feet wide, on the Eleventh street side. They have also built an additional booth. They report that their business on the Edison thus far has gone considerably ahead of their expectations, and they are most optimistic.

Ramsdell & Son, also Edison agents, are making arrangements to have a series of fine booths placed in their warerooms and are going to give the talking machine end of their business equal attention with the pianos. Both the Cunningham and Stetson companies are going to place experienced men in charge of their Edison departments.

The Talking Machine Co. expects to have all alterations finished by the middle of this month, and it is going to have as fine a store as is in this city on Broad street.

Walter T. Eckhart has been spending several weeks at Atlantic City. He came up to the city last Friday and returned on Saturday after he found that everything was working along in a satisfactory way. As the Philadelphia-Chicago Opera Co. will not give performances this winter on account of the war, it will give the Pennsylvania Talking Machine Co. additional room for its business. The Opera office took up quite a little space at the front of the store, but it was a good advertising medium.

Lit Bros. are continuing to enlarge their department, and it now covers close to three times the space it occupied a year ago.

Gimbel Bros. have not yet found time to make the enlargement to their department so long contemplated, but their business is growing so rapidly that they cannot delay much longer.

Strawbridge & Clothier are more than holding their own, they report, and with their new rack facilities they are finding it much easier to handle their rapidly growing business on records. Manager J. E. Priestly believes that the business is going to be very good this fall.

SUSTAIN THE PRICE.

You will notice that those business men who have really made good are in a position to make a price and sustain it, because their reputation is such that that course is justified; they are men who have been very careful to make good all business transactions by having always sincerely tried to deliver quality in proportion to price.

RETURN FROM VACATIONS.

L. A. McChesney, advertising manager of Thos. A. Edison, Inc., Orange, N. J., has returned from his vacation, which he passed in the Adirondacks.

Credit Manager Philips, who has been sojourning at Asbury Park, N. J., has also returned.

FOR SALE

My high-class retail Victor business; Established 11 years; Centrally located; Store thoroughly equipped, with well-trained sales force. Genuine opportunity for investment of \$10,000 to \$15,000 capital. Am retiring from retail business. Further details on application.

BENJ. SWITKY

9 WEST 23rd STREET

NEW YORK CITY



LOUIS XVI
 Model A450, Circassian
 Walnut, \$450.00
 Model A400, Mahogany,
 \$400.00



SHERATO
 Model A275,
 Mahogany, In
 Plain, \$275



Model A80, Mahogany,
 \$80.00

As Easy As Selling High Hats to Aldermen:—

That's how easy it is to sell an Edison Phonograph to a man who knows real music when he hears it.

As soon as a few records are played, your music-lover knows that here is a true musical instrument that reproduces all the beauties of the original music. He knows that he is hearing the overtones that elude reproduction on other phonographs.

To him the advantage of having a permanent point that does away with the bother of changing needles, is instantly obvious. He

Thomas A. Edison, Inc.



Model A200, Mahogany
 and Oak, \$200.00



Model A300, Cir-
 cassian Walnut,
 \$300.00



LOUIS XV

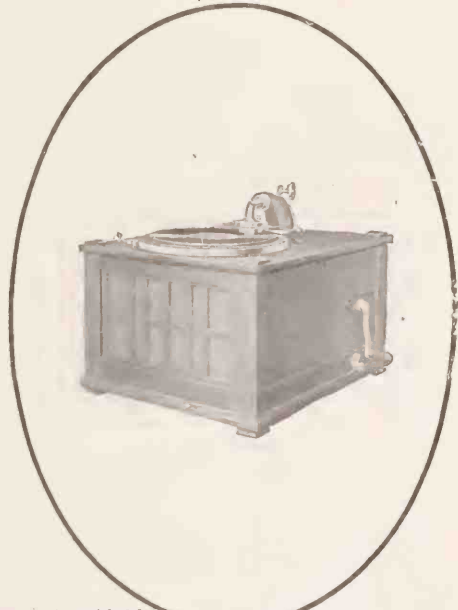
Model A425, Circassian
Walnut, \$425.00
Model A375, Mahogany,
\$375.00

ATON
90, Ma-
Inlaid
uetry.

Asps the mechanical superiorities of the Edison put into it by that
aster inventor who gave the phonograph its name.

The smooth running motor that gives the music its steady
ch, the indestructibility of the records, the clear tone that makes
e Edison so indispensable for any out-door affair where music is
sired, the beauty of the cabinets—all these merits combine to
ork on the buying instinct of the music-lover until he feels that he
ply cannot get on without an Edison.

The Edison does this for itself—it is its own best salesman. Your
rt comes in seeing to it that you have the full Edison Line. You
st not let that buying-instinct find its outlet in another store
cause you have not the type of Edison your customer desires.



Model B60, Oak, \$60.00

akeside Ave., Orange, N. J.



Model A150, Mahogany
and Oak, \$150.00

50, Ma-
and Oak,
)



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

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

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

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

NEW YORK, SEPTEMBER 15, 1914.

WAR talk has been dominant throughout this land during the past month, and even a trade publication has to devote a certain amount of its space to the discussion of war and its effect upon trade.

So closely is the world bound together by ties of business and friendly intercourse that what affects one nation is bound to affect the others. We cannot have half the world engaged in the most destructive conflict of all the ages without having an immediate effect upon the interests of other countries.

There is inconvenience and loss and suffering for the peoples of all continents because the European nations have drawn the sword.

The organized interests of man everywhere are so interdependent that commerce, finance and industry suffers loss, and must suffer more and more as the conflict deepens.

We talk about a neighborhood of nations, and yet it is a neighborhood without brotherhood; and by the awful scourge of hatred all nations are learning that neighborhood without brotherhood is hatred and death.

The sciences and arts of peace are made to belie themselves in the ruthless service of carnage and slaughter.

Something must be wrong with our civilization when, in 1914, millions of men confront each other on the battle field trying to decide the quickest way of wiping each other out.

All our talk of close brotherhood—all our talk of arbitration, of treaties was backed by the preparation for war.

Armed peace is forever disproved and doomed as an instrument of international safety. There can be no such thing as armed peace. It contradicts itself, for peace that must arm is no peace. In spirit, in motive and all of the moral qualities of conduct it is war. All it lacks is opportunity. Give it occasion and the brute-force war features are made manifest.

If "war is hell," then it is plain that armed peace is hell's wide-open gate.

THE industrial conditions throughout Europe are sadly disrupted. Business organizations are broken, and the question is how soon will they be reorganized. Some never, because the brilliant minds which once directed them are no more, and the losses of the warring countries of Europe, in fine citizenship, cannot be reckoned in money standards—it is beyond pricing.

But the responsibilities of America in this great conflict are great, for in this crisis it is to the United States, with her vast resources, her fields of grain, her great stores of riches and gold,

manufactures and human energy, that all the world is forced to turn for leadership.

The countries at war must have American wheat and American meat. They will want, and try to obtain, munitions of war from American factories. With their own shops closed, the workmen at the front, rifle in hand, will need American cloth, iron, steel, shoes, saddlery and products of every kind, and bound as we are by ties of blood and business to every nation of Europe, when the day comes when the great armies of Europe shall have made their last final payment in human life to the god of war, and peace once more smiles upon the people in the war-torn lands, then it will be through the good offices of America—the melting pot of all nations—that the way will be paved for conferences and new treaties.

The prostration of the manufacturing interests of Europe will make it impossible, by reason of the results of the war, for any great revival in export trade from those countries for some time to come. And America, by reason of these unfortunate conditions, has an unlooked and unsought for opportunity opening up. The war will throw us upon our own resources, and compel us to develop raw and unfinished materials for the supply of which we have been relying upon European countries.

OUR vast resources in every line will be developed, and the United States will make itself almost immediately independent of the rest of the world in its manufactures.

Opportunity, through Europe's misfortune, is knocking at America's door louder than she ever knocked before at the door of any great nation.

From present appearances it would seem as if within the immediate future there would be an unprecedented boom in almost every line of trade.

Prominent industrial leaders have been interviewed, and they declare that they are preparing for a new era of business, and that this activity will include a varied line, so that American industries will leap ahead and employ all available labor, and within a brief time it is possible that every smokestack in the country will be pouring out its thickest clouds and every loom will be turning, and every artisan and day laborer will be at work.

America, being the only great nation not embroiled in war, must supply to the other nations of the earth enough of its products and manufactures to cause the greatest of activity among us.

AMERICAN inventive ability will come to the front as it has never come before. Thousands of Europeans will invent no more, and the loss to those involved countries will be vastly more than the loss of either property or wealth; and notwithstanding that thousands of the brightest and brainiest men must go down before the rain of hail and death, civilization will not halt, and the virile minds of Americans—the people of this new land—will quickly repair the loss.

Meanwhile we must feed the war-torn lands—we must carry the commerce of the destroyed and imprisoned ships, and to do that we must work—all of us.

There is no time to sit back and fill the air with gloomy predictions.

It should be plain to everyone that this country will boom as it has never boomed before, that the money equilibrium will be steadily adjusted, and that men in every line of trade will feel the necessity of work as never before.

IN New York we are too close to the cable connections, too close to Wall Street, too close to the great shipping interests, too close to the great dailies which issue extras every half hour, not to be more keenly susceptible to the war conditions than any other part of the country. Therefore, it is assumed that New York's general trade would be quiet; and yet we can point to instances in the music trade where some piano houses have scored the best August trade that they have had for many years.

They have done it through organization—through work, and that is exactly where the talking machine men can take advantage of the present conditions and reap good results.

In the great agricultural sections of this country the people

are not influenced by the war conditions. They are getting more for their crops than ever before, and the prices will still go higher. They will have more money to spend for home accessories, such as pianos and talking machines. They will buy more automobiles, and their good fortune will be reflected in the demand upon factories in all lines of trade.

And so it goes!

The absorptive power of the hundreds of millions of people, plus the additional call which must come from Europe, is pretty sure to make this country a hive of industry and activity for months and years to come.

It is not the time for pessimistic talk.

The man with a grouch has no place.

We have so many things in our favor that we should think of them and discuss them rather than the sad misfortunes which have befallen others.

We are free from war. We have good crops—the greatest ever.

We have a hundred million of people who make the best market in the world.

We have good resources at our command, and all we need is just a little plain, ordinary, every-day common sense and to keep steadily at our task.

Just pull strong and steady.

THE talking machine business, while undergoing changes, is broadening out all the while. In fact, its development has been phenomenal, for when we compare the conditions which existed in this industry half a dozen years ago with those of to-day we must not only admit its wonderful development, and the advanced position which the talking machine occupies to-day in public esteem, but also the constant business changes which the industry has undergone.

All new industries have sooner or later to succumb to certain fixed business conditions, and the talking machine trade, like many others, is gradually reaching up to a position of mercantile greatness.

The relations of the jobbers and dealers are clearly defined, and it seems but reasonable to believe that the jobber cannot have two points to his business needle, so to speak. In other words, that it is not well for him to job different lines of talking machines. Concentration pays him best and pays the manufacturer best, because where he has concentrated upon particular lines he can offer no substitutes to inquiries which may come to him from dealers developed by the manufacturer's national advertising. He cannot say, "I can supply you with so-and-so," but simply one product, and that product he talks, believes in, knows its value, and all his salesmen become imbued with the spirit of loyalty towards the particular product. That loyalty always makes for business advance.

That clearly defined conditions seem to have worked out in a satisfactory manner, and in our estimation there will be no radical changes in the relations of jobbers to manufacturers within the near future.

With the retail trade it is different, and there is an unmistakable trend in the talking machine world to sell such products as are demanded by the public. In other words, to follow the lines adopted by the great department stores to sell that which the people call for in the line of manufactured products. That would seem to be good, sound retailing, and it is following out the public service plan in an efficient manner, which mercantile emporiums must do in order to satisfy the public needs.

That is a fixed mercantile principle in all lines of trade.

It does not matter whether one has a special talking machine store, music store, shoe store or a general department store.

The same principle applies to all, and a number see no good reason why they should lose sales when a customer comes in and demands a special talking machine any more than a special brand of shoes or hats.

The party who enters a store and asks for a particular product had that product in mind when he entered the establishment, and, of course, the salesman may try to force a substitute upon him, but in the meanwhile he weakens his position as well as his energies by attempting to convince a customer against his will. It is getting to be more and more a question of merit backed by values. A product which is generally advertised, and which possesses unusual merits, has the decided call in the public mind, and the dealers will do well to sell that product; but if another product is sought, it would simply be good merchandising to follow along the lines of least resistance and supply those products which the public asks for and desires.

In the talking machine line, while there is no restricted territory, it varies very materially from the piano business where there is restricted territory, and the piano men are exclusive representatives within certain prescribed lines.

The talking machine retailer sells to all who may visit his emporium, and it therefore seems good logic to conduct a store along lines of satisfaction to the public in supplying the particular products which are called for. The dealer will unquestionably seek to follow lines which afford them increased revenues by making all sales possible. Therefore, the position of the jobber and the retailer, to our mind, is entirely distinct and separate.

WE have before us an advertisement put forth by one of the large dry goods companies in a Western city in which a \$100 talking machine is offered for twelve and a half cents a day, the daily payment being brought out in very heavy type to attract readers by reason of the low cost.

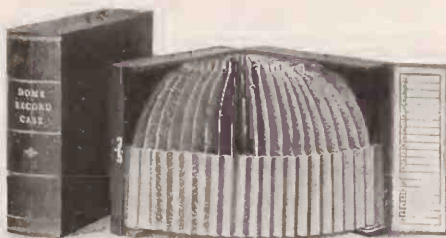
Such advertising does not tend to increase the value or prestige of the talking machine in the public estimation. In fact, in our opinion, it lowers its standing very materially.

To advertise an artistic product for twelve and a half cents a day is belittling it, and is lowering it to a point which is seemingly unnecessary and not warranted by present conditions.

The payments would amount to less than four dollars a month, and that means more than two years before the machine is paid for. The same offer also includes six double records. Now, is it good business to put forth this kind of publicity in behalf of the talking machine? We do not think so. Nor do we think that it harmonizes with the marvelous advertising put out by the great producing houses.

DOME RECORD CASE

Is constructed along different lines, being reinforced at the bottom with a nickel-plated metal support to keep the records in position. Holds 20 records accessible for instant use. Index shows just where each record is. Furnished with lock and key. Notice how the case



Swings Open, Displaying All the Records.

Furnished in 10" and 12", with a positive guarantee of satisfaction.

Ask us for more particulars to-day.

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

We are also Victor Jobbers, carrying every model of Victrola in stock and an immense number of records. Our shipping service guarantees the quick delivery of goods—thirteen lines of railroads, five express companies, and also the Great Lakes boat lines. Include some records with your Record Case orders!

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., September 9.—Gradually the Columbia Graphophone Co.'s establishment is getting into a completed condition after several months of more or less upheaval due to the cutting through of Avery street to Tremont, next door. While this thoroughfare is not yet finished, the entire side of the Columbia Building is completed, and long signs extending down the length call conspicuous attention to the Columbia house. These signs can be seen practically through a long length of three streets. Both floors and the basement of the building have undergone a change, and all that the growing business under Arthur Erisman's management may be the further advanced. The basement is used for storage purposes and new racks and electric installations all add to efficiency. The long line of demonstration booths on the ground floor are done in French gray, which is the finish of the whole floor, and they are so constructed that the entire line can be thrown into one if required through the opening of windows between one booth and the next. There are two doors on the opposite sides of each booth, and ventilation is afforded through the opening of a window in the top, for the booths do not run up to the ceiling, there being a large open space at the top. New demonstration booths have been installed on the second floor and the long windows on the new Avery street side will give splendid opportunity to display goods. One advantage of the new arrangement will be that there is a room solely devoted to the housing and demonstration of foreign records, these in twenty-eight different languages being kept constantly. Manager Erisman reports that despite general business conditions and the changes going on inside which somewhat inconvenienced the office routine, the August business in Columbia outfits was exceedingly gratifying.

Arrange for Victor Demonstration Room.

The changes that have been going on for the past several weeks on the third floor of the Eastern Talking Machine Co., have been completed. This floor will be used exclusively for a Victor demonstration room, and as customers will have the benefit of adequate elevator service from near the entrance, the Eastern's many customers can now procure their goods under improved conditions. All the rugs throughout the store have been cleaned and refreshed, and the whole establishment has undergone quite an improvement from top to bottom.

Preparing for the Fall Campaign.

At this writing the staff of salesmen under Manager Silliman, of the Boston offices of the Pardee-Ellenberger Co., are at home and mapping out their routes for an early fall trip. Already there are large orders for the Edison disc outfits coming in to the Pardee-Ellenberger Co. from all over New England, and the prospect looks exceedingly bright for a good fall trade, according to Manager Silliman. Mr. Pardee was over here a few days ago, and was well pleased at the amount of business being done from the Boston headquarters. Mr. Silliman was able to take a fortnight off the latter part of the month, and with Mrs. Silliman went down to Narragansett Bay, R. I., for a vacation.

New Columbia Dealers.

Manager Erisman, of the Columbia, reports a large list of new Columbia dealers for the past month, and among those with whom he has signed up are J. G. Heichner & Sons of Holyoke, the Bon Marche Co. of Lowell, Charles Wing of New Bedford, and the Atherton Furniture Co. of Worcester. All of these have been sending in orders of so large a nature that they can be filled only in instalments. Another new Columbia dealer nearer home is C. Skelton & Sons, 312 Washington street, Newton, who conduct a chain of three stores in the Newtons. This concern has stocked up well in anticipation of good fall business.

Chickering's Department Enlarged.

As mentioned last month the talking machine department of Chickering & Sons was being considerably enlarged and improved. This work is now finished and a good part of the second floor of the artistic retail house of this large piano concern on Tremont street is now occupied for this branch of the business. The house originally started with the Victor outfits, but lately it has taken on the Edison disc line and with the necessarily added demand for goods more space was requisite. There are five sound-proof demonstration booths and a good-sized salesroom. The suite is finished in white and all the appointments are most attractive. When the work was completed, W. W. Longfellow, the manager, was able to take a short vacation, which he enjoyed down on Cape Cod. He is now back and ready for the fall business, which he expects will be gratifyingly good.

Returns to Business Harness.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., is back home from his vacation, which was spent at Swan's

Island, Me., a place to which he and his family have gone for a number of summers. Business at this establishment is reported to have made an excellent showing during August, and the prospects are bright for a good fall trade.

Music for the Prisoners.

Florencio Constantino, the noted tenor, has made a gift of a Columbia Grafonola to Sheriff John Quinn, of the Charles street jail, and the sheriff will use it to entertain his prisoners. One of his bondsmen having surrendered him a short time ago in the suit against him by Oscar Hammerstein, Constantino was obliged to languish in jail for a time, and it was while there that he realized how much music might play in the lives of the prisoners. So he decided to furnish music for them through the means of a Columbia outfit.

New Quarters for Walter Bates.

Walter Bates, who has been located farther down Summer street for some time, has now moved up into the retail section of the city, and within the past few days he has got firmly settled in his new quarters at 63 Summer street. Mr. Bates has large floor space on the second floor, and with many conspicuous signs displayed on the outside there is little danger that one will not be able to find the place. The interior is comfortably fitted and there is a large stock of the Edison disc machines, Columbia and Victor outfits on hand, so that a prospective purchaser has a wide variety to select from. The location of Mr. Bates's warerooms should prove of advantage in building up a good trade.

E. F. Taft's Vacation.

Manager E. F. Taft, of the Eastern Talking Machine Co., is planning to go away on a brief vacation shortly. His trip will necessarily be short as his immediate attention is being devoted closely to business.

Arborway Pharmacy to Sell Talkers.

The Arborway Pharmacy, which is conducted by L. J. Murray, is one of the latest places to handle Columbia outfits in the outlying sections of the city. Mr. Murray has a fine selection of the leading types, and as an inducement to business he has opened a voting contest, and a handsome Columbia Grafonola is one of the prizes that is offered.

Winston Churchill and the Dictaphone.

At the office of the Columbia Graphophone Co., it is learned through Manager Erisman that one of the latest distinguished personages to appreciate the value of the Dictaphone is Winston Churchill, the well-known novelist. Some time ago Mr.

EDISON DIAMOND DISC PHONOGRAPHS

Are conceded to be the greatest sound reproducing machines ever made and the country is going wild about them. You ought to have this line in your store and if you will write to

THE PARDEE-ELLENBERGER CO., Inc.

Boston, Mass.

New Haven, Conn.

you will secure the complete information regarding the qualities of this line and our plan for laying out your department for the general promotion of business that will eventually mean a whole lot of profits for you.

Send for this data to-day.

Real Music
At Last

Real Music
At Last

THE TRADE IN BOSTON AND NEW ENGLAND

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

Churchill had his attention directed to the value of this device, and it did not take him long to become convinced that a Dictaphone would immeasurably serve him in his writing. So he came in touch with the Columbia people and a fine machine lately was expressed to his summer home at Windsor, Vt. Now Mr. Churchill sits back and lets the Dictaphone do his work for him as he carries on conversations between his characters of fiction.

Has Scored a Great Success.

"Billy" Fitzgerald, as all his friends know him, has been one of the faithful employes of the East-



W. J. Fitzgerald.

ern Talking Machine Co. for the past fifteen years. He began with the company as an office boy and has passed through successive stages of the talking machine business until to-day he is the manager of the wholesale department. A couple of years ago when the field for the Victor goods in public and private schools was first developed, Mr. Fitzgerald was one of those early on the scene, and he has been the medium of having Victor outfits installed in a great many schools in Boston and neighboring cities and towns. He has a wide circle of friends, and he has sold outfits to a number of prominent persons, many of them in official public life.

Exhibition of Cups Won for Dancing.

In the windows of the Eastern Talking Machine Co. there is an exhibition some of the cups which have been won by Mr. and Mrs. Otto F. C. Heineman, prominent instructors of the modern dances in this city. The cups were won by them at a recent carnival of dancing over in New York. In teaching dancing, the Heinemans use five Victrolas.

Showing New Machine.

Manager Erisman is showing to the trade a new Columbia machine, the Meteor, as it is called, which sells for \$17.50. It comes in between the low-priced machine and a higher one, and it is believed that there is a demand for it. Many dealers already have placed large orders for the Meteor.

Steinert Quarters Done Over.

The Arch street quarters of M. Steinert & Sons are now entirely done over. Mention already has been made of certain improvements which Manager Royer contemplated. With the additional demonstration booths on the ground floor, certain other changes and a rearrangement of the second floor where Mr. Royer's private office is, these Victor warerooms are among the finest here.

Manager Royer has just returned from a second trip into Canada with two of his Arch street office staff, and on the auto trip this time, taken as before in his speedy Paige-Detroit car he was accompanied by Charles M. Urlass, one of his ambitious, hustling young men, and Charles Morrill, who was one of his guests on the other trip. And friend Royer knows the art of hospitality.

CO-OPERATING WITH TEACHERS.

Dealers Who Take Advantage of the Possibilities in the School Field Win Proper Reward.

The progress that the school product of the Columbia Graphophone Co. is achieving throughout the country is well exemplified in the accompanying illustrations taken at the Walton Street Playground of the Fitchburg, Mass., school district. The machine being used is a Columbia "Favorite" on a "Mobile," and the evident pleasure of the children speaks volumes for the popularity of the Grafonola in school work.

The machine being used by this class of pupils was sold to the school by Kidder & Davis, of Fitchburg, Mass., Columbia representatives, who are taking full advantage of the opportunities presented in the school field, and are giving every possible co-operation to the school authorities in the use of the machine and records. For the fall of 1914 Kidder & Davis have laid far-reaching plans in the direction of school sales, which will undoubtedly tend to further increase the popularity of Columbia school product in Fitchburg. In the picture herewith the pupils are performing a folk-dance to the music of the Grafonola under the guidance of Miss Isabel Dennett, a teacher in the Fitchburg schools, who is an enthusiastic admirer of Grafonola music in school work.



Columbia Favorite on Mobile for School Use.



Dancing to Music of the Grafonola in a Fitchburg School.

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

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

W. H. Bagshaw, Lowell, Mass.

Pioneer Maker and Largest Manufacturer of Talking Machine Needles



Columbia instruments: A line to fit the pocket-book of every possible buyer of a talking-machine. Columbia records: A line from which every dealer can meet the musical preferences of anyone who owns a talking instrument.



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

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

MORE ECHOES OF THE RECENT JOBBERS' CONVENTION.

Further Impressions of the Meeting at Atlantic City Set Forth by Benj. Switky, the Prominent Victor Distributer—The Jobbers' House in Order and Some Views of Efficiency—Real and Imaginary Competition and Its Effect on the Business of the Dealer.

Part 2.

In last month's contribution I mentioned as one of the benefits of convention attendance the social and intellectual intercourse with other men in the same line of business.

As we strolled along Atlantic City's wonderful boardwalk we discussed the sacrifice of time required to attend the convention, also the possible loss sustained by one's business during the absence of the executive.

In this connection one of my fellow-jobbers delivered himself of the following forceful epigrammatic opinion:

"Any jobber whose business is in such shape that he cannot be spared for a few days would do well to call in the service of an efficiency expert!"

The truest words ever uttered! They cannot but interest the jobber and dealer alike; in fact, they are applicable to any business. Wherever the force numbers more than one employe it is the duty of the executive to surround himself with help so trained that at least one of them will fill the role of lieutenant well enough to substitute for the boss at least for a few days. But before one can enjoy the luxury of an acceptable substitute it is necessary to have the work of the business so systematized that others besides yourself will know how to handle it. This in itself is a great advantage. It means the elimination of haphazard guesswork. It means subdividing the work into several logical departments and training each employe to do the work of one or more of those departments effectively and conscientiously. It also means relieving yourself of the burden of a thousand and one details, and the placing of responsibility onto several shoulders so that routine work and even occasional extraordinary work and decisions will be handled through these channels without constant supervision by the proprietor.

One of the most successful means of raising the efficiency of an employe is by making him responsible for a certain branch or department of the work. Then follow that up by impressing on his mind that his salary will increase exactly in proportion as the need of supervision decreases. Supervision costs money. The foreman of a gang of ten men receives his pay from the wages of those ten men. It means that eleven men must be paid for the work of ten.

And when the executive confesses that he cannot leave his business for a few days it means that he has failed to train his employes properly. It means that he is devoting his time to petty details, whereas he should be free to do the big things. It means that he is not getting out of himself all the efficiency and work which his business should receive.

There come times in the life of every man when, either through sickness or some other unfortunate cause, he is compelled to relinquish the

helm temporarily. Woe unto the business that cannot produce another hand trained sufficiently to take the helm and guide the ship!

It is a sad commentary on the ability and sagacity of the business man who had neglected the precaution of providing an understudy to assume his role in case of emergency.

It is likewise no compliment to his progressiveness if he keeps his business in such a state of chaos that it is momentarily threatened with loss or destruction because of his absence.

It is an injustice to his family and to all dependent on him. It is as bad as leaving no will after death. The man who has a profitable business should seek to perpetuate it for the benefit of his heirs. This can only be done by systematizing the business and properly training your help as to efficiency and loyalty.

Competition—Real and Imaginary.

"If the dealer would only stop worrying about the bad business which his neighbor is trying to take away from him!" This was the naive way in which one jobber expressed himself on the subject of instalment competition.

His remark was but one of the many clever utterances which it was my privilege to hear at the business session of the convention. His words struck me as being so forceful, so full of material for thought and reflection, that I cherished it and promised myself that in the near future I would make it the text of a sermonette.

"Stop worrying about the bad business which your neighbor is trying to take away from you!"

Some men will say, "Competition is competition. It is real. It means that you must meet it, fight it, overcome it, or yourself be vanquished."

I grant that competition is competition and cannot be ignored. But is it not a fact that many forms of competition against your neighbor prove more harmful to yourself than to him? Is it not a fact that the dealer who tries to put one over on the other fellow by means of still easier instalment terms proves to be his own worst enemy?

Every dealer should decide for himself the terms which he considers he can properly offer as a bid for business. He should take into consideration his own financial capacity as well as the length of time which he thinks can safely be extended to a prospective instalment purchaser. Having his schedule of minimum terms, he should steadfastly turn his face away from the lower terms which his neighbor may offer.

For example, because your neighbor offers \$200 Victrolas on thirty days' free trial is no reason why you should do the same. On the contrary, if you will watch and wait a while you will notice that he sooner or later withdraws his offer. There you have the answer why you should not imitate him. If it were a good scheme he would not discontinue it.

You may never know why he dropped the

scheme as if it were live coals; but he knows. You might guess if you think hard enough.

Because your neighbor offers the public \$15 Victrolas on such terms as nothing down and fifty cents a week is no reason why you should do the same. Those who have played at the game will tell you, if they wish to be truthful, that such inducements attract a host of incompetent and irresponsible buyers. The fifty-cent accounts—most of them—are the rottenest in the ledger. It costs too much to keep after them and the percentage of losses is considerable. If the customer cannot pay one dollar a week you should have nothing to do with him.

Sometimes competition is *not real*. There are times when the customer is bluffing you. No doubt you can recall an instance when you quoted a prospective customer \$10 down and \$10 a month on a certain type of machine, and he would say in surprise, "Why, So-and-so offered me the same machine for \$5 down and \$5 a month!" After you had told him that you could not lower your terms, have you not had him say to you, "Well, now, if you'll let me have it on the same terms as So-and-so offered it, I'll buy it from you?"

Did it never occur to you that the customer was not telling the truth? That he was playing one dealer against the other? If he considers So-and-so's terms satisfactory, why does he offer to give you the preference?

Competition is a fight, but we do not always use the right weapon for the battle. Many a victory can be won by good arguments, by salesmanship, by offers of superior quality in service. To lower your terms so as to beat the already unreasonable offer of your competitor means fighting with a double-edged sword. The harder you press the more you suffer.

It is better to do a modest, conservative, profitable business than to follow your competitor who blindly and vaingloriously scatters his goods to the four winds of heaven, reaping the whirlwind as his harvest, piling up assets that will never be convertible, dissipating his own capital, and dragging his creditors into the maelstrom.

Get together! Become intimately acquainted with your neighbors. Be friendly. Talk over these conditions. Agree on a sensible course of action, and pay no attention to the fellow who refuses to come into the fold.

"If the dealer would only stop worrying about the bad business which his neighbor is trying to take away from him!"

ALWAYS ON LOOKOUT FOR IDEAS.

A New Englander was talking to a fellow dealer from another part of the country, and said that he had visited many towns and cities. "I always make it a point in practically every city I visit to see the talking machine stores. I never yet have failed to pick up some new ideas pertaining to store arrangement, window displays, methods of handling business, or some other item of information that makes the visit well worth while. In return I endeavor to impart as much information as possible, when requested, to the dealer whose store I am visiting."

For
VICTOR DEALERS

Salter's Trade Maker, No. 19

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

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

Show Them Together and A Sale Invariably Follows

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

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

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

A Great Combination!



SALTER CABINET
No. 19
With Victrola IX

BELIEVE IN PROGRESSIVE POLICY.

J. W. Knox & Son, of Springfield, Mo., Have Built Up a Splendid and Growing Talking Machine Business in Their Territory.

(Special to The Talking Machine World.)

SPRINGFIELD, Mo., September 8.—An concern that has won flattering success in the talking machine field is J. W. Knox & Son of this city, who, starting only four years ago with a small stock of Victor goods have advanced to a point where they are at present recognized as among the most progressive talking machine dealers in the State.

J. W. Knox, founder and head of the company, has been in the sewing machine business since 1878. The present firm was started in 1903 and handled sewing machines exclusively until 1910, when the Victor line was added. A year later the

Columbia line was also taken on and the business grew to such proportions that the sewing machine end is now looked upon as a side line.

Knox & Son carry a complete line of both machines and records and are strong believers in original and persistent advertising, both through the medium of the newspapers and by cards and circulars. The accompanying illustration of the showrooms of the concern convey some idea of extent of the business handled.

WORKING ON THE "MILLIPHONE."

New York Inventor Plans Form of Telephone Exchange for Talking Machine Enthusiasts—Details Kept Secret for Time Being.

In a store in the Harlem district of New York City a shrewd inventor is quietly testing out his latest invention, which he calls the "Milliphone". It is really an automatic phonograph exchange, where you can drop a nickel in a slot and hear any piece of music, vocal or instrumental, you may desire.

The inventor is J. D. Millman. He got his idea from the switchboard of a telephone exchange, but he had to devise mechanism which in no way resembles that.

In the store where the "Milliphone" is being "tried upon the dog," are twenty-eight machines resembling phonographs. You sit down before any one of these. Before you is a book containing a list of about 3,000 selections, classified and numbered.

Above is a dial with four faces, each bearing numbers from 0 to 9. You select from the book the piece of music you desire to hear and set the numbers on the dials to correspond with its number, there being one dial for thousands, one for hundreds, one for tens and one for units. You drop a nickel in the slot and the machine begins to grind out the music.

Just how it works Mr. Millman will not tell; the mechanism is concealed, but he admits that, just as a telephone central has women operators to make the proper connections, so there are operators to connect the discs with the machines.

The inventor believes that this system of his will solve the problem of connecting a central phonograph exchange with every home in the city by means of electric wires, so that no one need buy phonograph records, but merely call up central and tell "her" to put on any music he may desire.

DANSANTS AS TRADE PROMOTERS.

(Special to The Talking Machine World.)

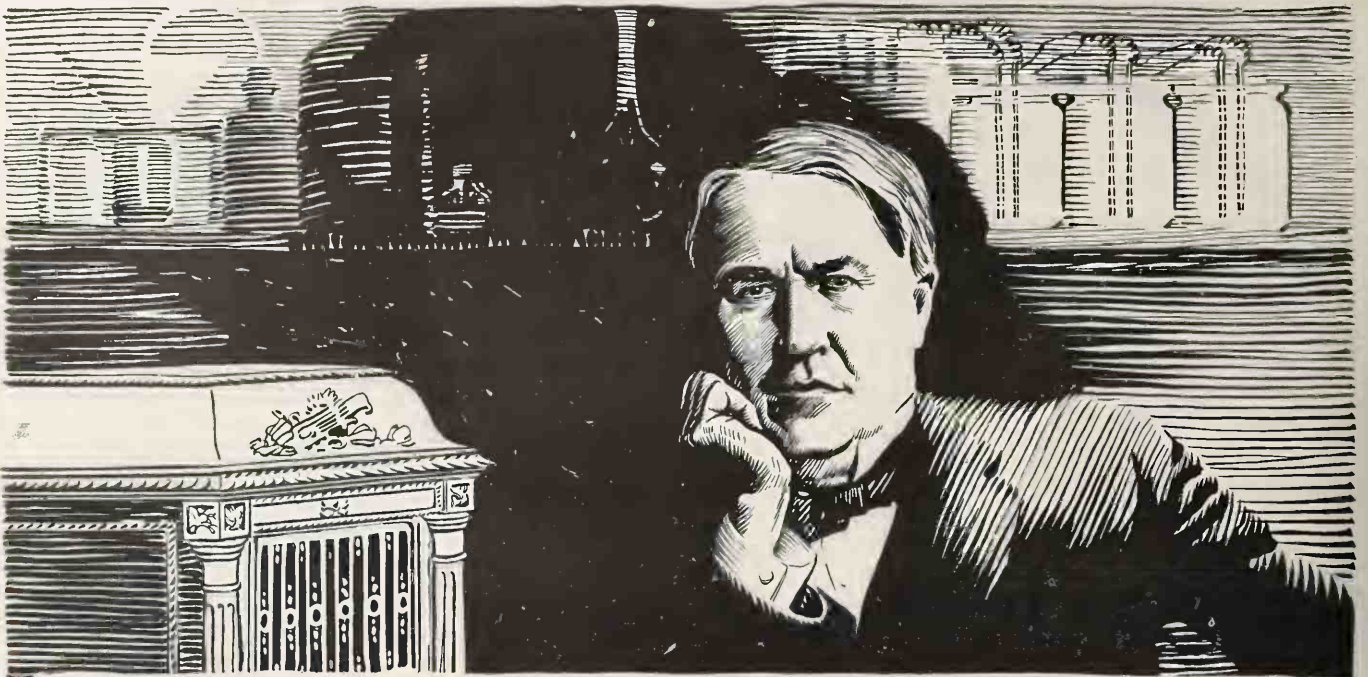
DES MOINES, IA., September 7.—Realizing the popularity of the modern dances and the part that the Victrola can play in the proper teaching of these dances, Chase & West, Victor distributors in this city, recently arranged for the holding of informal Victrola dansants on their wareroom floor, the success of which may be gleaned from the following notice which appeared in the leading newspaper of this city:

"Miss Ethel Veatch and Conrad Nagel gave four exhibition dances of the popular steps of the tango and hesitation on the main floor of the Chase & West store last evening. The music was furnished by a Victor-Victrola. The entire main floor and balcony were crowded with persons interested in the dances which have become so popular during the last two years."

Look good, be good and do good and perhaps you may make good.



Attractive Store of J. W. Knox & Son, Springfield, Mo.



Big Business

*Great Opportunity Now For Dealers With New
Edison Diamond Disc Phonographs*

THE phenomenal success of the new Edison Diamond Disc Phonograph spells "money" for the dealer who does not need a telescope to see tremendous opportunity at his very door.

Its advent has astonished and delighted the music loving world and given the industry new life and renewed enthusiasm.

Here—at last—is an instrument that reproduces music with all the unblemished art of the original—with almost unbelievable tonal qualities—perfect, beautiful, incomparable.

Its selling qualities and arguments are without answer.

Just let it play itself into the hearts of your customers. Its music is simply irresistible.

Get in touch with us at once. Don't delay another day.

New Weekly Record Issues

INSTANT SERVICE TO ALL DEALERS

The New Weekly record service inaugurated by the Thomas A. Edison Co. is a great boon for the Edison dealer.

It brings your customer into your store every week—it brings him closer to you—makes him a real asset for you.

We can get the records ten hours after they are shipped from the factory at Orange. We get them first. We are prepared to give you instant service.

You can't give good service unless you get it. We are prepared to give it. Write or telephone to-day for information. Don't delay another day.

THE PHONOGRAPH CORPORATION OF MANHATTAN

443 BROADWAY, NEW YORK CITY

PHONE, SPRING 1320

A Sales Booster!

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

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

This Machine and Cabinet Match Perfectly

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

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

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



SALTER CABINET
No. 112
 With Columbia "Favorite"

A HANDSOME DEPARTMENT

In the Progressive Store of House & Herrman, Wheeling, W. Va.—Possesses the Real Inviting Atmosphere Essential to Success.

(Special to The Talking Machine World.)

WHEELING, W. VA., September 10.—One of the most attractive Columbia graphophone departments in the State is that in the department store

ledges and growing flowers abound. Doors are in keeping with the entire construction. Stepping inside we view furnished rooms, complete and luxurious enough for any home. The walls are decorated in pleasing fashion with prettily designed wall covering; the windows are equipped with blinds and draperies of exquisite color and design; your feet tread upon expensive rugs laid on hardwood floors. Then you can sink into the recline of a "comfy chair," and while dreaming into the eyes of some charming opera star (whose portrait adorns the wall) you may at once hear the voice of the living artiste until you are completely enraptured.

The clever arrangement is the idea of the department manager, Walker Allen, a dapper little Englishman with a host of friends both in this country and Great Britain, and who, in addition to a keen business sense has a most engaging personality. The Grafonola department is under the direct management of Allen D. Browne, who has been most successful in developing the business.

In addition to a complete stock of machines at all times the department also carries about 12,000 records in its extensive record rooms.

VICTROLA FOR HIGH SCHOOL.

The high school at Warsaw, Ind., recently decided that a talking machine was decidedly essential to

its musical equipment, and it was accordingly arranged for the High School Glee Club to give a concert, the funds from this recital to be used for the purchase of a talking machine. The concert proved an emphatic success and a vote of the students resulted in the selection of a Victrola XI, to be purchased with the fund for the school's entertainment.

THE VICTROLA IN SONG.

"They Start the Victrola," the Title of a New Popular Song That Is Now Going the Rounds.

The recognized pinnacle of popularity for any article is to have a cigar named after it or to have a popular song written about it. In this connection it is interesting to note that there is a "Victor" cigar, and what is more important, a new popular song entitled "They Start the Victrola" (and go dancing around the floor) is now being whistled around town. The song, which is tuneful in a sort of way, is written entirely around the pleasure given by the music of the Victrola, the words being by Grant Clark and music by Maurice Abrahams. The song is being used extensively on the vaudeville and burlesque stages and is an original, interesting although unsolicited advertisement for the Victrola.

VALUABLE ADJUNCT FOR DANCERS.

(Special to The Talking Machine World.)

DAYTON, O., September 5.—The Soward Music Co., of this city, Victor representative, recently loaned a Victrola and some Victor records to the International Association of Dancing Masters for use at their convention, which was held in Dayton. In thanking the company for the use of the machine and records, Benjamin B. Lovell, president of the association, wrote in part as follows: "We find the Victrola a very necessary adjunct in teaching the latest dances, as the time is absolutely correct and their (the Victor Co.'s) collection of new dance records is wonderful."



Columbia Department of House & Herrman, Wheeling, W. Va.

of House & Herrman, Twelfth and Market streets, this city.

The department is located on the first floor and from the outside you see a dainty little shingled cottage done in brown and white with thatched roof and brick chimneys (just to top off the effect); tiny, diamond-glazed sashes complete the idea; vines are seen growing up the corner trellises and branch out over the shingles, adding color; boxes of geraniums, etc., adorn the window



**For quality, variety, interest and activity,
the Columbia Record List for October
is a symphony!**



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

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

OPTIMISTICALLY INCLINED IN ST. LOUIS TRADE.

Steady Improvement Over Corresponding Months of Previous Years Reported by Leading Houses—Jobbing Orders Show Increase—Expansive Trend in Remodeled Warerooms—Recital Hall for Silverstone Co.—Vacations at End and Activity on All Sides.

(Special to The Talking Machine World.)

St. Louis, Mo., September 9.—Local talking machine men have not shared in the pessimistic views of the business situation that have been so general. Neither war nor drouth has affected them seriously, although they have at times had doubtful views of the future, but as quickly as the period looked forward to has arrived these views have changed. Steady improvement over corresponding months of previous years has been shown by totals. The records of several stores are exhibited to show not only more sales but a higher average of sales than a year ago. Jobbing orders from the more distant trade territory have been excellent during the early fall season, and since the rains of the last three weeks the near-by trade has improved. The country within 22 miles of St. Louis has been the driest in the entire country all summer, and as it is largely a dairy country and garden produce district, it has improved rapidly even under late rains.

The record situation is rather peculiar just at present, in that there is practically no feature to the trade, although the volume is rather high. Popular songs, of course, are leading, but the variety of these is wide and they can hardly be called a feature. The dance craze did not survive the extremely hot weather, but is expected to begin again with the fall months. The European war has not created any demand for patriotic songs or music of those countries, as was expected.

There could hardly be better evidence of the expectations of the local talking machine trade than the material changes in stores that are under way or have been completed for the fall season. The Columbia store remodeling has been told about. The complete remodeling of the demonstration rooms of the Silverstone Music Co., with the addition of a concert hall, is under way.

Now comes Aeolian Hall with two large demonstration rooms on the handsome first floor of the

warerooms, heretofore held sacred to grand pianos and pipe organs. The Victrola department has been in the basement, but it has outgrown its quarters and the spacious room on the first floor is the result.

Next door is the Thiebes Piano Co., where four main floor demonstration rooms are being made into six, all of ample size for record demonstrations. The first rooms were planned before it was thought possible to get machine customers to the upper floors. Since the sale of a talking machine has assumed the dignity of the sale of a piano, all machine customers are taken to the fourth floor, where there are excellent demonstration rooms and an ample stock of three makes of machines, assorted as to price. The six rooms are designed for demonstration of records for a single customer, and during the busy season their need has been apparent time and again, when overflow record customers have seized upon every bit of available space on both the main and fourth floors.

The Story & Clark Piano Co. has been conducting a special sale of pianos to make room for the stock of Edison talking machines that have been ordered and which will be installed early in the fall.

Albert Engleman, of the repair department of the Silverstone Music Co., was married the first of the month to Miss Gussie Rumping.

E. S. Davis, of New Madrid, Mo., and Mr. Lutes, of Lutes & Feeney, Poplar Bluff, Mo., Edison dealers, were recent visitors here.

F. G. Seager, who has been manager of the Victor department of the Vandervoort Music Salon since it was established, has gone to New York, where he is employed by Silas Pearsall. A definite appointment of a manager has not been announced, but in the meantime Robert Shiverick is in charge.

Harry Levy, manager of the talking machine department at Aeolian Hall, spent his vacation in

the Ozark country, at Schlicht, Mo. Mrs. Levy accompanied him, and they enjoyed their time in surroundings that were truly rural.

Mark Silverstone, president of the Silverstone Music Co., has been suffering with a belated but violent attack of hay fever, which the fumes of the paint used in the remodeling of the interior of his main warehouse has not helped at all. Mr. Silverstone, to get this work done during the dull season, gave up his idea of a vacation and took relaxation by personally conducting his small son on frequent visits to the moving picture shows and imagining that they were visiting the countries shown. But the workmen got behind and the work will run well into this month, upsetting very generally the plans made for the opening of the early fall trade.

The chief feature of the new arrangement is a recital hall where there will be a continuous concert to demonstrate the Edison machine and the new records on the weekly list, or older numbers by request. The recital hall takes the place of two large demonstration rooms on the main floor and is built on the principle of a passenger car in outline, with the curved roof and ends. It will be furnished with large wicker chairs, which in informal arrangement will accommodate 30 persons, but there will be a reserve of small folding chairs which will permit almost as many more persons to be seated. On special occasions other seating arrangements can be made, as the warerooms are liberally supplied with folding chairs and mission settees. The decorations of the hall at the stage end will be of art glass in musical designs. This has not been placed at this writing; neither have the additional demonstration booths that are to be built for private demonstrations been constructed, so it will be some time before the warerooms are entirely ready for the fall campaign.

I. W. Reid, manager of the Columbia warerooms, returned the first of the month from a trip in southeastern Missouri much encouraged for the fall prospect. He had heard much of the damage of the drought in this section and the discouragement of the country folk and merchants, but he found the condition very different. Heavy rains that effectually broke the drought just before his trip had put everyone in good humor and had greatly improved the prospect for fall by insuring pastures and much fall produce. While the rains were too late, he learned, to be of much benefit to the corn, he was informed that if the fall was reasonably late the heavy pastures would greatly relieve the feed situation.

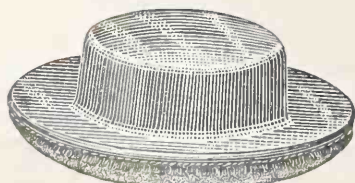
He also was much encouraged on his return from the East to learn of the reception by the trade of the remodeled Columbia store and of the boom it had given to the retail business, especially the record business, which had held up well during the remodeling period.

Sales Manager Duffy, of the Columbia warerooms, has drawn up an attractive announcement for his customers to call attention to the new store and to present the advantages of the Columbia line.

Because a man believes in the \$ sign is no sign he is superstitious.

It is quite possible to eliminate the sting from a joke and still retain its point.

"Standard" Record Cleaner



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

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

ARTISTIC AND ATTRACTIVE

**Grips the record surface and
clings as if on rails.**

**Extended brush area cleans record
with one sweeping circuit.**

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

For
EDISON DEALERS
Salter's Trade Maker, No. 180

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

You'll Be PROUD To Sell It

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

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

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

EARLY BUYING IS ADVISABLE

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

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

It Sells Itself!



SALTER CABINET
 No. 180

With Edison Disc No. 80

EXCLUSIVE VICTOR DISTRIBUTER.

Koerber-Brenner Music Co. Gives Up Extensive Musical Merchandise Department to Give Undivided Attention to Its Rapidly Increasing Talking Machine Business.

(Special to The Talking Machine World.)

St. Louis, Mo., September 8.—The Koerber-Brenner Music Co. announces that its firm is now an exclusive Victor talking machine distributor. It is probably the largest house in the West confining its dealings to the jobbing of this line of goods. The Koerber-Brenner Music Co. was known for years as one of the leading small musical goods jobbing houses in this section, and its trade territory includes many Western States. During the cylinder talking machine days it added both Victor and Edison lines as a part of its small goods stock.

The first move toward its present position as exclusive jobber was the dropping of the Edison line about two years ago. Its stock of these machines was sold to the Silverstone Music Co., and Mr. Silverstone, a Victor customer of the Koerber-Brenner Co., gave up the Victors and became an exclusive Edison house. Recently the Koerber-Brenner books have shown that the business was running more and more to talking machines, and instead of a side line to musical merchandise they were making the small goods the side line. The business in this department was not a small one, either, as any person who has had the good fortune to see one of the handsome catalogs of the company must know. It carried an extensive line of all stringed instruments and novelties and commanded a high position in the Western trade. But this prestige did not blind them to the fact that the money and the growing business was in the talking machines, and so the small goods were sacrificed. Now the line is exclusive Victor goods, and because of the heavy stock it carries for its growing trade it requires as much ingenuity on the part of the stockkeeper to handle it as it did when there were 1001 items

of small goods. Both Mr. Koerber, president and treasurer of the company, and E. C. Rauth, vice-president and secretary, have mastered all details of the talking machine trade and have gone to see the instruments made in the factory, and are enthusiastic believers in their line. Mr. Rauth has for several years been prominent in talking machine jobbers' association work.

NEW COLUMBIA "METEOR."

Latest Addition to the Line of Columbia Machines to Sell at Low Price—Some of Its Interesting and Distinctive Features.

The Columbia Graphophone Co. announced last week an addition to its comprehensive machine line in the nature of a machine designated as the "Meteor," which will retail at \$17.50. As will be



The Columbia "Meteor."

seen by the accompanying illustration, this machine, which was built to meet the demand for a Columbia machine to retail at less than the "Eclipse" at \$25, is entirely in keeping with the attractive appearance of the many other machines in the Columbia line.

In a circular sent out this week the following constructional specifications are noted as applying to the "Meteor":

Cabinet: quartered golden oak; measurements, 13 inches wide by 14 inches deep; metal finish: all exposed metal parts heavily nickel-plated, with exception of tone-arm bracket, which is japanned; motor: one-spring drive, non-varying, non-vibrant;

motor-control: speed regulator operated on graduated dial combined with start and stop device; needle equipment: 200 full-tone needles; tone-control: Columbia tone-control leaves, operated by a button in the front pilaster, also by variety of needles; tone-arm: new bayonet-joint tone-arm of one-piece, seamless, drawn-tapered tubing; reproducer: with smooth aluminum diaphragm.

NEW INCORPORATION.

The Religious Picture Corporation, New York City, has just been incorporated for \$30,000 by F. D. Stoba, W. P. Powell and A. W. Britton, for the purpose of carrying on a moving picture and talking machine business.

ARTHUR D. GEISSLER RETURNS.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, arrived in New York last week on the steamer "Campania," after having been marooned abroad for a few weeks owing to the war. Mr. Geissler, who was accompanied by Mrs. Geissler, passed through a number of annoying experiences, which made the Statue of Liberty in New York harbor a most welcome sight.

OPENING FOR TALKING MACHINES.

In an informative article in last week's Printers' Ink, under the title of "European Trade in United States That Is Subject to Capture," a writer points out that Europe sent us last year only \$35,000 worth of talking machines and phonographs, and continues as follows:

"On the other hand, the music loving Latins of the Pan-American countries have been wont to distribute their purchases of talking machines and records among American, English, French and German houses, whereas henceforth American interests should have almost a monopoly of this business."

NEW YORK TRADE IN SATISFACTORY SHAPE.

Local Jobbers and Dealers Report that Business Is Keeping Up Well Despite Setback Caused by War Situation—Everyone Optimistic Regarding the Outlook—What the Various Concerns Are Doing to Capture Sales—New Dealers Enter the "Talker" Field.

The talking machine trade in local circles the past month has been generally satisfactory, though here and there some of the dealers report a falling off of business as compared with last August, due no doubt to the direct influence of the European war on their clientele. As a matter of fact, practically all lines of trade in New York have fallen off the past month, some materially and others in a lesser degree. In view of the existing conditions as a whole, the "talker" trade is considerably ahead of the average mercantile line, and as one distributor aptly put it, "bears a charmed existence."

The European war is undoubtedly exercising a more apparent influence upon New York business than any other city in the country because of the intimate relationship existing between so many firms in this city and the countries engaged in conflict, in addition to the fact that New York is by far the greatest import and export center in the country and therefore the first to suffer from any cessation or lessening of this trade. Dealers in the adjoining suburbs who cater to a clientele consisting largely of factory workers in several instances report a direct loss of business and collections as a result of the war abroad, this influence being caused by the closing of factories in near-by towns whose shipments to European markets formed an important factor in their business. On the other hand, talking machine dealers in residential cities have had no occasion to feel the effects of the war and report a very gratifying August business, in most cases ahead of that of August, 1913.

The Outlook Is Encouraging.

The outlook as a whole is decidedly encouraging, as jobbers and dealers unite in the prediction that this fall will be one of the most prosperous seasons in the history of the industry. September business has already started in strong, and there is every indication of the record business in particular breaking all high-water marks. Aggressive advertising campaigns are being planned by the active members of the trade, and judging from the care and consideration being given this publicity, the advertising of the local trade the next few months will be worthy of particular attention.

It is the consensus of opinion among the leading jobbers that the small dealer will show the largest increase in business this fall, rather than the department store or the very large retailer. The small dealer has been conserving his energy and efforts for the fall and winter seasons, and as a result has started his campaign with vim and vigor. He has not overstocked during the spring and summer months, and is therefore in a position to place substantial orders for machines and records and, what is more important, is ready to dispose of these shipments promptly.

Why Bolton Is Enthusiastic.

R. F. Bolton, manager of the Chambers street headquarters of the Columbia Graphophone Co., 89 Chambers street, is enthusiastic over the fall outlook, basing his optimism on the orders now on hand and the results accomplished the past few months. Commenting on business conditions, Mr. Bolton said: "We have every reason to feel gratified with the prospects for fall and winter trade, as our summer business was excellent and the first week of September has been up to all expectations. Our August trade held its own with August, 1913, which, in view of the conditions resulting from the war, is a better report than the statement may indicate. Our business last month was of a somewhat higher grade than that closed the corresponding period last year. The new 'Meteor' machine introduced a few weeks ago is meeting with a splendid reception, and our dealers predict a banner sale for this machine during the next few months."

Blackman's Good August Month.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street,

Victor and Edison cylinder distributor, is confined to his home with a serious attack of typhoid fever. Although Mr. Blackman is on the road to recovery, it will probably be more than six weeks before he has convalesced sufficiently to resume active duties. In Mr. Blackman's absence Vice-President Caldwell has been directing the destinies of the Blackman Co., and the activities of the company's dealers is well evidenced by the fact that August business showed a nice increase over that of last August in both machines and records. The No. 10 Victrola is proving a special favorite with Blackman dealers, who are presenting the merits of this machine in an impressive and result productive fashion. The Blackman Co. has on its books many comparatively small dealers, and it is encouraging to note that these dealers are placing advance orders that average up considerably higher than those placed at this time last year.

New Edison Shop Near Completion.

The new Edison Shop at Fifth avenue and Fortieth street is rapidly nearing completion and all indications point to its being ready for formal opening by the first of next month. As the new home of the Edison products, this building will be one of the centers of the local retail trade, and the high standards being maintained in its interior and exterior decoration will be readily appreciated by the shoppers on Fifth avenue, who are keenly alive to the value of dignity and refinement in preference to the gaudy and the glaring. The location of the new Edison Shop is most advantageous, and the opening next month will be in time to reap the opportunities of the usual Fifth avenue fall trade.

Cowperthwait's Expanding Trade.

One of the many Columbia representatives in this city which is closing a very fine business is Cowperthwait's, the prominent furniture house, which is carrying the Columbia line in both of its stores. Under the able management of Edward Wooley, who is in charge of the departments at both stores, Columbia sales have steadily increased from the first week the departments opened and, backed by a forceful advertising campaign, Mr. Wooley is planning to make the fall a winner in every sense of the word.

New Victrolas Favorably Received.

"The new Victrolas X and XI are being most favorably received by all our dealers and are praised by their patrons generally," remarked G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, Victor distributor. "There has also been a good, live demand for dance records the past month, and with the return of the vacationists the call for this class of music will naturally be transferred to the dealers in the large cities, who have had a temporary lull in dance record music while the dealers in the country resort towns were securing the orders. The business outlook is most encouraging and all of our dealers are optimistic to a marked degree. Our August business showed a substantial increase over last August, and in that respect we continued our sales record since the first of the year, in that we have exceeded 1913 business month for month. When it is realized that 1913 was our record-breaking year, the true extent of the 1914 sales may be appreciated."

New Columbia Representatives.

Quite a number of new representatives in near-by and local territory have been added to the Columbia Co.'s books the past few weeks, including among others the following concerns: Ludwig Baumann & Co., 49 Market street, Newark, N. J.; F. C. Kraemer, 8 Lincoln street, Jersey City, N. J.; L. W. Caldwell, Troy, N. Y.; J. Solow, 1116 Avenue J, Brooklyn, N. Y.; Daniel Cantor, 917 Freeman street, New York, N. Y.

Ormes Succeeds Sol Bloom, Inc.

The Victrola store located at 366 Fifth avenue, which has heretofore been operated under the firm

name of Sol Bloom, Inc., last week changed its name to Ormes, and will be known by this name in the future. There is no change in the personnel or policies of the store, O. K. Liveright being the manager. The company formerly co-operated with another store at Fortieth street and Broadway, but this was closed recently, Mr. Liveright desiring to concentrate the business in the Fifth avenue store.

WILL SEND TRADE AGENTS.

Department of Commerce Announces Its South American Plans.

(Special to The Talking Machine World.)

WASHINGTON, D. C., September 8.—The Department of Commerce last week issued an announcement of the plans for the development of the South American trade. The announcement read in part:

"The department will promptly undertake the establishment of both a permanent and traveling force in South America. This force will consist of men familiar with the language, customs and business methods of Latin America, who have had practical experience in various lines of business carried on with Latin-American countries.

"Four of the department officers will be commercial attaches, for which provision was made by recent legislation. They will be assigned to Rio de Janeiro, Buenos Aires, Santiago and Lima. It is hoped to have these officers at their posts by or before October 1.

"In addition to these, six traveling commercial agents will be promptly dispatched to South America and will, in their travels, cover all the commercial areas of that continent. These will include specialists in hardware, textiles, lumber and other industries, and arrangements will be made also for a general study of any commercial and industrial opportunities that may open in favor of American interests."

CARD INDEX A GREAT AID.

C. S. Donaldson, chief of the consular division of the bureau of foreign and domestic commerce, has uttered a word of advice, based on long experience in public work in Washington. "Probably everyone," he declares, "can recall what a loss certain business concerns have sustained through the death or resignation of an important official. His fund of knowledge was wonderful, his recollection of detail was invaluable, which made his mental storehouse a tangible asset to the company. Recourse has even been made to insuring his life.

"A business house will do much better if it will insure the possession and preservation of the major part of that accumulated knowledge. The best storehouse for it is the card reference system, which places it automatically at hand for every emergency, and every forward step.

"In a large concern where it has not been developed I would suggest that the card index system be made most extensive, a running diary in fact of all the phases of transactions within and without. A new man comes into a concern as business manager and lack of knowledge of these things handicaps him and also causes him to lose valuable customers."

GAVE RECITAL FOR TEACHERS.

Manager J. D. Bunce, of Grinnell Bros. Branch in Hillsdale, Mich., Takes Excellent Advantage of Excellent Opportunity.

(Special to The Talking Machine World.)

HILLSDALE, MICH., September 5.—At the recent examination of the county school teachers, held in this city, J. Dwight Bunce, manager of the local branch of Grinnell Bros., took advantage of the opportunity to place a Victrola in the auditorium and give a recital that was much appreciated by the 148 teachers present. The tones of the Victrola filled the large auditorium and held the attention of the audience until the "Star-Spangled Banner" was played at the end. Following the recital a twenty minute talk on the value of the Victor in the schools was delivered by Mr. Bunce and aroused much interest.

Better Than Ever This Year

WE are able to take care
of your business.

ON HAND—the largest stock
in our history—

A COMPLETE STOCK.

Send us that Advance Order
now.

New York Talking Machine Co.

81 Chambers Street, New York City

“THE COUNTRY’S GREATEST VICTOR DISTRIBUTOR.”

"The Player-Piano Up to Date"

That name sounds good, does it not?

Well, it fittingly applies to the latest work upon the player-piano. Every salesman can increase his earning capacity by a perusal of this book, and it should be within easy reach at all times. It is a sales booster.

A salesman can talk the player more intelligently and he can explain its parts convincingly.

Within the covers of this book is a fund of information which is valuable to everyone interested in the player trade, whether manufacturer, dealer, salesman or regulator.

The practical part relating to adjustment and use of pneumatic mechanisms is decidedly interesting.

The book is divided into five parts. Here is a summary of what each part contains:

- Part 1. The Fundamental Principles of Pneumatic Mechanism (an explanation of the physical laws involved, with their application to the matter at issue, illustrated with sketches, tables, etc.).
- Part 2. Practical Player-Action Building.
- The pressure-reducing apparatus or bellows.
 - The striking action (pneumatics, valves).
 - The motor.
 - The mechanism of control. Illustrated.
- Part 3. The Music Roll. Principles, manufacture, various types. Illustrated.
- Part 4. Adjustment and Care of Player Mechanism. Hints to makers, repairers, tuners and owners.
- Part 5. How to Play with Expression Any Mechanism.
- Part 6. A Description of the Leading Mechanisms Now in Use.

Increase your earning capacity by adding to your knowledge of player mechanism.

It will cost you \$1.50 if you live anywhere in the United States to secure this book, and if you are not pleased with it after examination it is a money back proposition with us. You will get your little \$1.50 returned to you as quickly as the book will be forwarded to you upon receipt of that sum at this office, but you would not part with it for \$1.50 after you have once seen it.

Take our word for it!

EDWARD LYMAN BILL
PUBLISHER

373 Fourth Avenue, NEW YORK

IDEAL UNION IN INDUSTRY.

Co-operation Between Employers and Employees the Modern Spirit in Business, Typified in Industrial Safety Movement.

The new spirit of American business is typified in the recently formed National Council for Industrial Safety, which is urging the mutual interest of employers and employees as the basis of the ideal union in industry. Robert W. Campbell, of Chicago, its president, has summed up its aims as follows:

"The last few decades have witnessed three distinct periods or epochs in the political, social, economic and industrial life of the American people which may be described briefly as feudal or paternal, individualistic and co-operative, the second being a swinging of the pendulum from one extreme to the other. As civilization has advanced each step has placed our life on a higher plane, until to-day we who are on the threshold of the co-operative epoch find more of humanitarianism, more of kindness, more of mutual helpfulness, and more of the spirit of brotherly love evidenced in every phase of life.

"Co-operation is, fundamentally, a right doctrine. Religiously, it may be found in the teachings of practically every sect, and socially, economically and industrially it is daily establishing itself more firmly as a basic principle in the activities of the people. It is no longer a theory, but a condition which must be recognized.

"Co-operation may, of course, be used for evil as well as good, but the forces of evil can never proceed very far under its banner, for selfishness, personal interest, greed and graft found in evil causes, in which those interested are after everything and willing to give nothing, are not compatible or consistent with true co-operation. It would also seem that the worthier the cause and the higher the purpose, the more readily does co-operation lend itself to its fulfillment. This has been clearly demonstrated in many ways, but in none more positively than in the present accident-prevention movement.

"The spirit of 'Safety First' is typically a co-operative one, and two years ago those most interested in accident-prevention work believed that some agency should be provided which might make possible the highest degree of co-operation between those engaged in the common cause of fighting preventable accidents, and which also might co-ordinate the work being done, as well as stimulate further activity.

"The National Council is purely a co-operative organization in every sense of the word, co-operatively formed, co-operatively supported by the dues of its members; co-operatively managed by its executive committee of fifteen and its larger board of directors comprising the men most prominent and most efficient in the safety work of to-day, and co-operative in its activities in that each member is extended an ample opportunity not only to obtain aid, but also to provide it, as employers who are interested in the welfare and safety of their men find it a privilege to give other members the benefit of their experience and knowledge secured through safety work already done.

"The aim or purpose of the National Council as stated in its constitution and by-laws is 'To promote the conservation of human life and its incidents in the industries of the nation,' or more broadly, 'Safety First—Individual—Industrial—Public.' In brief, the aim of the National Council is to provide an agency which may make possible a full measure of co-operation among its members and will stimulate greater activity along accident-prevention lines and will co-ordinate the safety work being done, thus as far as possible avoiding duplication of effort.

"Only a beginning has been made. The initiative in a movement of this character naturally rests upon the employer. The spirit of the times, legislative action and private conscience all are making early action more and more imperative. It is far better that such action should be taken voluntarily rather than under compulsion by legislation or of public sentiment to greater activity and to a larger effort in this humanitarian cause."



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.

SECTIONAL RECORD CABINETS.

Ogden System of Record Filing Proves Most Convenient for Dealers—Cabinets That Grow as Needed—Signal System That Makes It Easy to Find Records—Other Advantages.

A talking machine accessory that is continually making new friends among talking machine dealers is the "Ogden" sectional record cabinet, made and marketed by J. B. Ogden, Lynchburg, Va. One of the chief advantages of the Ogden filing system is the fact that, being built on the order of the sectional bookcases that have long been familiar to the public, it has all the advantages of those pieces of furniture combined with a number of original features for this particular trade. The sectional idea attracts owing to the fact that, as the record library grows, it is possible to add section after section without having waste cabinet space in evidence or several record cabinets placed about the room. The cabinets are supplied with special top and bottom parts, and from one to four or more sections may be added at will, with the whole having the effect of being a single and complete piece of furniture.

A special feature of the Ogden cabinets that appeals particularly to the dealer is the signal system, distinctly original in character, and which makes it a simple matter to find any desired record in a few seconds. A drawer in the base of the cabinet is also equipped with an automatic reordering system that serves to aid the dealer materially in keeping his stock up to date. There are many other features of the Ogden sectional record filing cabinet worth knowing about.

ADVERTISING THAT INTERESTS.

The very striking and cleverly arranged publicity which is being carried in The Talking Machine World by the Koerber-Brenner Co., Victor distributor of St. Louis, is attracting considerable attention. It demonstrates that this house is getting after business in a thoroughly progressive manner, that it is "alive" to the needs of the territory which it covers, and this publicity imbues dealers with convincing proofs that an alliance with this house is one that will be most beneficial and profitable. An idea of the central position occupied by St. Louis as a shipping center is pleasingly illustrated in the map which appears in the Koerber-Brenner advertisement elsewhere in this issue.

DE ANGELIS IN CHARGE.

John De Angelis, a cousin of Jeff De Angelis, the comedian, has been secured this week to take charge of the talking machine department of the Cunningham Piano Co., Philadelphia, Pa., where the Edison is handled exclusively. Mr. De Angelis comes from Winnipeg and has represented the Edison Co. on the road.

Loose Leaf Photo Albums OF REAL MERIT



Loose-Leaf Album, Genuine Leather Seal Grained Covered, 50 leaves in each book. Black seal grain leather cover, flexible, silk cloth lined, gold stamped, open back, carbon black leaves, black silk cord. Telescopic tube expansion to almost double.

Our Complete Line of Photograph Albums enables the dealer to offer his customers albums of unsurpassed quality at the most reasonable prices. Our albums, both the loose-leaf and the permanent-bound styles, are constructed with great care and the best of materials are used. A loose-leaf album, our specialty, has so many good features that it is bound to grow. A book can be started with a small capacity and added to as the collection grows. Damaged leaves can be removed, leaves can be shifted.

We are making the most complete line of albums for **Victor, Columbia and Edison disc records on the market**, including the regular 16 or 17 pocket styles, and a new 12-pocket album, which adapts itself for use in the new cabinets with flat shelves. *Write for Full Particulars and Trade Prices.*



NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard Street, NEW YORK

(Formerly New York Post Card Album Mfg. Co.)

A NEW FORM OF RECORD ORDER.

New York Salesman Is Handed a Few Bars of Music on a Scrap of Paper Instead of the Name or Number of the Record, But Runs the Clue to Earth in Short Time.

The live talking machine salesman must know the actual music on the various records in the catalog and be able to remember the airs, as well as know thoroughly the names and numbers of the new records and the artists who make them, as indicated by the experience of a New York salesman recently.

The salesman in question was approached by a young miss who tendered him an envelope which contained a \$2 bill and a small slip of paper on which was scored several bars of music, and which also bore the request that the record containing the music be delivered to the girl. The salesman studied the paper for a while and then took it to the pianist in the sheet music department adjoining, who played over the notes several times without affording a clue, for both pianist and salesman had ideas as to what record was referred to. The solution of the puzzle came when several of the most possible records were played over and it was discovered that the music, as scored, was found in the middle of the popular hit, "My Croony Melody." The solution appeared to be correct, for the record was given to the messenger and was not returned. Now the salesman is taking a course in sight reading as a further aid to his work.

RAVIS ELECTED VICE-PRESIDENT.

Philip Ravis, Well Known in Musical Merchandise Trade, Becomes Officer in New York Album & Card Co.—Plans Wide Distribution Throughout the Country.

Philip Ravis, well-known to musical merchandise dealers throughout the country, has been elected vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturers of talking machine record and photo albums. Mr. Ravis, who was connected with Buegeleisen & Jacobson, the prominent musical merchandise house, for eleven years, assumed his new duties this month, and is enthusiastic regarding the possibilities of the "talker" and photo album field.

Mr. Ravis returned this week from an extended trip, on which he closed arrangements with several travelers to act as representatives for the New York Album & Card Co., with headquarters in different cities that are the centers of their respective territories.

FRANK STORCK HEARD FROM.

R. B. Caldwell, vice-president of the Blackman Talking Machine Co., New York, Victor and Edison cylinder distributor, received a postal communication this week from Frank Storck, the well-known Victor dealer at Red Bank, N. J., stating that he was marooned at Munchen, Bavaria, with no hope of reaching a sailing port until transportation conditions improve.

C. J. IANNELL WITH LOESER & CO.

Now in Charge of Talking Machine Department of Prominent Brooklyn Store—Fall Prospects Excellent—Good Stock on Hand.

C. J. Iannell, formerly manager of the talking machine department of the Simpson-Crawford Co., is now in charge of the talking machine department of Frederick Loeser & Co., under E. Paul Hamilton. Mr. Iannell stated that the prospects for fall business in the Loeser department are decidedly bright with the higher-priced machines selling well. Careful ordering has also placed the record stock on a basis where it is possible to fill all record orders on close to a hundred per cent. basis.

NEW VICTOR MODEL XXV.

Latest Addition to the Victor Co. Line to Be Known as Type "A"—Some of the Features.

The Victor Talking Machine Co. announced this week a new addition to its machine line in the nature of an Improved Victor XXV, which will be designated as Type "A." This machine, which is used solely for installation in schools and educational institutions, is designed to retail at \$67.50, and embodies the following improvements over the Style XXV now on the market:

The turntable has been raised the same as in the Victrola types, making it accessible and easy to put on and take off the record.

The lid has a patent hinge, allowing it to be removed quickly and hung on the back of the instrument when being played, permitting the horn to be swung in any direction.

The shelf is hinged, so that it can be raised and the horn placed under the instrument safe and secure from damage when not in use.

The dimensions of the new Type "A" are slightly larger than the Style XXV now on the market.

Never let your mental reservation fall below the limit.

SILVERMAN WITH LANDAY BROS.

Well-Known Talking Machine Salesman to Act as Wholesale Representative for Prominent Distributors—Elaborate Wholesale Campaign Planned—To Be Vigorously Developed.

Louis Silverman, formerly connected with Thomas A. Edison, Inc., has joined the sales forces of Landay Bros., 563 Fifth avenue, New York, Victor jobber, as wholesale representative. Mr. Silverman, who is well known to dealers throughout Greater New York, is thoroughly familiar with the wholesale end of the "talker" business, and is well equipped to score a signal success in his new connection.

Referring to Mr. Silverman's appointment, Max Landay, of Landay Bros., stated that his company which had in the past handled a few select dealers' accounts in addition to the business of their own establishments, had greatly increased its facilities the past few months, and intended to make a bid for more wholesale business in proportion to its added facilities for handling these new accounts.

Mr. Landay stated further that the wholesale division of the Landay business would be taken care of by a separate and distinct organization that would take care of the dealers' accounts adequately and efficiently, with no desire to secure any more business than it could properly handle. Additional stock rooms of large dimensions have been erected at the Forty-sixth street headquarters of Landay Bros., for the use of the wholesale organization, and the Landay motor truck service will be used extensively in Greater New York.

The Victor Talking Machine Co. inaugurated its 1914 fall national advertising campaign through the medium of a striking center two-page spread in the September 5th issue of the Saturday Evening Post. Illustrated in colors, this advertisement was easily the most impressive in this magazine and served to attract the attention of readers from Coast to Coast.

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

UTILIZING THE WAR AS AN ADVERTISING MEDIUM.

How an Enterprising Talking Machine Merchant Can Attract Attention and Build Business from the Delivery of War News a la Phonograph—Appealing to the Greatest Interest of the Public in an Original and Effective Manner—Some Live Suggestions.

Now that the European conflict is nearing a crisis war news is more popular even than the tango, and not only between our citizens of the masculine gender do we hear heated discussions as to the ultimate result, but among the gentler sex as well. As a matter of fact, Uncle Sammy's whole durned family has given up the three step to talk war. Therefore, Mr. Dealer, it is distinctly up to you to bring forward some scheme whereby you may meet this condition and at the same time get some more money and new customers, both of which, believe me, are most desirable.

Did you ever mingle with the throng in front of a newspaper bulletin board and absorb the news as it came sizzling over the wire? If you have done this thing you already know how tense becomes the situation when a particularly overwhelming item is displayed, and how the crowd cheers and stamps in its wild enthusiasm.

If you would have the crowd perform similar stunts in front of your show window, Mr. Dealer, you will serve them with war news a la phonograph. It is not so much the fact that you are turning your shop into an information bureau that will attract attention, but rather the method employed. Anything savoring of novelty will always

draw a crowd, and because your war bulletins are spoken by a talking machine instead of being displayed in printed form, as is the usual custom, will act as a magnet toward a curious multitude, a great many of whom will eventually become your patrons.

This method of utilizing the current European disturbance as an advertising medium is not nearly so difficult as it would appear at first sight. My friend, John Jones, expert at the art of dispensing "talkers," goes about it something like this:

He has three large horns arranged with their bells protruding outside his window, as shown in the silhouette illustration accompanying this story. They are all connected to the sapphire pointed reproducer of an Edison Triumph phonograph. This reproducer is equipped with a very loud diaphragm and the records are made by a robust voice. As a result the volume of sound that issues from this triumvirate of brass trumpets can be heard from afar. He does not go to the expense of having a special wire installed from which to glean his information. He simply keeps the office boy hustling between the nearest newspaper office and his "talker" emporium, and the clerk with the robust voice stationed at the recording horn.

When a lull occurs in the stream of advices from abroad he runs off a few records engraved with martial music rendered by bands and orchestras representing the countries now at war. For instance, first will come a military march by the Coldstream Guards Band of London, England. This will be followed by a selection from the Garde Republicaine Band of France. The Strauss Orchestra of Germany will then play a national hymn, etc. This musical congress of nations will last until a new war bulletin is ready.

To illustrate how a phonographic reproduction of any happening involving the playing of military bands will make an instantaneous hit with the public



The Phonograph Bulletin in Action.

I will refer you to the Peace Jubilee in Philadelphia immediately following the Spanish War. An enterprising dealer of that city sent an operator out upon the street with an Edison phonograph and some blank cylinders to can the parades. While he was only successful to a minor degree—the records being very weak in volume—the fact that they represented a genuine procession in celebration of a national event, and not a laboratory imitation, made them sell like hot cakes, and hundreds more than he was able to procure could have been disposed of at a most satisfactory price. This being true, Jones says that if a dealer will give the public a few news items relating to the war, interspersed with good ringing tunes by European bands, he will draw crowds and make money, and I am inclined to believe him. What do you think about it, Mr. Dealer?

Now, to be perfectly frank, do you know exactly what the war is about? Are you in a position to give in a clear and concise manner a description of the causes leading up to the present conflict between the Teuton and the Slav? Can you tell your patrons in about four minutes' time all there is to know upon the subject, and do it in a manner so simple and yet so convincing that they will not only thoroughly understand, but remember? It would be fine, indeed, if you could do this, for then we would not be called upon to ask the aid of the manufacturers, as we are about to do. Unfortunately, however, the average talking machine dealer cannot talk war as successfully as he can sell records; therefore, we must appeal to the recording laboratories to do it for us.

In the interests of all concerned, I suggest that a talking record be listed at once setting forth in clear diction the causes of the present war. Have you paid particular attention to the way Harry E. Humphrey's voice sounds on a record? Have you listened to his speeches on the blue amberol, and his descriptions of operas on the reverse sides of Edison operatic discs? If so you will agree with me that Mr. Humphrey is the man to make this record.

Mr. Manufacturer, you cannot fail, I am sure, to realize, now that the matter is brought to your attention, how badly a record of this kind is needed. It will prove of the greatest possible assistance to the dealer in the sale of records for this reason, viz.: Every talking machine man is pushing foreign records, or at least he should be doing it, and when he puts a record of the March Lorraine, named for a French town which has been in the thick of the fighting between the French and Germans, upon the mandrel, the patron recognizes the title as that of a city within the war zone and

PREPARE FOR WAR ON THE HOLIDAY BUSINESS

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

"TO BECOME A BLACKMAN DEALER IS TO BE PREPARED"

(BLACKMAN)

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

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



starts to ask questions. A general discussion of the European situation follows and finally comes the inquiry, "What is it all about, anyway?"

How decidedly satisfying to have that talking record to tell the story for him; not in the haphazard fashion he himself would render it, but in the sparkling and perfectly enunciated style of Mr. Humphrey.

"Oh, that's fine!" cries the patron enthusiastically after hearing it played. "I must have that by all means. Why, would you believe it, I never knew before I heard that record a thing about the fine points of the war. Yes, wrap it with the others, please."

That is the way it works out, Mr. Manufacturer, and do you not agree with me, now that I have endeavored in my poor way to make it clear to you that there is a crying need for such a record today?

It should be forcibly impressed upon the mind of every talking machine dealer at this time that the exploitation of selections rendered by bands representing the warring armies will bring increased business. There are many instrumental selections in the catalogs of the different record makers that are seldom given the attention they deserve because they are not played by the musical organizations of our native land. I know by experience, after an extensive investigation, that even now at this propitious moment foreign band records are not being pushed. Now that a great European war is in progress this neglect of foreign records is not only a grave error, but a detriment to big business.

Mr. Dealer, look over your foreign catalogs this very day; pick out the records of martial airs rendered by the bands now at the front with the various armies, embody them in an artistic booklet with a scrappy cover on it, together with a brief description of the history of each band, and send it out among your customers. Your business will take a mighty stride forward the minute this suggestion is acted upon. Take a chance and be convinced.

This booklet idea applies not only to Europe, but to Mexico as well. Owing to the fact that Carranza insists upon making ugly faces at our Uncle Sammy, that the American fleet is to remain at Vera Cruz for an indefinite period and that General Funston has asked for more troops the Mexican situation is still a subject of vital interest, and the demand for records by the Banda de Policia should be sent soaring upward by a little judicious advertising via the scrappy brochure route. I would certainly suggest, Mr. Dealer, that you reserve at least one page of that booklet we have been talking about for our neighbors on the other side of the Rio Grande.

All of us realize only too well that war is all Sherman said it was, and then some. However, if it is possible to utilize it as an advertising medium for the betterment of one's business it would be the worst sort of judgment to let the opportunity pass by unquestioned. Here's hoping that the old saying, "Tis an ill wind that blows no one good," may prove true as related to the war and the "talker" trade.

HOWARD TAYLOR MIDDLETON.

NEW STYLE LONG CABINET

Just Placed on the Market—Designed to Match Victrolas VIII and IX.

The Long Cabinet Co., Hanover, Pa., has just announced a new style of cabinet for 1914-15 which is designed to harmonize with the Victrolas VIII and IX. The lines of the new cabinet are most graceful and it is highly finished, in keeping with the finish of the machine cabinets. The new cabinet, known as D70, may be had in mahogany, fumed oak, golden oak and weathered oak as desired.

In order that its dealers may take full advantage of the numerous endorsements it has received on behalf of its dance product, the Columbia Co. sent to the trade this week an imposing window poster featuring the text of these endorsements from prominent dancing enthusiasts in all parts of the country. Among the letters presented were those from Pavlowa, G. Hepburn Wilson, Vernon Castle, Joan Sawyer and others prominent in the terpsichorean art.

VICTOR EDUCATIONAL MATTER.

Interesting Literature on the Subject of Victors for the Schools Just Sent to Dealers—Some Convincing Figures by Mrs. Clark.

The Victor Talking Machine Co. sent out to its trade on Saturday a very interesting batch of literature devoted to educational matters that should not fail to prove of value at this time of the year, when the school season is going to commence. Accompanying this literature was an informative letter signed by Mrs. Frances E. Clark, the popular director of the Victor educational department, who pointed out the salient points of the literature sent to the dealers.

Probably the most significant phase of this publicity was the listing of 1,783 separate cities throughout the country that have placed from one to nearly 200 Victors in their schools. Every State in the Union, with the exception of Nevada, is included in this imposing list, and towns and hamlets that never found their way to the most detailed United States map own as part of their school equipment a Victor and a godly library of records.

Mrs. Clark in her letter points out that more than 600 colleges, normal schools and universities are making the Victor a part of their work, many including it in their regular courses of study. It is also stated that Victors and Victor records have been used in over 100 large summer schools this season, and during the school year 1,300 demonstrations have been given in schools and Victor exhibits held at fifty State and national conventions by representatives from the Victor Co.'s educational department. Victor folk dance records have been used in 500 junior Chautauquas the past summer. This letter concludes with the suggestion that the dealers feature an educational window display during the next few weeks, and an illustration of a suitable one is presented, together with a list of the material necessary for its construction.

GETTING UP A SWAP.

"I can't afford to buy the lot."

"But you can have it for a song."

"If you really mean that we might dicker, I'll swap you a collection of phonograph records for it."—Courier Journal.

Pathésscopes

For The Schools



The illustration shows the first *Motion Picture Machine* designed and built particularly for School use. It consists of the "Popular" model *Pathéscope* for use with either direct or alternating current, or dry cells or storage battery, mounted upon a special *Institutional Stand* provided with rubber tired wheels and fitted with handles for the easy carriage up and down stairs in school buildings where no elevators are provided.

A hinged elevating baseboard is provided, with screw adjustment for centering the picture upon a screen at any height. The outfit, with 6' screen, lists at \$200 complete. Our new school circular "*Education by Visualization*" describes the instrument in detail, its uses in the school, and contains a list of suitable Educational Films for use with the *Pathéscope*.

Dealers will find this Instrument a quick seller to Schools, Churches and other Institutions.

For Demonstration or Catalogue, Address

Pathéscope

Dept. 6, Aeolian Hall, New York

AGENCIES:—515 Crozer Bldg., Philadelphia. 1101 F St., Washington. 507 American Bldg., Baltimore. 459 Washington St., Buffalo. 108 6th St., Pittsburgh. 622 Kittredge Bldg., Denver. 1516 3d Ave., Seattle. 25-29 Arch St., Boston. 635 Leader News Bldg., Cleveland. 147-151 Woodward Ave., Detroit. 800 Chestnut St., Reading, Pa.

RESPONSIBLE 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.

A new Columbia

The Meteor

The announcement of this type has been delayed until we were prepared to furnish a low priced instrument of quality—one with all the ear-marks of Columbia value, and provided with exclusive Columbia equipment. The METEOR fulfills these requirements; it is a perfect musical instrument; reproduces the clear, full, natural Columbia tone.

It is equipped with

The exclusive Columbia tone-control leaves.

A powerful spring motor that may be wound while running, playing two records with one winding.

The Columbia bayonet joint tone-arm.

A Columbia full tone reproducer.

Ten-inch turn table.

A gradually tapering tone resonator running from reproducer to tone-control leaves.

The METEOR will attract to the Columbia line and to your store. It will in itself serve as a business getter, and create the record market you are looking for. And further—it will make for you satisfied customers and new friends.

A WORD TO THE WISE:—

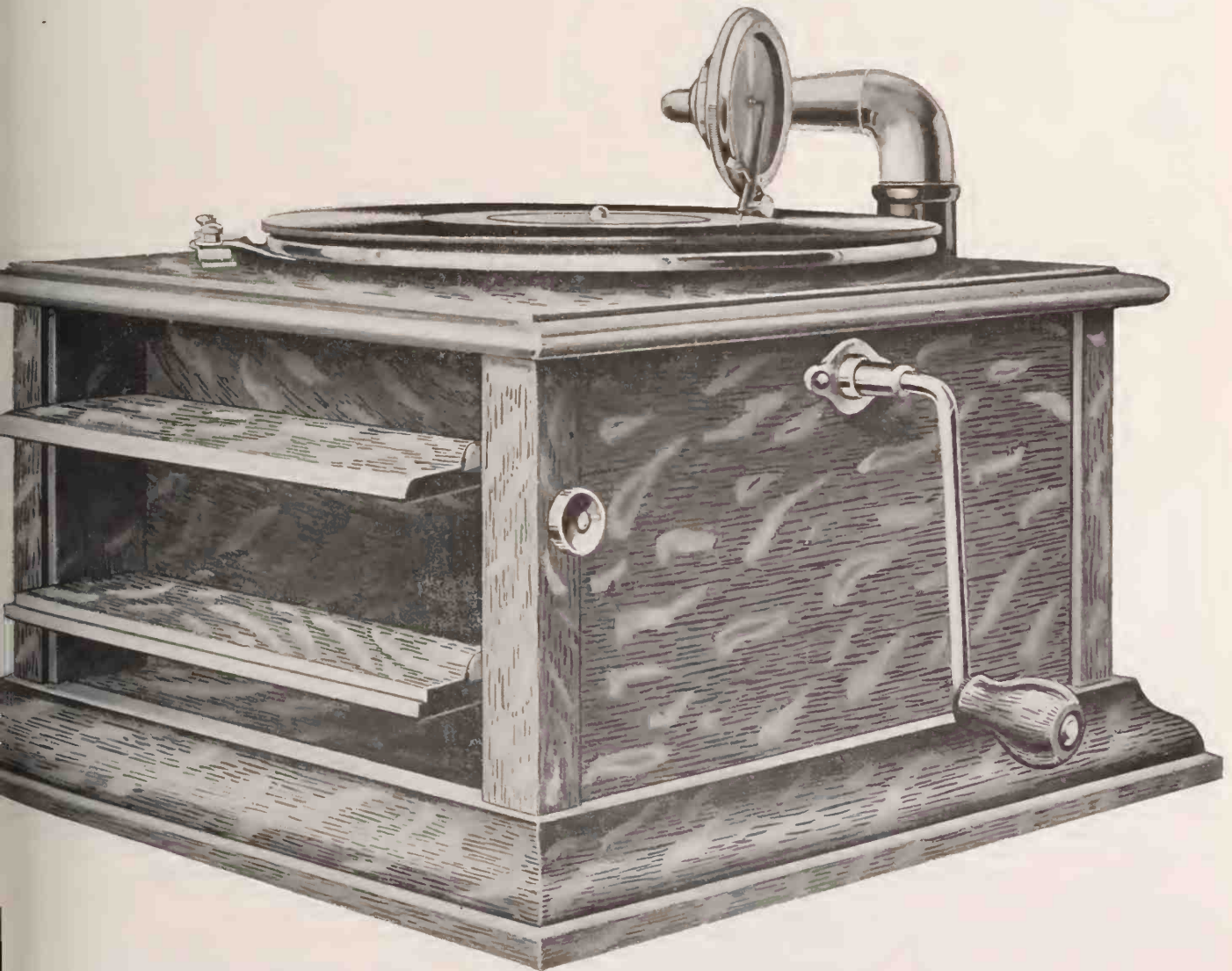
Delay in ordering may result in delivery disappointments. Our supply will be limited up to January 1st.



Columbia Graph

Woolworth Eu

at a new price
or \$17.50 —

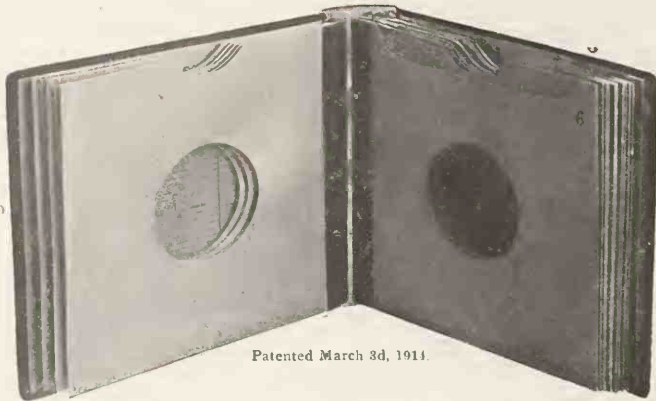


Phone Company

New York



No Glue in the Binding of the UFFNER Patented Talking Machine Record Album



Patented March 3d, 1911.

EACH envelope is bound into a metal slot, the slot being stamped out of a piece of metal, nickel-plated, the entire metal part being riveted into a wooden back. The method of binding insures the greatest of strength, it being impossible to break the leaves from the back. The album opens flat without cracking.

The only improvement in album making since the **TALKING MACHINE** industry started.

Pockets are of high-grade green material linen bound, while the outside covers are of ART CLOTH. Leather covered pull to prevent scratching of polished surfaces. Made in three styles for VICTOR and COLUMBIA 10 and 12-inch records, including the new EDISON disc 10-inch records.

Also made for the new Victor Cabinets Nos. 10 and 11, holding 12 records.

Samples furnished on request.

UFFNER ALBUM CO.
75-77 Grand Street,
New York.

TO OPEN TWO PHONOGRAPH STORES.

Concrete Evidence of Activity Prevails in the Twin Cities—Fall Outlook Is Excellent and the Spirit of Optimism Prevails Throughout Talking Machine Trade.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., September 10.—Two new talking machine stores will be opened in the Twin Cities about October 1 on a scale never before attempted in the Northwest, according to the promoters, the Minnesota Phonograph Co. The St. Paul store will be located in the old Raudenbush building at St. Peter and Sixth streets, which will be the retail center of the capitol city within a year or two, in the opinion of the real estate experts. This store will be under the management of William A. Lucker, whose present place of business is at 58 East Seventh street. This concern will be retained for a time and, for that matter, may never be abandoned. Victor and Edison goods will be handled.

The Minneapolis store will occupy the old quarters of the New York Central lines at 612 Nicollet avenue. It will be designed throughout by Purcell & Elmsley, famous architects, as an exclusively Edison shop. Lawrence H. Lucker will be the presiding genius. It has been suspected that there is a close business connection between both concerns, but if such is the case neither of the Mr. Luckers will admit it.

Victor goods are in great demand in spite of the war and all other depressing influences. W. J. Dyer & Bro., jobbers for the Northwest, are unable to meet their orders as promptly as they like,

and the Twin City retail houses, of which there are ten or twelve, find the volume of business growing upon them every month.

"Our Victrola department is a winner in every way," said R. O. Foster, of Foster & Waldo. "We are more than ever pleased with our experiment in establishing a talking machine department, as it never has failed to bring in a goodly revenue and to grow with each succeeding month."

Archie Matheis, head of the Talking Machine Co., has designed a Victrola window which is attracting attention. The theme of his design is "The New Features of the 1915 Victors." All the improved parts are shown separately, and from each is a colored silk ribbon leading to a card on the window bearing the name of the part. That the company is doing a nice business may be known by the fact that the total sales by August 13 had equaled the entire month of August, 1913.

Trade is working out Nicollet avenue, and while the Talking Machine Store three years ago was considered then to be a little far out, it is now in the best stretch of the Nicollet avenue retail section.

Columbia goods are selling well in the Minneapolis and St. Paul stores, and likewise in the country orders are going in for the Christmas stocks, which will be larger than ever. The August business, in spite of various drawbacks that have affected the general retail world, may have been reduced in volume of sales in the Columbia stores by these causes, but the books show a large increase over the totals for August, 1913, and it causes the local managers to wonder what they might have done had it not been for the war.

REMOVE TO ITS NEW QUARTERS.

(Special to The Talking Machine World.)

BOSTON, MASS., September 9.—The Arion Manufacturing Co., manufacturers of the Arionola, a popular-priced phonograph, has removed from 9 Doane street to its new quarters at 250 Devonshire street, this city. Some little confusion has oc-

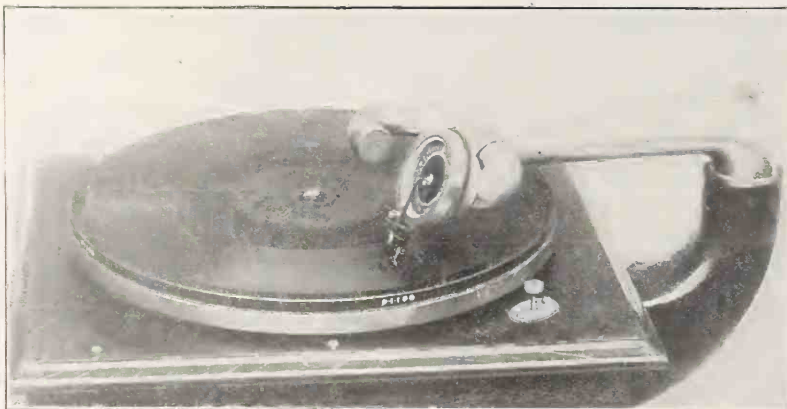


curred, due to the association of the Imperial Phonograph Co. with the Arion Manufacturing Co., whereas both are entirely separate and distinct.

Chas. F. Sims is the general sales manager of the Arion Manufacturing Co. The accompanying illustration shows the trade-mark of the Arionola, which is placed upon all machines.

"Lives of 'fame ducks' all remind us,
That there surely comes a time
When the man who's slow, and slower,
Can't 'cough up' a single dime."

J. S. Cooper, Jr., has opened the first music store in Independence, Ore., where he will handle pianos, player-pianos, sheet music and Columbia graphophones.



DO YOU WISH TO PLAY EDISON DISCS?

Price \$2.00

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

BIG COLUMBIA-AEOLIAN DEAL JUST CONCLUDED.

Aeolian to Take Columbia Line—Long Term Contract Signed—Complete Line of Columbia Grafonolas and Records to Be Carried at Aeolian Hall and in All Aeolian Branches.

The Aeolian Co. has contracted to take on a complete stock of Columbia Grafonolas and Columbia records—straight through the line. The importance of this announcement becomes apparent in view of the well known fact that the Aeolian Co. has heretofore operated under an exclusive Victor jobbing contract.

Several months ago the Aeolian Co. decided to investigate the demand for Columbia products that was reported by its several branches and also to make a thorough examination into the quality and value of such goods, subjecting both machines and records to severe tests. The result is the contract which has just been completed between the Aeolian Co. and the Columbia Graphophone Co.

George W. Lyle, general manager of the Columbia Graphophone Co., when seen at his offices in the Woolworth building confirmed the trade report that the Aeolian Co. has decided to install a complete line of Columbia products in its New

York store and all of its branches. Mr. Lyle stated to The World: "The order for Columbia products placed with this Aeolian contract is one of the largest initial orders ever placed and it is pleasing enough to the Columbia Co. as an order for merchandise, but it is even more pleasing as carrying a very distinct and unmistakable significance of the change in the talking machine industry, which has been so noticeable during the past two or three years, namely, a desire on the part of the dealer to handle any line of merchandise that is in demand and has quality behind it. A change for the better in every way—for the customer whose convenience is best served, for every dealer in the business and for the industry as a whole."

He said he would have other important announcements to make in the near future concerning this movement whereby the talking machine business is rapidly reaching a merchandising basis.

THE CUSTOMER AS AN ASSET.

He Is a Valuable One to the Talking Machine Dealer When He Is Satisfied, When He Feels That He Is Being Treated Right—It Pays to Cater to Fussy, Particular People—It Is a Good Investment and Pays Good Dividends.

In the hurry to attend to many customers it is sometimes a little annoying to a dealer to meet one who is exceedingly particular about details. He is apt to style such a one "fussy" or "cranky." Yet that very customer, fully satisfied, may, and probably will, prove a more valuable asset than one who is not disposed to be particular. The shrewd business man is he who can handle each customer, whatever his or her peculiarities, with the utmost ease, deliberation and respect. A little study of human nature will show that the "fussy" individual is usually the most talkative one when fully satisfied, and that talk is more than likely to be in praise of the house that gave her most careful consideration.

One very prosperous business man in New York instructed all his clerks to call him whenever they got a hold of a "fussy" individual. No matter how busy he was, he kept himself open to wait on the "particular" customer, and so skilfully did he handle them and eventually turn them, one by one, over to "Mr. Smith" or some other patient salesman (who realized the difficult yet responsible task of being very considerate), that his house grew to large proportions because of the entire satisfaction everyone received who dealt with it.

One of the great steamship lines plying between New York and Liverpool has issued a series of printed instructions to all its employes aboard ship, and the dominant note is summed up in these significant words:

"The patrons of this line pay your salary and mine; there could be no — steamship line without patrons; therefore, it behooves every employe from the lowest to the highest, to treat every patron with the utmost respect and attention and never enter into any dispute; if a difference arises immediately seek a superior officer and introduce the patron to him and let no word or look show anything but courtesy and respect."

In the phonograph line it is equally true that a satisfied patron is a valuable asset, says the Edison Phonograph Monthly. It pays to satisfy every customer; if you have sold an Edison machine follow it up and see that it is giving satisfaction; if you get a hurry-up request by telephone or otherwise, be sure to follow it up yourself later in the day and see that it has been filled. If the party has a telephone, call her (or him) on 'phone and see that satisfactory service has been given. If certain records are wanted on a particular day or hour follow them up and see that there is no slip-up in the service. Particular requests should never be lost sight of till satisfaction is guaranteed and carried out to the letter.

Sometimes it seems as if these little matters were not worth the care and attention of those who

occupy responsible positions in a house, particularly when the busy season is on. But that's a mistake; they are highly important, a personal touch, a personal message from someone responsible in the house makes a customer satisfied. It creates a confidence in the house that nothing else can do.

Another feature that a satisfied customer appreciates is to have some forethought given his or her needs. If you know of some reason why a certain record will be acceptable on a specified occasion, let your forethought be brought to the patron's attention and ask if it may not be included in the order or sent by special order.

There are a hundred and one ways of studying how to make satisfied customers, and it is just as profitable as to study how to keep a good balance in the bank.

ENJOY LABOR DAY PICNIC.

Employes of Stewart Talking Machine Co., Indianapolis, Spend Lively Day at Outing.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 12.—Fifty-three employes of the Stewart Talking Machine Co., distributors in Indiana for the Victor Talking Machine Co., attended the annual Labor Day picnic given by the Stewart Company in a grove along one of the Hoosier capital's wooded streams. The party started out from the Stewart headquarters, 221 North Pennsylvania street, early Monday morning in automobiles. George E. Stewart acted as master of ceremonies, and arranged the entertainment for the employes. Chickens were cooked over open fires. One of the features of the day was the ball game between the married men and the single men. W. M. English, traveling representative of the Stewart Company, scored the first run. The single men whipped the benedicts to the tune of 24 to 16. Flowers and candy for the women and girls were supplied at the store. W. S. Barringer, manager, reports that everybody "had the time of his or her life."

TALKING MACHINES IN FAVOR.

In an article on the trade and industries of Syria, published in the September 7 issue of Daily Consular and Trade Reports, Consul-General W. Stanley Hollis, stationed at Beirut, Asiatic Turkey, gives a series of interesting figures relative to the imports and exports at this port during 1911 and 1912. These figures show that during 1911 talking machines to the value of \$2,650 were imported at Beirut, while in 1912 this total was practically doubled, the value of these imports reaching the sum of \$5,140.

Time may be money, but it hangs much more heavily on our hands.

- SAVES**
time, space and money.
- VISIBLE**
Dustproof, Warp-proof.
- FILING**
Finding and Reordering in one-fourth usual time.
- SECTIONAL**
Fits any size business. Floor space 40½" long. Stores 1,200 records. All in easy reach.
- SIGNALS**
(Numerical.) Locates every record. Color Signals locate all similar records.
- SALES**
Record Envelope is a "Watch Dog" for your investment.



The "OGDEN"

pays for itself in three months. You should know the selling value of every record. Cut out the Dead ones and be able to get any record in 4 seconds.

SALES SYSTEM BULLETIN FREE

upon request with name of your Distributor. Write for descriptive booklet and list of Jobbers.

The "OGDEN" SECTIONAL FILING CABINET AND SALES SYSTEM

is Guaranteed. Manufactured by

J. B. OGDEN

Lynchburg, Va.



Fast sellers every week in the year: The Columbia "Eclipse"—\$25; the Columbia "Jewel"—\$35; (the only fully cabinetted instrument at the price); the Columbia "Favorite"—\$50 (the biggest seller of any make at any price in the market for the last four years).



(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**

HOW JOBBER CAN AID DEALERS.

Advertising Suggestions and Sales Helps Assist Greatly in Arousing the Enthusiasm of the Retailer, Says Daryl H. Kent, Secretary of Kent Piano Co., Well-Known Edison Jobber of Vancouver.

We have been asked to express our views on the above phase of the business.

At the outset we would have it understood what we say will apply mostly to the small dealers in sparsely settled parts of the country, where communication is not of the best, and where distances are somewhat of a drawback.

In British Columbia, for instance, owing to its vast area, the population is very much scattered, the great majority of the entire population of the Province living in the few large cities.

The small dealer, therefore, is somewhat handicapped by reason of distance from the larger centers, poor means of transportation, and in many cases by reason of lack of enthusiasm in the goods that he may be unsystematically handling.

To work up such enthusiasm one of the best means is to send a representative to visit the people at stated times, but this is not always, in a country such as British Columbia, a paying investment for the jobber, as the time and money expended do not reap anything like a reasonable return.

In certain sections we think it a good plan to ascertain what the dealer is doing to advertise the Edison goods, and to offer suggestions to him the jobber will write a series of ads based on his knowledge and experience in such matter, with the request that he have them inserted in the local or close locality papers, writes Daryl H. Kent, secretary of the Kent Piano Co., Ltd., Vancouver, B. C., in the Edison Phonograph Monthly. A dealer, who in a great majority of cases in this Province handles all sorts of commodities, very often does very little advertising, and if he does it is in a general way, so he has to be enlightened on the good results to be obtained by specific ads. This is where

the jobber can be of use and mutually helpful, providing, of course, he has the co-operation of the dealer.

Another dealer's help is to circularize him from time to time with other than the regular notices and literature sent him from the Edison Co., as we are of the opinion that a great deal of this "from Edison to dealer" printed matter goes to waste, and we are wondering whether if this same matter, mailed by the jobbers in their own envelopes, and in some cases on their own stationery, would not accomplish more good. However, the jobber can circularize the dealer, often recommending certain machines or records just to hand, and touching on other points that from time to time turn up, with good results, mutually beneficial.

The jobber can, where possible, secure mailing lists from the small dealers, and scatter literature among them, by mail direct, at the same time mentioning the dealer in the locality where the goods can be had, and thus be the means of securing added business for both himself and the local dealer.

The jobber might also take it upon himself to educate the smaller dealers into the value of canvassing, but this means up-hill work for some time, as in most of the small towns one man and a boy run a general store, and to make this one man realize the advantages of extra help, while he or his extra help could get out and sell phonographs. is somewhat of a large undertaking.

MULTI-PLAYING NEEDLE

Introduced by the Sonora Phonograph Co. of New York—Some of Its Salient Points.

The Sonora Phonograph Corporation, 57 Reade street, New York, announces the Sonora Multi-playing needle, which is a jewel needle playing lateral-cut records without changing the needle. Furthermore, it is guaranteed for three months. Geo. E. Brightson, president, in commenting on the Sonora multi-playing needles, said: "It has



The Multi-Playing Needle.

been five years since the Sonora Company introduced the first perpetual jewel disc record needle and during which time we have been working to perfect it. We recently succeeded in doing this and the Sonora multi-playing needle is the result. The only trouble we have had so far is filling orders for the demand is so large. A number of our retail customers at our retail store, for instance, buy five at a time, so the possibilities of big sales with the retail merchants of the country, rest only with the dealers themselves."

HAS CAPITAL STOCK OF \$1,000,000.

The Pure-O-Phone Co. has been incorporated under the laws of Delaware with a capital of \$1,000,000 for the purpose of manufacturing and dealing in talking machines and records. The incorporators are: W. G. Taylor, Clarence J. Jacobs and Chas. B. Bishop.

GOT A NEW "HUNCH."

Old-Time Inventor of Motorless Talker, Now in Insane Asylum, Tells of His Latest Invention.

A gentleman was visiting an insane asylum. He met a man in the hall.

"Who are you?" asked the visitor.

"Me?" said the man. "Why, I'm an old-time talking machine man who invented a motorless 'talker.' It was a big thing but the powers that be were jealous of my success—but I ain't crazy. Not on your life. All the rest of them are crazy, but not me. I've got a new invention that outdoes the talker, one that will make me so rich that John D. Rockefeller will look a poor man beside me."

"What is it?"

"A patent fly-catcher. Greatest thing in the world. Here, I'll show you how it works."

The man took a sheet of paper and drew a bird-cage. "That," he said, "is a parrot's cage—just a common cage—but you observe that on this side there is a door with a heavy iron knob, and that there is another door on the other side, also with a heavy iron knob.

"Now you see, you take this parrot's cage and put it on a pedestal fourteen feet high, the pedestal standing on a marble slab. Then I place a ladder on this side, reaching up to one door, and a ladder on the other side, leading to the other door.

"This is how it works. The unsuspecting fly comes along and climbs up the ladder on this side. It opens the door by means of the iron knob, walks through the cage and opens the door on the other side. Then it starts down the other ladder.

"That's where we catch him!" the inventor continued, excitedly. "That's where the invention is. That's where I shall get my money. You see, the fourth rung is missing in this second ladder, but the fly doesn't know it, and falls on the slab and breaks his neck."

The gentleman goat gets there. Yet he often is guilty of overdoing the butting act.

The fellow who depends entirely on luck isn't to be depended upon.

Victor Manager Wishes to Change

Several years' experience in New York City and vicinity, but now managing large retail department in Middle West. Is familiar with department store detail, and has proven ability. Address Box No. 1,000, The Talking Machine World, 373 Fourth Ave., New York.

PARTNER WANTED

With one to five thousand dollars, to develop profitable and growing talking machine business. Present stock \$5,000 all cash. Fine store and location. Victor and Columbia agencies. Address H. C. Williams, 6312 Ashland Ave., Chicago, Ill.

"DUSTOFF" RECORD CLEANERS

In selling your customer a "DUST-OFF" you render a distinct service your customer will remember you by. "DUSTOFFS" represent the best the market affords in high grade selected material which ensures their remarkable merit—getting into the minute sound grooves and removing the dust and dirt without scratching.

FOR ALL MAKES OF RECORDS
Adds life to records—and adds more profits to your business. Two models:

50c. de Luxe Model
15c. Regular Model.

Most jobbers can supply you, or write us direct.

(Also available for use with your own advertisement. Write for details.)

SAMPLES sent postpaid on approval if you write giving jobber's name.

MINUTE SHINE CO.
285 Canal Street, Providence, R. I.



THAT THE DEALERS ARE INTERESTED

In the Pathscope Is Evident from the Letter Reproduced Below—Is Proving a Valuable Side Line for Talking Machine Houses.

The general attention being bestowed on the Pathscope, the recently introduced home moving picture machine, is well illustrated in a rather

7/21/1914.

The Pathscope Exchange,

Philadelphia,

Pa.

Kind Gentleman:

Having Noticed A Great Deal Of Writing And Excitement Concerning The Pathscope Machine As Advertised In The Talking Machine World. Until I am Somewhat Interested In It. I Would Greatly Appreciate You Making Me A Clear Explanation Of This Machine And Its Films What Length Films Do They Use In This Machine And What Makes The Picture? As I Believe The Manufacture States That There Is No Electric Current Used In Its Operation. Also Give Me The Correct Address Of The Manufacturer Whom I Write This Machine Up. And Where Should I Apply For Application As To Become A Dealer In My Territory? Please Send Me One Of The Catalogs Of This Machine Explaining

It Thoroughly From Beginning To Its End Also Showing Photographs Etc. What Do These Machines Retail At? How Do The Manufacturer Protect Its Dealers? Do They Also Allow Them To Sell On The Monthly Payment Plan? As From All Ideas I Can Secure From It As Explained In The Talking Machine World I Believe This Is A Wonder Come Here To Stay With No End To Sales Through The Dealers.

Hoping You Will Please Give My Letter Your Careful Attention. Also Looking Forward For Your Catalogs And Literature Etc.

Yours Respt.

unique letter of inquiry which the Philadelphia headquarters of the Pathscope recently received from an interested talking machine dealer. Incidentally, this letter, reproduced above, is conclusive evidence of the result-producing powers of talking machine World advertising.

TO HANDLE EDISON DISC LINE.

The Pianostyle Music Co., 238 Livingston street, Brooklyn, N. Y., which recently started in business in the retail selling of music rolls, has added Edison disc phonographs to its line. Frederick Harlan is vice-president, while A. R. Learey is treasurer. Both men have had considerable experience in the various lines which they are now specializing in, and this bids well for the success of the house.

INCORPORATED IN IOWA.

The Chase & West Talking Machine Co., of Des Moines, Ia., with capital stock of \$125,000, has just been incorporated by Charles R. Chase and Lewis J. Syle.

Many a man lives by his wits who never wrote a joke in his life.

Back Copies of the World for 1906 and 1907 Desired.

If any subscribers have copies of The Talking Machine World for 1906 and 1907 kindly communicate, stating price for same. "Historical," care of The Talking Machine World, 373 Fourth Ave., New York.

TRADE NEWS FROM LOS ANGELES.

Talking Machine Takes Place of Speaker at Political Meeting—Happenings of Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., September 7.—A novel demonstration of the possibilities of the talking machine was given in this city recently when, prior to the primary election of State and county officers, a candidates' day was given at the beautiful Hooker Gardens on West Adams street.

Candidates from all over the State attended and each was expected to make a brief talk from the platform. When the turn of the Hon. Joseph Knowland, candidate for United States Senator, came he was not present, but as the rules of the "day" called for a speech by him his place was taken by an Edison Home phonograph loaned by the Southern California Music Co. Two records made in Oakland by Mr. Knowland were sent here and thus the people were enabled to hear him even if they could not see him. The records were very clear and received a "big hand."

Francis Raymond, special representative of the Thos. A. Edison Co. for the Pacific Coast, is in the city at the present time. He reports a brisk business in the Edison disc phonographs and records.

Chas. S. Ruggles, of Sherman & Clay, wholesale, reports several heavy shipments of records and machines from the Victor factory. He says he is catching up on his back orders and expects to be able to take care of all future ones.

Irving Andrews, of the Andrews Music Co., says its sales for August were more than three times as much as the corresponding month in 1912.

Frank Morino, formerly with the Southern California Music Co., is now with Barker Bros. J. W. Booth, in charge for Barker Bros., is very much pleased with their last month's business. He says every month this year is better than the preceding one. George S. Barnes is back from vacation.

L. E. Newton, formerly with the Southern California Music Co., of this city, has left for San Diego to take charge of the talking machine department of its branch store in that city. E. S. Dible, who has had charge of the San Diego store (talking machine department) for the last four years, is now on the sales force with the same company.

A. Graham Cook, manager of the talking machine department at the Geo. J. Biskel Music Co., is now on vacation.

The Columbia Graphophone Co., wholesale, says it has been unable to supply the demand for "Cohen at the Telephone" (A1516).

INTRODUCE NEW SPECIALTY.

The Standard Gramophone Appliance Introduce a New Record Cleaner — Manager Kirkman Is Optimistic.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturer of a number of very successful talking machine accessories, has just placed on the market a new record cleaner, to be known as the "Simplex" record cleaner, and which will retail at 15 cents. This new cleaner is made of highly polished wood and is very attractive. It is of a smaller cleaning area than the popular "Standard" record cleaner manufactured by this company, but those dealers who have seen it predict that it will meet with a ready sale throughout the country.

In a chat with The World, Thomas W. Kirkman, manager of the company, stated that the fall outlook was decidedly encouraging. "We are convinced that the coming season will be a prosperous one from every standpoint," remarked Mr. Kirkman. "Our fall advance orders are of a substantial nature, and the fact that the dealers have not overstocked the past year will mean a steady consistent placing of orders.

"Our 'Standard' record cleaner is continuing to increase its sale day by day, while our needle cutter and automatic stop have firmly entrenched themselves in the minds of the dealers as articles in which they may place complete confidence. The satisfaction that our products is rendering is well illustrated by the numerous repeat orders we are receiving from well-pleased members of the trade."

At Your Service

Landay BROS INC.

VICTOR DISTRIBUTORS EXCLUSIVELY

Connect Yourself

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

OUR POLICY

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

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

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

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

Our representative will gladly call upon request.

WHAT YOU WANT
WHEN YOU WANT IT
ALWAYS IN STOCK

Landay BROS INC.

563 FIFTH AVE.

NEW YORK



This is a harvest time for foreign record business! The Columbia recordings of patriotic music of all nations—vocal, as well as selections played by full military band in martial time—offer possibilities that no talking machine dealer can well ignore.



Write for full particulars to

Foreign Record Dept., Columbia Graphophone Co., Woolworth Bldg., N. Y.

PROMINENT IN RICHMOND, VA.

John G. Corley, Head of the Corley Co., Among the Leaders in Business and Musical Affairs of Virginia's Progressive Capital.

(Special to The Talking Machine World.)

RICHMOND, VA., September 7.—The importance of John G. Corley, head of the Corley Co., the prominent talking machine and piano house, of this city, in the business and musical affairs of the city is indicated by the accompanying cartoon and article which was published recently in Richmond, a lively monthly magazine published under the direction of the advertising committee of the Richmond Chamber of Commerce. The article reads:



JOHN G. CORLEY

Richmond musical. A great many people agree with him, and add that he has done even more for the welfare and prosperity of Richmond.

In private life Mr. Corley is president of the Corley Co., one of the greatest music houses in the South. He is an active member of the board of directors of the Chamber of Commerce and heads the important committee on conventions. For years he has labored on the city school board, retiring recently in order to enjoy a surcease of work. He was once president of the Richmond Rotary Club and played no small part in making that organization something besides a social medium.

Perhaps the greatest work which Mr. Corley has done for Richmond, however, has been accomplished since he undertook the guidance of the Wednesday Club. In the years that he has been president of this ancient musical society, Mr. Corley has led the organization out of the narrow field of a singing society and made it the vehicle for the

musical education of Richmond. If the board upholds his aims he will some day give Richmond grand opera.

The National Piano Dealers' Association at its recent convention in New York elected Mr. Corley vice-president, placing him in line to become head of this influential organization. In fact, organizations have a great way of placing him in line to direct, presumably for the reason that John G. Corley has proven himself to be one of the most earnest, serious and efficient directors you will meet in a day's journey.

NOW THE TRANSOPHONE.

Latest Attachment for Edison Dictating Machines to Simplify Means for Causing Record to Repeat When Desired—How It Operates.

The dictating machine department of Thomas A. Edison, Inc., has announced as ready for the market the new Transophone, which is designed as a decided aid to the typist by simplifying the means for "back-spacing" the record and causing it to repeat the dictation it contains. The new device consists of a typewriter key of the usual form attached to the typewriting machine and connected electrically with the contrivance on the dictating machine for shifting the reproducing arm backward. The button is of the "quick-make-and-break" type and operates as readily as the usual typewriter key.

In order to disconnect the electric button on the typewriter from the dictating machine, a detachable connection in the cord may be broken at will. This enables the operator to close a folding typewriter desk without difficulty or loss of time.

The arm of the Transophone is back-spaced with a magnet, energized by the button on the typewriter. This had to be developed carefully for noiseless operation, and for easy attachment on every old model Edison dictating machine, which is a fixed Edison engineering policy.

The Transophone will, by allowing the attention of the typist to be centered in the typewriter at all times, make for both speed and accuracy.

Lots of people are sure they are right who never go ahead.

NEW UDELL CATALOG READY.

Will Show Complete Assortment of Cabinets for Player Rolls, Sheet Music and Talking Machine Records—Prepared for Dealers.

In a week the Udell Works, of Indianapolis, Ind., manufacturers of Udell cabinets, are planning to mail their new catalog of cabinets. It will represent the most comprehensive showing of cabinets for piano player rolls, sheet music and disc records that they have ever brought out. It



A Popular Udell Cabinet Style.

will also include a line of piano and player benches.

Commenting on the importance of this volume, H. T. Griffith, sales manager, said: "This catalog will be 9 x 12 inches, and is arranged absolutely for the benefit of the dealers. One new feature of the line that is worthy of comment is that every cabinet from the cheapest up is being made of sufficient depth to care for music rolls."

Business here is reported to be in good shape and the inflow of orders is sufficient to indicate that the fall will be of good volume.

BEST TO START RIGHT.

The official head of a large business concern noticed one of his youngest employes sticking postage stamps on letters—slapping them on in any way, straight, sideways, or upside down. "My boy," he said, pleasantly, "why not put them on straight, with the right side up."

"I don't see as it makes any difference," the youth responded. "They'll go just the same."

"Perhaps they will," responded the employer. "But I was not thinking so much about the letters as of you. The habits you form now will stick to you through life—learn to do things in the right way, and you will avoid many a temptation to do them in some other way. Hereafter put each stamp on in the right way, and keep that idea in your mind in all you do. That's the only sure way of getting ahead in this concern."

The Arionola



A Proven Ready Seller for Dealers

New principles of phonograph construction giving the highest quality of phonographic reproduction. Plays any disc record. Light and compact. All workmanship of the highest standard.

Retail Price \$12.00

Be the first to seize this opportunity in your city. Write for dealer's prices, and further information to

Sales Department

ARION MANUFACTURING COMPANY
250 Devonshire St., BOSTON, MASS.



GERMANY



GREAT BRITAIN



AUSTRIA



PORTUGAL



SERVIA



SWITZERLAND



SARDINIA



ITALY



JAPAN



BELGIUM



FRANCE



NETHERLANDS



DENMARK



TURKEY



NORWAY



GREECE



RUSSIA



SPAIN

A line of Foreign Records, representative of every country in Europe is today strengthening every Columbia dealer in handling the present phenomenal demand for European national music.



LATEST REPRODUCING DEVICE.

New Attachment, Marketed by the Lexton Specialty Co., New York, Provides for Playing of Vertical or Lateral Cut Records on One Machine Without Change of Sound-Box—Includes Special Sapphire Needle.

One of the latest devices for permitting of the playing of records with a vertical cut on machines, designed for the use of records with a lateral cut, is the invention of M. V. Roof and A. G. Ostermoor, and is being marketed by the Lexton Specialty Co., 216 West Ninety-ninth street, New York. The device, which is illustrated in the advertisement of the Lexton Co. on another page of *The World* this month, consists of a special joint to be attached to the tone-arm of the Victor machine, where it joins the gooseneck, and provided with screw threads by which the ordinary tone-arm may be attached in a position at right angles to the record groove. A cap covers the end of the gooseneck while the Edison type of record is being played and the cap may be, in turn, attached to the special connection while the Victor type of record is being used.

The device also provides for the use of a special sapphire needle that may be used on both Edison and Victor types of records, and another sapphire needle of special design is also supplied for the playing of Pathé records. The attachment, complete, is listed at \$2 retail and jobbers and dealers, writing on their letter-heads, may obtain samples at \$1 each.

J. W. SWANSON NOT WORRIED.

Well-Known Talking Machine Man of Texas Sees Only Big Business for United States as Results of War Between European Nations.

(Special to *The Talking Machine World*.)

HOUSTON, TEX., September 7.—J. W. Swanson, head of the Houston Phonograph Co., of this city, who has just returned from a tour of inspection of the store controlled by his company in San Antonio, Fort Worth and Dallas, does not worry over the permanent effects of the European war on the business of this country. Mr. Swanson said, in an interview: "There is absolutely no cause for alarm on the part of the people of the United States over the war in Europe, and the thing to do is to take advantage of the opportunity and extend commerce into countries not affected." He reports excellent business in both the Edison and Victor lines.

A dealer's reputation is no better than his goods.

LATEST COLUMBIA AGENTS.

New Accounts Added During Week—Issue List of War Music—Pierce Co.'s Campaign.

The past week has been a busy one for the Columbia Graphophone Co. in near-by territory, a number of important new accounts being added to the company's extensive list of local representatives. These new agencies include Ludwig Baumann & Co., 49-51 Market street, Newark, N. J.; F. C. Kraemer, 8 Lincoln street, Jersey City, N. J.; L. W. Caldwell, Troy, N. Y.; J. Solow, 1116 Avenue J, Brooklyn, N. Y.; Daniel Cantor, 917 Freeman street, New York, N. Y. Several of these new accounts are active piano dealers who thoroughly understand the most successful methods of introducing the Columbia product to their patrons.

The advertising department of the Columbia Co. issued this week a very timely and appropriate window-poster in the nature of a list of patriotic music of the nations now at war in Europe. The flag of each nation with its national anthem and the number of the record are featured prominently on a strip which may be detached from the entire list if the dealer does not handle that particular language in his foreign record department.

The Pierce Music House, of Eureka, Cal., is carrying on a successful newspaper campaign on behalf of Columbia products which is achieving fine results.

ISSUE ATTRACTIVE BOOKLET.

New York Album & Card Co. Prepares Handy Catalog of Its Line of Disc Record and Photo Albums—Numerous Styles Featured.

The New York Album & Card Co., 23 Lispenard street, New York, manufacturers of disc record and photo albums, has just issued an attractive booklet featuring its extensive line in handy form for use by the company's dealers. This catalog lists the numerous styles of albums it manufactures, together with adequate information as to their distinctive merits and their prices.

This company, which has achieved a gratifying success in the talking machine field with its record albums, has for many years been catering to the dealers throughout the country with a comprehensive line of photo albums which have been giving perfect satisfaction. These albums are furnished in several styles, permanently bound, flexible and loose leaf, and are constructed in a high-grade manner that makes for their durability and popularity with the dealers and their patrons.



Some Good News to All Talking Machine Jobbers

We have succeeded in inventing a Record Album which has leaves bound in nicked metal. Which absolutely insures durability. It is the greatest album invention ever made, and it will give you many talking points over the ordinary album.

Lack of space prevents a full description, so send for the whole story to-day and for sample and prices.

Patented and manufactured by the



Boston Book Company

66-68-70 Broadway
Brooklyn, N. Y.

1915 MODEL COLUMBIA "LEADER."

The Columbia Graphophone Co. has just placed on the market a new addition to its machine line, designated as the 1915 "Leader, Equipped with the Columbia Individual Ejector," which will retail at \$85. This 1915 model is the same as the popular



New Columbia Style.

"Leader" machine which has scored a pronounced success the past year, except that it presents a more attractive appearance by reason of a more artistic cabinet and is equipped with the Columbia individual ejector, which is a record filing interior. This provides for a separate compartment for each record, keeping the record clean at all times and thereby prolonging its usefulness. Each compartment has an automatic cleaning device or brush which cleans the record when it is taken out and again when it goes back to the compartment.

The Columbia Co. is equipping all its upright cabinet machines with this individual record ejector as rapidly as possible, and the next machine to be placed on the market containing it will be the "Mignonette," the \$100 model, which will retail at \$110 with this new filing device.

THE ELECTRO-PHONOGRAPH CO.

The Electro-Phonograph Co. filed a certificate of incorporation this week with the Secretary of State at Albany, N. Y., to engage in the manufacture of an attachment for cranking or winding graphophones. The capital is given as \$200,000 and the incorporators are B. B. and C. R. Johnson and F. Meyers, New York.

Among the latest addition to the ranks of the talking machines manufactured in this country is the Premier, a low priced machine made in Harrisburg.

Make a Double Profit on Talking Machines



Udell cabinets are made to fit the following disc talking machines:

Edison.
Victor.
Columbia.

The manner of filing discs is by upright partitions.

Back of each Udell cabinet is the Udell guarantee. It means satisfied customers. Write for "New Book," No. 47, now.

AFTER you've sold a customer a talking machine and records, he's almost sure to want a cabinet, especially if he sees the Udell cabinet.

Show it to him. Have Udell cabinets on your floor and make this extra sale.

From a "long" line of cabinets we have selected eight that dealers have found to be "best sellers." We have concentrated on these eight, and are now making them to fit any talking machine in style or finish. Wherever possible we even follow the "lines" of the machine, insuring a perfect match.

People will soon begin buying talking machines for Christmas. Prepare to sell a Udell cabinet with each machine, and make a double profit.

Our "New Book" No. 47 will help you. Write for it to-day.

The Udell Works, 1205 W. 28th Street, Indianapolis

H. E. PARKER LEAVES FOR THE WAR.

Advertising Man for Columbia Co. Off to Join British Army—Did Some Excellent Work.

Henry E. Parker, a member of the advertising department of the Columbia Graphophone Co., and one of the most popular men in the executive offices of the company in the Woolworth building, sailed Wednesday on the "Olympic," in order to place himself at the disposal of his home country—Great Britain—and join his county regiment.



H. E. Parker.

Although the English military authorities have not yet issued a call for the reservists in America to join their colors in England, Mr. Parker felt that it was a duty he owed to his country to serve it in time of war without waiting for an official call from home, and accordingly decided to sail this week.

Realizing the appalling magnitude of the war in Europe, Mr. Parker requested

a leave of absence from the Columbia Co. as soon as war was declared, with the understanding that he would leave for the front as soon as duty called him. A large number of his associates bid him Godspeed as the boat sailed September 2, hoping with all their hearts that he would return to America safely in a short time.

Henry E. Parker was responsible for a considerable amount of the excellent advertising copy turned out by the Columbia advertising department, and in addition edited the "Columbia Record," the company's official house organ, and was also in sole charge of the "Dictaphone Mouth-piece," a remarkably successful publication. Having traveled the world over, and gained a knowledge of places and things that was truly remarkable, Mr. Parker's personality was most pleasing and admirable. His signal ability had won for him continued success during his several years' connection with the Columbia Co., and The World joins with his many friends and acquaintances in wish-

ing him all good luck in the performance of his duty to his motherland.

Before sailing Mr. Parker was presented with a beautiful gold fountain pen from his associates in the Columbia Co.

IMPORTANT REPORT PRESENTED.

House of Representatives Gets Bill Ending Long Delay on Patents—Measure Reveals Section That Prohibits Dealer Fixing His Own Prices—Some Radical Features.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 11.—The report of the Committee on Patents on the Oldfield bill proposing a general revision of the patent laws was filed with the House to-day. The main purpose of the bill is to expedite the granting of patents to prevent the protection some applicants enjoy by the delay possible under the existing law.

The charge is made that patents have been delayed as long as fifteen years, "and that by delaying answers to simple letters for months at a time applicants for important patents have obtained the protection of 'patent pending' law," thereby blocking competitors. The bill provides that applicants for patents may have only two years in which to present their cases and there is a provision that patents shall be acted on without delay.

The bill repeals that section which makes it unlawful for a dealer to sell a patented article at a price less than that prescribed by the maker. In such cases suit will have to be brought in State courts for breach of contract.

A patent that has not been in use for a period of three years may be obtained from a manufacturer under license. This provision is intended to prevent "shelving" a patent, a practice which, the report says, is followed by many corporations.

The charge is made that the United Shoe Machinery Co. controls the shoe business through patents to the detriment of smaller companies.

It is pointed out in the report that there has been no revision of the patent laws since 1870. During that time, it is argued, fundamental changes have occurred in industrial conditions.

"Chief among these," says the report, "is the rapid growth of the trusts and combinations whose business rests entirely in patents and whose financial and industrial power exercises a dominating influence over many branches of trade."

RETURNS FROM EUROPEAN TRIP.

Edward N. Burns, vice-president of the Columbia Graphophone Co. and manager of the export department, returned to New York recently on the steamer "Franconia" after being marooned abroad since the start of the war and passing through many exciting and well-nigh perilous adventures.

PATHESCOPE PUBLICITY

At Wanamaker's Has Resulted in Tremendous Increase of Interest in the Device—Wanamaker's Auditorium Crowded at Pathéscope Recitals—Put to Practical Use.

During the past month the Pathéscope has been used almost daily to give motion picture exhibitions in the big auditorium of Wanamaker's New York store, and has made a remarkable hit with thousands of spectators who have seen it. Although this instrument is intended primarily for use in homes, schools, clubs, etc., it has sufficient power under favorable circumstances to show pictures to even larger audiences.

In the Wanamaker auditorium a special 6x8-foot day and night screen has been provided, and the photo-drama of "Les Miserables" has been projected thereon every day, one episode at 11.30 in the morning and the other at 2.30 in the afternoon. Beautiful incidental music on the great organ was arranged especially for this Pathéscope production by Alexander Russell, musical director of the Wanamaker auditorium. Slides thrown on the screen between the reels tell the spectators that the Pathéscope is being used in the production of the pictures they are enjoying, and that this instrument is being demonstrated and sold on deferred payments, if desired, in their talking machine department.

The industrial department of the Pathéscope took a motion picture film on August 31 of the beautiful Worth and other Paris gowns and wraps, which the Wanamaker stores were able to get through the blockade from Paris after the war actually broke out. These gowns were first exhibited in the auditorium, and after they were taken to the Philadelphia store the Pathéscope was used to show in motion pictures just how these latest triumphs of the Paris costumers looked.

In one respect the motion picture surpasses the reality, and this is the facility for showing over and over again the same subject for purposes of critical study and analysis. Louis J. Gerson, the manager of the talking machine and Pathéscope departments of Wanamaker's, has been on a vacation in Southern California, where, with a Pathéscope camera, he has been taking motion pictures which will doubtless be shown later in the Pathéscope salon.

ADDITION TO VICTOR PLANT.

Bids have been called for on a new six-story addition to the factory of the Victor Talking Machine Co., in Camden. The building will measure 274x141, will be built of brick and concrete and will cost about \$300,000.

The Silas E. Pearsall Company

Were first in the field as

Jobbers of Victor Products to believe in the Supremacy of the Victor

and are referred to as the house where VICTOR GOODS may be found when a shortage exists. Many dealers have been placed upon our books during the past strenuous six months.

Come in under our wing. We need you to help maintain Our Standard.

It will pay you to enter into correspondence.

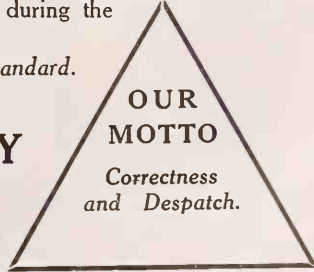
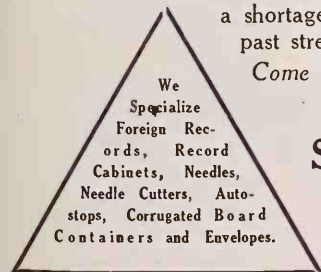
SILAS E. PEARSALL COMPANY

VICTOR DISTRIBUTORS

18 West Forty-Sixth Street

(Near Fifth Avenue)

NEW YORK



The Largest Exclusively Wholesale Distributor of Victor Goods in the World

If you can deal with us under the same conditions—and at the same prices— why not take advantage of the superior service which an Exclusive Wholesale Business naturally offers.

Prepare for that inevitable winter shortage.

No matter where you are, remember—that a bit more freight paid—a few more sales made—is the policy that makes for an enduring success.

THE TALKING MACHINE COMPANY

12 NORTH MICHIGAN AVENUE, CHICAGO

FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., September 9.—The local situation in the talking machine trade, viewed in face of the customary dullness of late summer, is quite satisfactory. One or two dealers report business as poor, but the greater number seem to believe that the past thirty days have been at least equal to the corresponding thirty days of last year. The demand for machines seems to run in all classes, but it can be quite safely said that the larger styles are enjoying their share of the calls.

Considerable gloom was cast over the trade recently when the announcement was made by officers of the Chicago Grand Opera Co. that no attempt would be made to offer a season this year. The reason, of course, being the terrible wars in Europe and the fact that many of the song birds are either in the various armies of the old world, held in reserve, or doing nursing work in the overflowing hospitals.

The opera has always furnished a decided stimulus to the sale of operatic records inasmuch as it is the main concern of society during the mid-winter months and such music is tremendously advertised. The dealers will probably call the attention of their patrons to the fact that the only way that they can hear grand opera and the greatest artists of the world is by means of the talking machine, and certainly it is undeniably true that all the opera that Chicago and the West and probably the East will enjoy this year will be from such a source.

Appreciation.

J. B. Williams, of the Wurzberg Department Store of Grand Rapids, Mich., recently wrote the following lines to Charles F. Bauer, local manager of the Columbia Graphophone Co., when placing a preliminary order for fall goods. Mr. Williams said: "Your goods are getting so darned popular here that we cannot keep them on the floor. We presume that the big Columbia advertising campaign has much to do with it. At any rate, the business is seeking us out. Please send as soon as possible the following," etc.

The Victor Multiplex.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has issued thousands of circulars calling the attention of dealers to the Victor Multiplex, a device whereby the monthly lists of Victor records may be displayed and referred to in a most facile way. It consists of a

handsome frame which can be attached to a post or the wall by two screws. Six double faced hinges that swing with the slightest touch are arranged in the frame so that they carry the twelve most recent monthly sheets like a large catalog. It is said that whenever a customer comes into a dealer's store the display instantly attracts his attention and, without realizing it, he begins to read the titles of each bulletin. The result is said to be that many sales are made following this announcement of records that the customer was not aware had been issued. The Multiplex is finished in excellent fashion, is well enameled and an ornament to any display room. The price complete is \$8.50.

Mr. Wiswell returned a few days ago from a trip through the East, where he spent a few days at the Victor factory at Camden. Mr. Wiswell noticed an optimistic tone throughout all the trade that he encountered while away. Mr. Wiswell believes that this fall will show the entire trade a most satisfying business.

It is said in the Lyon & Healy retail record department that three of the best sellers recently issued are "When It Is Night Time Down in Burgundy," "You're Here and I'm Here" and "Little Gray Home in the West."

C. E. Goodwin on Quality Machines.

C. E. Goodwin, head of the Phonograph Co., local Edison jobbers, returned from Europe recently, and in a little talk with a representative of The World outlined a few of the noticeable characteristics of the talking machine trade of Europe.

Mr. Goodwin said: "I left the old country just one or two days before the declaration of hostilities, and the ship on which I sailed, the 'Vaterland,' was in mid-ocean before we received a wireless apprising us of the awful calamity that had been precipitated.

"I had very little opportunity while in Europe to study the phonograph business as I should like, but I did notice one thing which struck me most forcibly. That was the prevalence of the cheap machines and the awful results that follow an attempt to give the public what are apparently bargains, but which in the end cause the most unfortunate conditions. Over there the result of the introduction of the inferior machine has cheapened the whole talking machine proposition, and the result has been that there is a distinct

lack of the pride of ownership which exists in this country and which only follows the marketing of the better grade of instruments and encouraging the purchase of instruments that are really worth while. The popularizing of the phonograph in this country from the standpoint of good furniture resulted in its being taken up by the wealthier classes and being installed in a really permanent way. In reply to these arguments I was told that 'you don't know our people,' but I deny that my theory is any more at fault in their case than in our own, and I certainly maintain that the American success in the talking machine business has been the result of placing high-grade instruments in high-grade homes and in the fact that it has been made fashionable with the cultured classes to own a machine of the more expensive type. With the instalment plan so prevalent in this country, everyone can afford to place one of the better instruments in his home, and once it is there the pride of ownership will insure its staying there."

Mr. Goodwin was in France primarily to visit his mother and sister, who have been at the Calot Institute at Birck Plage, France, which is fifty miles south of Boulogne. Mr. Goodwin's people are still at this point despite the fact that the greatest war in history is raging only a few miles to the east. Mr. Goodwin says, however, that he fears little danger of either of the armies making trouble in that neighborhood. "I motored considerably in England and France," said Mr. Goodwin, "and it seems hardly possible that the peaceful agricultural countries and the beautiful farm lands that I traveled through are now the scene of mobilization and strife.

"The month of August has been surprisingly good, with a decided demand running for the most expensive instruments. The sales of the \$250 Edisons are by far in the preponderance. The weekly issue of Edison records has had a pronounced success as well as the system of releasing records State by State."

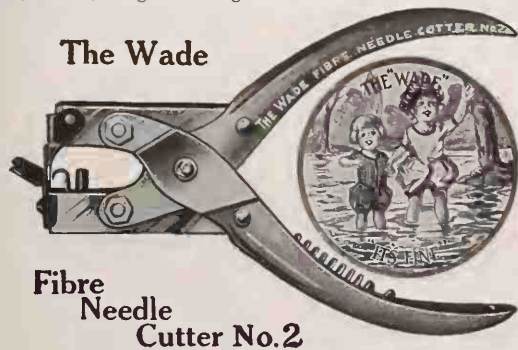
The Edison headquarters have been greatly improved by removing the offices that were on the second floor to the floor above, giving increased space for the reception of retail record customers. Tables have been placed around in the space formerly occupied by the offices and decorated in excellent fashion, so altogether the change is most commendable.

Cheney Machine Promised Soon.

Prof. Forest Cheney announces to The Talking
(Continued on page 43.)

THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

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



The Wade
Fibre
Needle
Cutter No. 2

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



The Wade
Fibre
Needle
Cutter No. 1

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.

TALKING MACHINE dealers can make money by selling the famous Easy-to-play

WASHBURN MANDOLINS

COPY OF FINE WINDOW CUT-OUT, 30 INCHES IN HEIGHT, NOW READY

Washburns
Retail
from
\$15 to
\$150



Easy-to-Play
Instruments!
WASHBURN
MANDOLINS
GUITARS
BANJOS
from
\$15 to \$125
Sold on Easy Payments
VISITORS WELCOME

Splendid
Sure
Profits
to
Dealers

Write for our Special Offer of a Washburn Display Case [occupying only 2 ft. by 2 ft. floor space] containing Six Washburns

ESTABLISHED
50
YEARS

Lyon & Healy

CHICAGO

EVERYTHING
KNOWN IN
MUSIC

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

Machine World that rapid progress has been made in the past thirty days on the development of his machine and that in all probability an announcement will be made in the October issue of The World that will be most interesting.

To Handle the Victor.

The Story & Clark Piano Co. has completed arrangements whereby it will not only handle the Edison line in Chicago, but that in fourteen or fifteen of its other branch stores an Edison department will be instituted. Work on the department in the Chicago store is already well under way. A large sound-proof room is now under construction and will soon be completed. In addition to this there will probably be some additional sound-proof booths. E. M. Love, manager of the Chicago store, has not yet decided who will be in direct charge of the new department.

Columbia Business Prospers.

Charles F. Bauer, local manager of the Columbia interests, reports that beginning with the last week in August there has been an extraordinary rapid increase in the volume of business being done. Mr. Bauer reports that fall orders are coming in in plenty and business undeniably will be of the best the next few months. Mr. Bauer expressed it as his opinion that the approaching season has all the appearance of being a more substantial one than any that the trade has yet enjoyed.

At the Columbia offices the seven most popular records at the present time from the standpoint of sales are: "Cohen at the Telephone," "Puppchen," "Y Come la Va," "Symphony and Moon Winks," "Dreaming" and "Isle D'Amour" and the "Dorothy Waltzes."

The new Columbia "Meteor" has been received at the local headquarters and has evoked much admiration.

Kimball Department Adds Space.

T. J. Cullen, manager of the talking machine department of the W. W. Kimball Co., announces that his department is to be favored with a large space on the main floor of the company's big building on Jackson boulevard and Wabash avenue in preparation for the holiday trade. There are a number of large sound-proof booths on the main floor that have been used in the past as piano salesrooms. One or two machines will be placed in each of these rooms for demonstrating purposes. The record department will be continued at its present location on the second floor.

Personals and Visitors.

F. A. Copeland, Edison dealer of Elgin, Ill., was a visitor recently.

E. H. Gallup, of Niles, Mich., and J. B. Lundberg, of Chesterton, Ind., were also visiting Edison dealers.

Mr. Gensch, of the Gensch-Smith Music Co., of Milwaukee, Wis., was a visiting talking machine dealer last week.

G. Kempfer, of the Gus Blass Department Store of Little Rock, Ark., was a visiting Columbia dealer a few days ago.

Mr. Leavitt, of the Howard Farwell Co., of Minneapolis, was a visiting Victor dealer.

C. H. Hale, representing George H. Wheelock, Victor dealer of South Bend, Ind., was also in Chicago.

Miss Ida Caldwell, of the Talking Machine Shops, has landed in New York following harrowing experiences in the European war zone, and will proceed to Burlington, Ia., where she will enjoy a long rest.

W. C. Fuhri, district manager of the Columbia Graphophone Co., enjoyed a most invigorating motor trip over Labor Day.

George Cheate, traveling sales manager for the Talking Machine Co., has returned from a successful trip to the Coast.

Don Preston spent several days in Chicago after an extended trip through Minnesota and Wisconsin.

Archie Mathias, proprietor of the Talking Machine Co., of Minneapolis, sends greetings to his Chicago friends after an automobile trip to the East.

W. H. Aton, of Madison and Baraboo, Wis., is

on a trip to the North Woods with his wife and a party of friends. They went in three automobiles.

A. D. Geissler's Trip Abroad.

Arthur D. Geissler, vice-president and managing director of the Talking Machine Co., of Chicago, and the New York Talking Machine Co., of New York City, arrived in the city this week. As a result of the hard work incident to the reorganization of the business of the New York company after the disastrous fire a few months ago, Mr. Geissler went to Europe with his wife intending to spend a week in London and then return to the States. He was almost a nervous wreck and wanted the trip on the water more than anything else. He got caught in the war whirl, went over to Paris, but got out hastily the next day, went back to London and was couped up there two days before he could get passage to America, which he finally did on the "Campania." It wasn't much of a rest after all, inasmuch as he had Mrs. Geissler with him and they had all sorts of disagreeable and almost perilous experiences, losing their baggage among other things. Mr. Geissler says that there was nothing like the feeling of the Germans toward the French as the hatred of the French toward the Germans, at least before the war broke out. The general feeling in England and France, of course, is that Germany was the means of starting things. He was enthusiastic regarding the sane but patriotic spirit animating England in this crisis, and also spoke of the magnificent manner in which the English sought to alleviate the discomfort of Americans temporarily sojourning there, and said that everybody extended every courtesy possible to the visitors from across the sea and aided them in every way they could. Naturally he was not in the mood to get around in the talking machine trade much, but said that it was a surprising thing that although the Gramophone Co. of London was suffering enormously from the war because four-fifths of its business is outside the British Isles, still the local business in England continues remarkably good in spite of the war.

Mr. Geissler was very much pleased at finding the excellent reports of business made by both the New York and Chicago companies on his return. August and September so far are better than last year, and advance orders are coming in a most gratifying way.

Wade Cutters in Demand.

According to the belief of S. O. Wade, manager of Wade & Wade, manufacturers of fibre needle cutters, the war in Europe will have no effect upon the talking machine business in this country, and that without a doubt the American talking machine dealer is to see a tremendous fall.

"I have just returned from a trip through Illinois," said Mr. Wade to The World, "and I must say that despite the war and rumors of war. I never found conditions more favorable or the dealers more optimistic. They have placed orders for the Wade cutter that have broken all records and which certainly were most encouraging to me. The great contributing reason for the demand for our cutter is to be found in the guarantee that is issued on each one. We will positively repair free of charge any Wade cutter that should get out of order. This we have done for a long time, and it must be said for our product that the time we have spent on repairing cutters has been almost nil, as there have been but three or four to repair. When the dealer has a talking point such as this it is very easy for him to dispose of a superior cutter. Our factory is going to be taxed to the utmost this fall, and we are advising dealers and our jobbers to place their orders early so that none may be disappointed or delayed in receiving their stock."

Describes Model Record System.

The Talking Machine Co., exclusively wholesale Victor distributor of this city, has become famous not only because of the big volume of its business and for prompt service, but because of the pains it has always taken to instruct its dealers in the best and most approved methods of merchandising, giving them the advantage of carefully worked out systems and even furnishing them at actual cost

TIME TO PLACE HOLIDAY ORDERS.

Salter Manufacturing Co. Advises Dealers to Order Cabinets Early Owing to Extensive Advance Orders on Hand—Handling Extensive Line—One of the Popular Styles.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 8.—The Salter Manufacturing Co. reports that its fall business has already shown a nice increase in spite of the war conditions and the sales on cabinets to hold Edi-



Salter Cabinet, Style 790.

son, Victor and Columbia machines promise to be gratifyingly large between now and the holidays.

The accompanying illustration of the Salter cabinet No. 790 shows a record cabinet that is receiving an unusual call lately. The cabinet holds 112 records either Victor or Columbia, and is most suitably used with some of the smaller machines. The cabinet sells very reasonably and is attractively finished for its price. The top is fifteen inches square and an efficient indexing system and accommodations for needles are other features.

On other pages of this publication will be found three advertisements by this concern. Each one has a story to tell to the dealer, and each one shows one of the leading cabinets now being sold to each particular class of trade. Owing to the extensive advance orders that the Salter Manufacturing Co. has received it advises dealers to get in their holiday orders well in advance with privilege of early shipment so that dealers will be sure to have cabinets on their floors when they want them. Catalog and full information on Victor, Columbia and Edison cabinets can be had by addressing the Salter Manufacturing Co., 339 North Oakley boulevard, Chicago.

many things in the way of stock shelving, stock books and other devices calculated to enable them to transact their business at the least expenditure of time and labor.

The Talking Machine Co. has gone further than this. It has even collected from many sources tried and true selling campaign ideas which it has placed at the service of its dealers. It has, indeed, had in operation for a couple of years a regular correspondence course (it amounts to that) on selling, store keeping, etc., and its occasional bulletins on such topics are always awaited with the keenest interest by Victor dealers who obtain their goods from the Talking Machine Co.

"A Practical Record System for Victor Dealers" is the title of the latest issue of the T. M. Co.

(Continued on page 44.)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

press. In it the Talking Machine Co. tells things borne of long and actual experience, which, one may easily imagine, if followed out by the recipients, would be very likely to convert an indifferent record business into a big, fine paying one. We can't go into details here, nor would it be advisable, but it not only tells how to properly care for stock with a description, incidentally, of the accessories to that end which the company is able to furnish at cost and merely as a matter of accommodation to its customers, but also gives a plan by which the selling value to the dealer of various records can be determined and thus avoiding stocking up with records which experience may prove are not good sellers in their particular locali-

ties. The tabulation and permanent recording of experience is the foundation on which the especial record system provided for its dealers by the Talking Machine Co. rests. Of course, if by any reason any of the company's customers have not received this invaluable bulletin they have only to write to the company."

Exhibiting at County Fairs.

All through the country dealers have been making good exhibits at the county fairs. B. H. Henderson, of Fond du Lac, Wis., had an unusual booth at the fair there, at which he exhibited Victor goods. Tiffau & Kemp Mercantile Co., of Marshfield, Wis., also had a good exhibit at the fair in that county.

INTERESTING EXHIBITS AT CHICAGO BUSINESS SHOW.

Columbia Co. Make Fine Display of Dictaphones, While E. C. Barnes & Bros. Display the Edison Dictating Machine, Including the Telescribe, the Latest Edison Accomplishment.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 11.—The annual Business Show, in which are displayed office labor saving devices, business systems of all kinds, etc., was in progress this week at the Coliseum. There are splendid exhibits of Columbia and Edison dictation machines, as usual.

The Columbia exhibit is in charge, as usual, of W. W. Parsons, district manager for the Dictaphone department of the Columbia Graphophone Co., and he is efficiently aided in the work of giving the Dictaphone adequate exploitation to the thousands who visit the show by the following people: E. A. Parsons, A. B. Walker, Frank J. Clark, George Ingalls, P. A. Miller, Grace Carpenter, E. F. Baumann, F. Casseday, E. C. Allen, May L. Stuetzer, Miss M. Norgate and R. G. Winter. An essential trade-mark feature of the exhibit was a magnificent American eagle suitably decorated with American flags and "Columbia" insignia. A full and complete line of the latest models of Dictaphones were shown, the most important novel features being the new hand control, the new light weight hearing tube and the modifier for regulating the volume of sound on the Type E machine.

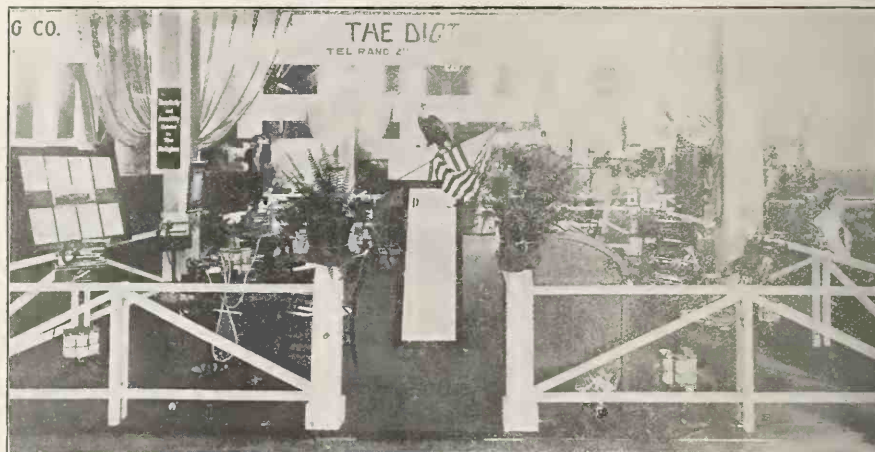
At the Edison disc dictating machine exhibit, in charge of E. C. Barnes & Bros., the Chicago representatives, interest largely centered in the Transophone, the new device which enables the operator to repeat the dictation by a light touch on an electric button beside the typewriter keyboard in place

he was assisted by J. S. Pahlman, O. C. Dentzer, A. H. Fulton, K. H. Kammerer, E. Humphrey and George Field. Nelson C. Durand, third vice-president of Thomas A. Edison, Inc., and Mr. Holland, the Edison Co.'s laboratory staff engineer, were

that perfection in telephonic communication would be reached only when means were discovered for combining the telephone and phonograph in order that telephone messages might be properly recorded. The fact that at the present time the telephonic system transmits 60 per cent. of all forms of communication in the United States, totaling fifteen billion conversations a year—a grand total in excess of the number of telegrams, letters, railroad passengers in the same period—makes the fulfillment of Mr. Edison's prophecy at this time particularly valuable and important. In general correspondence we make copies of important letters and keep them on file. It is also possible to keep accurate records of telegraph messages, and it has only been in the telephone that an absolutely perfect record was not possible to procure. The Edison Telescribe has solved this problem.

The Edison Telescribe comprises an Edison dictating machine, which is especially equipped with telephone recording appliances, and a glance at the accompanying illustration gives an excellent idea of its general appearance.

In describing the Telescribe and its uses, Nel-



Dictaphone Exhibit by the Columbia Graphophone Co.

visitors here the first part of the week. While in Chicago they demonstrated at the offices of E. C. Barnes & Bros. the new Telescribe for reproducing telephone conversations,

The Telescribe, the latest accomplishment of

son C. Durand, third vice-president of Thomas A. Edison, Inc., said:

"The dictating machine is equipped with a micro-recorder, which swivels into place over the wax cylinder, and is wired up with the Telescribe on the user's desk. In short, the Telescribe is a complete telephone extension run with its own small batteries, concealed in the casing.

"A telephone message is telescribed in the following manner: The receiver of the regular desk telephone is removed from the hook and placed in the socket of the telescribe. In this way the acoustic connection to the dictating machine is made without danger of criticism from the telephone company, as the instrument is neither mechanically nor electrically connected to their lines. The user then takes up a small receiver, which is part of the Telescribe, and gives his call to the exchange, while starting and stopping the dictating machine by means of two small buttons on the Telescribe in order to record the conversation between pauses or delays, and avoiding any waste of running the wax cylinder meanwhile.

"In this way both sides of the telephone conversation are recorded, including all the evidence of the central operator's voice in making the connection. The dictating machine becomes in reality an 'eavesdropper' on the telephone line.

"There are many telephone subscribers in every locality who have monthly toll bills of hundreds of dollars, evidencing the practice of conducting an important part of their business by 'conversations.' Brokers, in many instances, do buying and selling by telephone from both local and outlying territory; advertising agents secure the approval of their clients at distant points by reading late copy on the 'phone; purchasing agents place orders and secure promises and prices of importance as a daily occurrence through the telephone. But the special applications of the



Thomas A. Edison Testing the Telescribe—Exhibited at Business Show.

of the old operation of interrupting the work to reach out and move a repeating lever. Besides this, the new speaking tube start and stop and the new covered gearing excited great interest. E. C. Barnes spent much time at the booth himself and

Thos. A. Edison, and which has been demonstrated very successfully in various cities of the country, is rather a development of the property made by Mr. Edison in 1876 and an entirely new invention. At that time Mr. Edison predicted

Telescribe will not be as important as the ordinary uses which every large organization finds for recording wire conversations in the course of their ordinary day's work.

"The Telescribe will place the use of the telephone in a more serious light in business. After a conversation the dictator will turn to his dictating machine and confirm his message in the usual manner covering the general understanding, while he will mark his letter: 'Telescribed on the Edison dictating machine.' To the person receiving this confirmation, the question of its correctness will be unquestioned, and give that feeling of business security to both sides, which is now missing, and in some cases may be even depended upon if denial of telephone understanding is expedient.

"The wax record, containing the telescript and the dictated confirmation, may be retained indefinitely for reference, but future acknowledgments and circumstances reduce the time for holding the records to only a few days in most instances"

MAY MAKE TALKING MACHINES?

Rumor that the American Can Co. Will Go Into the Talking Machine Business Denied by the President of the Corporation—Admits, However, Construction of Sample Talking Machines at Maywood Plant.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 9.—Rumors have been afloat for some time that the American Can Co., of this city, which is said to be capitalized at \$90,000,000, would enter into the manufacture of talking machines upon a large scale. Officials of the company have denied any definite decision, but have admitted that such a step had been contemplated.

It is interesting to note in this connection the report recently issued in an industrial periodical, which stated that the company had embarked upon the project upon a large scale and that both machines and cabinets were in the course of manufacture at the company's plant at Maywood, Ill. The machines, according to this report, were to be all-metal in construction and finished in imitations of mahogany, oak and other woods, after the fashion of fire-proof office furniture. It was also said to be definitely known that a contract had been placed with the American Can Co. by a large merchandise house for the delivery of 400,000 small machines of light construction and that the contract price for the lot was \$1,000,000 or \$2.50 each.

The statement was also made in the article that a complete line of machines would be turned out at ridiculously low price.

Mr. Harbeck, president of the company, denied the story emphatically, making the single admission to the representative of The World that the company had under construction one or two sample instruments at the Maywood plant and would, if they prove successful, place the proposed side line in a favorable light before the board of directors.

The manufacture of records has not been considered by the company.

A LIVE SELLING SYSTEM.

Capable Saleswoman Places Victrolas in Homes of Prospects and Finds That the System Leads to Many Sales—Uses Automobile to Advantage in Covering Territory.

As indicative of the progressiveness and up-to-date methods that characterize the sales methods of many live-wire Victor dealers, the plan utilized by Miss Hanley, a capable saleslady connected with the Kelly Music Co., of Jersey City, N. J., is well worth attention.

Realizing that the placing of a Victrola in the home of a prospect is one of the best available means of closing a sale, Miss Hanley called into play an automobile which she owns and decided to employ it in the pursuit of Victrola business. She invariably carries machines with her for demonstrating purposes and the novelty of the plan has enabled Miss Hanley to achieve a marked success since she inaugurated the idea in May.

Miss Hanley has found that wherever she can

get a machine into the home of a prospective buyer the sale is about 75 per cent. made, and it is hardly necessary to state that Miss Hanley experiences no difficulty whatever in supplying the 25 per cent. salesmanship necessary to give the proposition a 100 per cent. average. The use of an automobile in soliciting machine sales has long been advanced by the majority of Victor jobbers and the most successful dealers, and Miss Hanley's successful experience well evidences the practicability of such aggressive methods.

NEW RECORD DISPLAY CARDS

To Enable Dealers to Feature Every New Victor Record Supplied at Nominal Cost by the New York Talking Machine Co.—A Permanent Device to Increase Record Sales.

The New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, has just announced to the trade an attractive and per-

In addition to displaying new records by means of these title strips, Sales Manager Moody intends to furnish the dealers with title strips of standard selections from the Victor catalog which they may feature in addition to the new records under a sub-head title strip apropos of the character of the records. Mr. Moody also points out that the dealer will be furnished with sixty strips each month, although there are but an average of forty new records listed in the monthly supplements. These extra slips will permit the dealer to feature two popular selections on one record, if there is a sufficient demand for these selections in his vicinity.

In furnishing title strips for all the new records, Mr. Moody took cognizance of the fact that the popularity of certain classes of records varies in different sections of the country, and that with a full complement of title strips, the dealer may feature those selections which are in demand in his individual territory.

EASTON-MUMPER.

The marriage of Miss Helen Easton, youngest daughter of Edward D. Easton, president of the Columbia Graphophone Co., to Norris McAllister Mumper, was solemnized Saturday evening at the home of Mr. and Mrs. Edward D. Easton, at Arcola, N. J. The wedding was an informal one, the relatives of the bride and groom being the only invited guests besides several of the executives of the Columbia Graphophone Co. and their wives.

Hewlings Mumper, a brother of the groom, acted as best man, while the ushers were Donald Hoise, Paul Renn, Ogden Hewitt and Mortimer D. Easton, manager of Dictaphone advertising. Mrs. Mortimer D. Easton was the matron of honor, and Miss Barbara Bispham, Miss Alice Mumper,

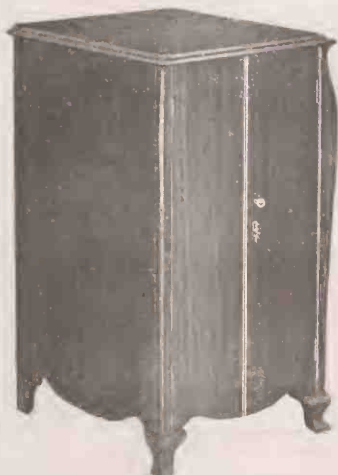
Miss Barbara Trego and Miss Elizabeth Terhune officiated as bridesmaids.

The house was beautifully decorated with wreaths and flowers, and Prince's Orchestra furnished the music. After their honeymoon, Mr. and Mrs. Mumper will reside at Arcola, N. J. Mr. Mumper is a member of the Dictaphone staff.



Effective Victor Record Display Card. perpetual display-card featuring the new Victor monthly records, as shown in the accompanying illustration. Title strips for every new record listed in the monthly Victor record supplement will be sent to the dealer at a cost of 75 cents per month on a yearly basis, while the easels will be supplied free.

LONG CABINETS
A NEW PATTERN FOR 1914-15



D70
FOR VICTROLAS VIII. and IX.
Mahogany, Fumed Oak, G. O. and W. O.

Write for new illustrated matter and it will be cheerfully sent to you.

Kindly anticipate your requirements for the Fall and Winter, naming dates for shipment.

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

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



Each buyer and each seller of a Columbia Grafonola "Nonpareil" is always satisfied—the one with the quality and the other with the profit.



(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

HAS MOST ATTRACTIVE QUARTERS.

Transformation of Columbia Co. Warerooms in St. Louis Into Most Artistic Emporium Brings Many Compliments to Manager Reid.

(Special to The Talking Machine World.)

St. Louis, Mo., September 10.—Manager Irby W. Reid, of the Columbia Co. here, has won the reputation of a wonder worker because of his transformation of the dark and rather dilapidated warerooms of the Columbia Co. into one of the neatest and cleanest stores in the city and second to none in this section as a talking machine store.



Irby W. Reid.

The transformation was accomplished with only partial interruption of business and at no time was any department put completely out of the running, although for some time the retail department was seriously handicapped, but under the leadership of R. W. Duffy made a good showing for the period.

The new store was planned by Mr. Reid to the smallest details. It bears small resemblance to the old, as from the former two show windowed front, with a door between them, it has been changed to one large window, through which not

The lighting is entirely by the overhead system, and while it shows off the machines to excellent advantage, does not obtrude upon the visitor, who is unconscious that artificial light is in use.

The new arrangement has removed the dictaphone department, which formerly had the best space in the warerooms, to the second floor, where that office force can work without interruption. The wholesale office is in the rear of the demonstration rooms, safe from interruption. Manager Reid's executive office has a peculiar arrangement of doors whereby he can completely isolate himself behind his reception room, or he can open

HOW AGGRESSIVENESS WON OUT.

Interesting Story Related by V. W. Moody Tells How a Well-Known Dealer Has Won Great Success from a Modest Beginning.

As indicative of the success that an aggressive Victor dealer can achieve in a comparatively short while, V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, relates the following incident:

About a year ago a man visited the company's headquarters, who had decided to embark in the Victor business, and desired to place an initial order and ascertain the necessary details. Upon inquiry he stated that he resided in a city of about 30,000 population, and that he had no definite ideas

regarding the Victor business other than that an initial order of \$300 seemed to him to be a proper start.

Mr. Moody thereupon pointed out that there were something like 3,000 records and 17 machines listed in the Victor catalog, making an initial order of \$300 decidedly inadequate and well-nigh insuring failure in a city of 30,000, rather than success. The prospective dealer realized the logic of these

figures and placed an initial order of \$600. He also secured an intimate knowledge of the sales and stock policies of approved merit, and, fired with an ambition to succeed, opened his store.

His road at first was naturally somewhat difficult, but his success is represented in the fact that during the past sixty days he placed orders for \$2,000 worth of stock, and his latest inventory showed a stock of over \$3,000. Notwithstanding that this is only his second season in the business, he has just placed advance orders for machines alone to be shipped during September, October, November and December, totaling more than \$6,000. This dealer pays a salesman \$30 to run his department and his manager has two assistants. All this was accomplished in a year as a result of aggressive methods and an appreciation of the

them and see every part of the floor at a glance.

The record arrangements in connection with the demonstration rooms have attracted considerable attention. The rack is of easy access to all of the booths, holds a remarkable number of records, and also is a means of ventilation for the booths.

The new store room has materially aided in the business promotion plans and customers who had, from their own admission, recently been buying at the more attractive department store booths, are coming back to the main wareroom. "I do not see how you do it!" is the often repeated exclamation of these old friends.

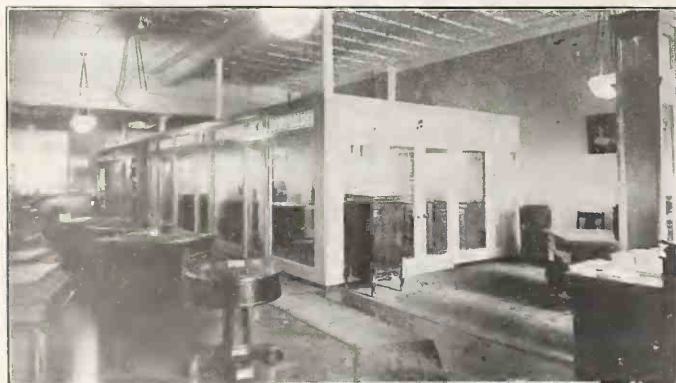
scope and magnitude of sales possibilities in the Victor field.

IMPROVEMENTS OF INTEREST.

Among the new inventions of the past month is the Uffner patented record album, designed to hold talking machine records in either the 10 or 12-inch sizes. The new feature that is of special interest is the method of binding the leaves, which are held in place with steel instead of glue. Holes are cut in a sheet of steel, lengthwise, so that two leaves just fit in, the sheet being fastened to the back of the album, the back always being the same size whether the album contains records or not.

The patent on this album was secured by the head of the Uffner Album Co., 77 Grand street, New York, and from the orders already received from those to whom he has shown the sample, it would indicate that there is a remarkable volume of business to be had from dealers who want albums of durability as well as attractiveness.

The weaker a man is the stronger his habits grow on him.



Remodeled Warerooms of Columbia Co. in St. Louis.

only the display can be seen but the entire store room, with a recessed door at the east corner of the front.

The picture that greets you as you step inside the door is a restful one. The handsomely enameled woodwork, finished in a glossy soft gray blends well with the gray and green wall finish and rugs, and the thirty varied style machines exhibited in the main display space, with the heavy mission furniture, supplies plenty of decoration.

There is but one desk in sight, and you must look a second time to see where Sales Manager Duffy is watching operations, and the planning of the six demonstration rooms artfully overshadows the office suite, which, however, can easily be found by the customer wishing to make a payment.

**PHONOGRAPHISCHE
ZEITSCHRIFT**
BERLIN C. 19, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

FROM OUR EUROPEAN HEADQUARTERS

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

General Effect of the War on the British Talking Machine Trade—Noticeable Inclination to Make the Best of Conditions—Probable Scarcity of Supplies—Regarded as an Opportunity for British Manufacturers to Extend Trade—Sidelights of War Situation—Demand for Patriotic Records—Otto Heine-mann Praises American Business System—W. H. Reynolds' List of Supplies—Specialties for the Colonial and Foreign Trade—Recent Additions to Columbia List of Artists—New Products Recently Put on Market.

(Special to The Talking Machine World.)

LONDON, E. C., ENG., September 5.—Hard upon the dispatch of my last report came the dreaded announcement of war between the first nations of Europe, and, as may be imagined, considerable nervousness immediately reigned in London gramophone trade circles. At such a time one is perhaps inclined to take anything but a dispassionate view of things. It is the more difficult to remain calm under circumstances that so closely affect the foundations of commerce, even the very existence of nations, and self-restraint is one of the first of many things to which the Britishers have now schooled themselves. This is no time or place for politics; the sword is the arbiter of our fate and our trade prosperity, and at that we must leave it, in the sure confidence of ultimate victory.

First Panic Over War Short.

Received at first with expressions of dismay, the news that war had been declared by England at the very opening of our trading season, which promised so well, naturally took gramophone men some time to recover from. The market became slightly panicky, but quickly recovered, thanks largely to our inherent adaptability to make the best of things. It was generally felt that the gramophone industry would be one of the first to suffer, and efforts were made to meet the situation in a manner best calculated to neutralize undue depression. It is satisfactory to know that these efforts have met with a fair measure of response from retailers, who, however, are handicapped in many ways. All said and done, sales are nevertheless abnormally slack. True, one does not expect great things on the retail side at this period even under normal conditions, and I should not be presenting a fair view of the situation were I to gloss over the uncertain position in which all find themselves despite every endeavor to steady things. This war of the nations seems likely to last for a considerable period. The longer it goes on the greater is the dislocation of business and consequent unemployment. Thousands are out of work already, more are on reduced wages, while the people generally—not unnaturally perhaps—are prone to conserve their financial resources.

With the spending power of the masses thus restricted, especially in regard to luxuries, gramophone trade is suffering more than most industries. The outlook for this season is therefore not very encouraging. Record factories are still running, in some instances, on a reduced basis of production, which latter is mainly confined to the pressing of patriotic records, the demand for which is excellent. The national anthems of the Entente powers, British national airs and martial songs, etc., are selling very freely, not to mention that last season's pantomime favorite, "It's a Long, Long Way to Tipperary," which seems to have been adopted by our troops as a war song. But this business will not keep things going, and the position is such that almost every firm has either reduced its staff or, by mutual agreement, the wage bill, in a praiseworthy desire to cause as little distress as possible.

The Question of Supplies.

Another feature of trade importance is the question of supplies. The German market, from whence came a large proportion of complete machines, parts and accessories and records, is of course entirely closed. Some firms have goodly stocks on hand, while others find their warehouses more or less depleted. Serious as this aspect is, there is a confident belief that we shall get along all right by the aid of Swiss firms who specialize on the making of motors and gramophone accessories. Owing to the Swiss mobilization there is, however, bound to be a shortage of supplies for some time. Here in England we have certain resources for the manufacture of motors, and this trade will doubtless receive a great impetus. We can, of course, take care of the manufacturing of cases, cabinets and other necessary parts, but for sound arms, boxes and many accessories we shall perhaps find ourselves in a quandary. These latter items have not been cultivated to any great extent by British makers, but with the Germans their manufacture has become a fine art.

The newspapers are waging a strong campaign against everything German, and already one learns the response is great in many departments of trade.

This has not to any great extent touched the talking machine trade, but, speaking dispassionately, there is bound to be a certain amount of prejudice against buying German goods, and we see in this a good opportunity for all-British manufactures. We may be sure that every possible advantage will be taken of the situation, but it would give our manufacturers encouragement to invest large sums in productive machinery could they only rely upon excluding German goods from this market by a tariff imposition on manufactured articles—complete or in parts. Space forbids the further development of

this line of thought. We have to grapple with existing conditions, and it behooves all to do each their share toward allaying the disadvantages under which gramophone trade now suffers. We must keep the trade flag flying at all costs, and though heavy troubles may beset us in the future the best service is to maintain a cheerful mien against the time when trade stagnancy shall have given way to the inevitable resumption of its normal trend. Elsewhere we deal with oversea conditions and the possibility of capturing a considerable proportion of the trade which has previously gone to Germany.

Some Sidelights of War Situation.

The British Government has under consideration a patriotic offer from "His Master's Voice" Co. to loan the use of its City road premises, which have a floor area of some 30,240 feet, until the end of the war, or until the Seventh and other battalions have been completed. Business would be conducted from the Hayes factory.

In appointing a receiver for a piano company with a German name, Justice Shearman said he thought the business, being beneficially owned by foreign enemies (sic), could not be carried on at all without an official license. The Government would give that authority if it were satisfied that no moneys would be remitted to the alien enemy which owned it. To keep a profitable business going he would appoint a receiver, who must undertake that all moneys be kept in this country.

The commercial activity of a number of gramophone firms here is neutralized through lack of supplies from Russia, Germany, France and Switzerland. An early resumption of exports from the latter country is possible.

S. W. Dixon, a director of the Gramophone Co., Ltd., has volunteered for active service. As a captain in the 13rd Manchester Regiment, Mr. Dixon served with distinction throughout the South African war.

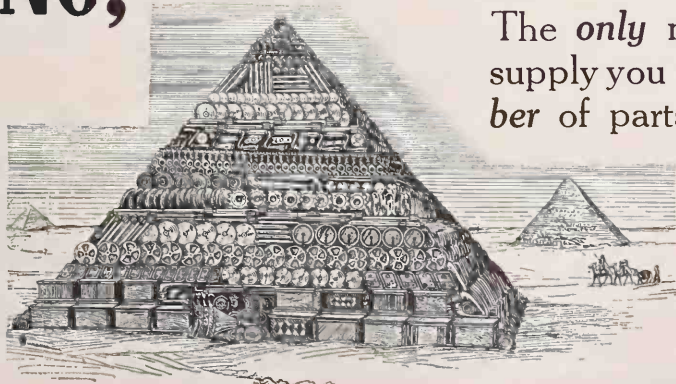
Many German and Austrian members of the trade have gone to rejoin "the colors" of their respective countries. One can only regret the necessity for their display of patriotism. It is quite possible that some were detained in England as prisoners of war.

Several German gramophone men have sought British nationality; others are out under police "license" and must not travel more than five miles per diem.

Chappell & Co. and other music firms intimate they will not close up factories or dismiss employes during the war. This, however, would not prevent, where necessary, some reduction of wages in order to keep things going and avoid unnecessary distress.

(Continued on page 48.)

"RENO, THE MAN OF MANY PARTS"



The *only* man in the world who can supply you with *one* part—or *any number* of parts for *any* Talking machine ever made from Adam to Edison-Roosevelt.

64 Page Catalogue Yours for Asking

W. H. REYNOLDS, Ltd.
"KNOTASLEPE"
London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 47).

It is reported that the French factory controlled by Carl Lindstrom (Berlin) has been completely destroyed.

Harth & Dubb, of City road, agents for the Russian "Syrena" record, will close up for the time being.

The Continental factories of the sister companies of the "His Master's Voice" corporation are, as may be imagined, somewhat disorganized. At Hayes, London, many men are reported suspended from work for the moment.

During the first week of the war public opinion was so bitter against everything German that an all-German program arranged for performance at the Queen's Hall promenade concerts was abandoned. That musical art may reasonably be exempt from the atmosphere of national strife is assured by the telling protests immediately lodged against such an absurd ruling. Commerce, however, is a different thing, and Chappell & Co. announce they will never again allow German pianos on the Queen's Hall platform.

A royalty on every "Regal" war record sold goes to the Prince of Wales' Fund. The Columbia Co. advises me it has already sent sixty guineas on this account.

Among well-known composers, singers and musicians at the front are Rachmaninoff, Chaliapin, Siegfried, Wagner, Kreisler, Ysaye and brother, two sons of Dr. Hans Richter, Paul Franz, Dohnanyi and practically all of the male contingent of the Russian opera and ballet.

"Business as Usual" is our motto. In the form of adhesive stamps it is being used by many firms on memo. forms, invoices and publicity matter.

Official Ruling Anent Trading with the Enemy.

The explanation of the proclamation against trading with the enemy is officially explained as follows: "The important thing is where the foreign trader lives, and not his nationality. There is no objection to trade with German or Austrian firms in neutral or British territory. Trade with the branch of a hostile firm in neutral or British territory is permissible so long as its head office

is not involved. Contracts with firms in hostile countries cannot be performed, and payments ought not to be made during the war. There is no objection to paying for goods delivered or services rendered before the war."

Issues List of Patriotic Records.

The British Zonophone Co. has issued a very strong list of patriotic records, including all the latest war songs of interest. Having always paid great attention to this class of music, the Zonophone people did not have so much new recording to do as other firms when war was declared. During all the years of its existence this company has been steadily bringing out records of patriotic flavor, and thus prompt and complete deliveries are assured. Further new issues will be made known shortly.

"H. M. V." War Records.

A strikingly patriotic list, emblazoned on its front cover with the flags of Great Britain, France, Russia and Belgium, has been issued by "His Master's Voice" Co. As a piece of publicity literature it is altogether attractive and makes a most effective showing. Its contents are even more attractive, for in quality and numbers the records itemized represent, perhaps, the finest and most complete aggregation of martial music ever embodied in one supplement. There is to be noted the national anthems of Britain, Russia, France, the now famous "God Save the King" record by Clara Butt; among a host of other songs calculated to inspire the patriotic ardor of gramophonists none will receive greater welcome than the series of six records on national service by Field Marshal Lord Roberts, V.C., K.G., etc. These discs have reached tremendous sales figures and can scarcely be pressed quickly enough to satisfy all wants.

Interest to Oversea Buyers.

Elsewhere in this section will be found an announcement by O. Ruhl, Ltd., which makes a special appeal of interest to oversea buyers who find themselves short of supplies through the closing of the Continental markets. An up-to-date

factory, equipped with modern plant, at Hertford, England, gives employment to a large number of Britishers, and the company informs us it is in an advantageous position to handle the colonial and foreign trade for records and machines promptly and efficiently. Notwithstanding the general trade depression in this country, its factory is working on full time, and it is hoped to so continue throughout the crisis.

Beka records are, of course, favorably known the world over, and buyers will learn with pleasure of the company's recent issue of innumerable patriotic numbers, the various national anthems and latest war ditties.

An interesting announcement is also made regarding disc instrument trade in the oversea markets. Full particulars are obtainable from O. Ruhl, Ltd., 77 City road, London, E. C.

New Company Incorporated.

W. J. Elliott, Ltd., musical instrument manufacturer; capital, £10,000. Office, 16 Chequer street, St. Albans.

Martial List of Favorite Records.

The demand for patriotic titles has moved our manufacturers to unusual exertions in the quick production of suitable records, and well on time comes an "extra special" supplement from the Favorite concern embodying all the very latest martial airs and some of the good old, yet evergreen, selections which, perhaps, the public loves the best. On record 733, for instance, we find such popular numbers as "Bravo Territorials" and "An Englishman's Home," both fervently rendered by Harry Thornton. No. 730 bears the national anthems (in part) of the Triple Entente powers, by the Favorite Military Band, with vocal effects, accompanied by "Tommy Atkins," sung by Jack Smithson. A very special disc, No. 712, gives "God Save the King," "Rule Britannia," Russian National Anthem and "La Marseillaise"—all beautifully rendered by the Favorite Elite Orchestra. Other records carry "The Bulldog's Bark," "Sons of the Sea," "Voyage on a Troopship," parts 1 and 2; "Three Cheers for the Red, White and Blue,"

"WAKE UP ENGLAND"**THE BEST****Double Side Record**

Genuine British all through—
No German capital or influence.



(H. M. THE KING) The Prince KNEW
(When Prince of Wales) —Little notice was
then taken—But now—Germany and its
works are shown up.

Up-To-Date

in all lines for

English Speaking People

all over the world

This trade-mark in center of each record is a certificate of Highest Quality, Smoothness and Durability. Manufactured for us by I. E. Hough, Limited, Edison Bell Works, London. We have a large and exhaustive catalogue. A new, up-to-date list of patriotic songs, bands and descriptive selections called for by the great British people and the English-speaking world in consequence of the iniquitous war waged against us.

One thing—we shall be "Top Dog" yet, sooner or later.

We will willingly send full catalogues and examples of our "patriotics" to any of our U. S. or Colonial friends on receipt of 40 cents each, carriage and duty paid.

We are devoting all profits on these to the relief of distress caused by the war.

Address **WINNER RECORD CO., CAMBERWELL, ENGLAND**

"A Soldier's Song," "So You Want to be a Soldier, Little Man." On No. 735 the famous Billy Williams offers two rollicking songs, "I Shall Have to Ask My Mother" and "They Can All Do as They Like with Me." A sure seller! Finally, we must accord special praise to the brilliant work of the Favorite recording expert, markedly noticeable throughout the whole list. It should be mentioned that Favorite records are of entirely British manufacture.

"His Master's Voice" Records for September.

Notwithstanding the dislocation of general business conditions, "His Master's Voice" Co. intends to offer its dealers a continuance of good record issues, and in this regard has announced a pleasing list of new titles for September. The list is not so large as would have been produced under normal conditions, but its attenuation is more than counterbalanced by its high standard of quality throughout.

Under the baton of Landon Ronald the New Symphony Orchestra gives an excellent performance of the Pizzicato from "Sylvia" (Délibes); John McCormack, the eminent Irish tenor, in company with Mr. Kreisler, the violin exponent of world fame, who by the way is now at the front, contribute the "Angels' Serenade" (Braga), with piano accompaniment. It is a record of exceptional beauty and will undoubtedly enjoy a wide sale.

There are to be noted some choice vocal records, and in the double-sided section many instrumental numbers of interest. Subjoined is the complete list:

Twelve-inch single-sided: "My Lady's Bower" (Hope Temple), Stewart Gardner; (a) "The Sandwichman—Bow Bells," (b) "The Fortune Hunter—Bow Bells" (Withby), Harry Dearth; "The Promise of Life" (Cowen), Mme. Alice Larkin (with orchestra and organ accompaniment); "The Day Is Done" (Löhr), Baker and Wheeler; "Good-Bye, Summer, So Long, Fall" (Wenrich), Miss Ethel Levey; "I've Seen It on the Pecheres" (Clare), Tom Clare, with piano ac-

Merely A Statement of Fact

The British Colonies and dependencies import annually many thousands of pounds' worth of gramophone products, a large percentage of which emanated from Germany.

Now that this source of supply is cut off, who is going to fill the breach?

This question must give British houses food for profitable thought.

But the opportunity for action is not tomorrow or the day after, it is Now!

The trade routes are open and we venture to think will so remain.

You can get into touch with oversea buyers through the medium of this trade newspaper, which enjoys a wide sale throughout the world.

Particulars and advertising rates will be gladly supplied to all interested by our European representative.

W. LIONEL STURDY

2 Gresham Buildings

Basinghall St., London, E. C.

companion by himself; "The Witness" (Wick), George Robey.

Ten-inch single-sided: "My Memories" (Tosti), Hubert Eisdell, with Celeste and violin accompaniment; "The Fairy Pipers" (Brewer), Miss Evelyn Harding.

Twelve-inch double-sided: "Yankiana—American Suite—The Song of the Bells—Mighty America" and "Yankiana—American Suite—Arrival of the Coontown Cadets" (Thurban), band of H. M. Coldstream Guards; "Military Symphony"—"Allegretto" and "Allegretto" (Haydn).

Ten-inch double-sided: "When Mr. Moon Is Shining," "Mam'selle Tralala" (Gilbert), and "My Little Persian Rose" (Friedland), Jacobs and his Trocadero Orchestra; "La Riterata"—Italian March (Drescher), and "March Namur," (Richards), Metropolitan Orchestra; "All Aboard for Dixieland"—Turkey Trot (Cobb), and "Ninetto"—One or Two-Step (Christiné), Metropolitan Orchestra; "Sympathy Waltz" (Früml), and "Who Paid the Rent for Mrs. Rip Van Winkle?" (McDley), Metropolitan Band.

American Business System Admired.

A splendid tribute was paid to the American trading system by Otto Heinemann, a director of Carl Lindstrom, Ltd., with whom your correspondent recently conversed in London. During his six weeks' visit to Canada and the United States Mr. Heinemann visited many talking machine trading centers with the object of studying at first hand the situation in connection with patents and trading prospects. With regard to the former he has formed certain conclusions which, I was informed, might be divulged at some future date. What interested him as much as anything was the amazing demand on your side for dancing records, the sale on which, while good, is by no means comparable in Europe. Passing to the great Victor and Columbia corporations, Mr. Heinemann paid tribute to the extensive ramifications of their wonderful business organizations, the successful handling of an enormous output distributed by picked agents in every center of your continent, effective selling and advertising plans, and withal,

(Continued on page 50.)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy

"His Master's Voice"

—the trade-mark that is recognised throughout the world as the

Hall-mark of Quality



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugstrasse, Vienna.
 BELGIUM: Cie. Française du Grammophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Française du Grammophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterdamsche, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-Utca 8, Budapest.
 SPAIN: Cia. Francesa del Grammophone, 56, Balmes, Barcelona.
 SWEDEN: Skandinaviska Grammophon-Aktiobolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospekt, St. Petersburg; 9, Golovinsky Prospekt, Tiflis; 30, Nowa Swit, Warsaw.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Moukry, Cairo.
 EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros. & McMabon, 443, West Street, Durban.
 IVAN H. HAARBURGER, Maitland St., Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Ballisbatts Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hofmings Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.



His Master's Voice

Great Britain:

The Gramophone Company Ltd
 21 City Road London EC

"MIRACLES HAPPEN EVERY DAY"



In the last issue of this journal we kind of proved it, so "nuff said"—BUT just take a note that we can supply Gramophones, made in such a way that all the trouble has been left out of them, at from \$2.50 each. We sold 20,000 at this price last year in this market alone.

As for Records—Needle Cut—10 inch double sided, made with the finest "stock" in the world—we can quote you prices f. o. b. London or otherwise, at your option—that no other firm—never mind how big they are—can approach. Try us and *write right now* for eye opener quotations.

BLUM & COMPANY, LIMITED

Manufacturers

Offices and Showrooms: 220 OLD STREET (Corner of City Road), LONDON, ENGLAND

Cables: Blumogram, London.

Codes: A. B. C., 4th Edition, Western Union, Reuters, Liebers.

Phones { 5048 } London Wall.
{ 5049 }

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

the maintenance of quality and prices, which latter, especially, half convinced him that there would be no great market for cheap Continental machines, the importation of which he found to be of negligible quantity. Speaking of Canadian conditions, my informant said the assembling of machines from parts bought abroad was very much on the increase. Mr. Heinemann is rather doubtful of German trade prospects after the war, and thinks that traders in British possessions will in future buy only British goods.

Famous Girl Tenor for Columbia.

The record that stands at the head of the Columbia Supplement for September will excite special interest, as it introduces to Columbia patrons the phenomenal girl tenor, Ruby Helder, who has recently added to the luster of her English reputation by a highly successful concert tour of Canada and the United States. Her unique voice is a genuine tenor of such quality, power and virility as would dignify any great star of opera. Two of the most characteristic and popular of tenor songs are combined on her first double record, namely, Tosti's "My Dreams" and Charles Marshall's delightful ballad, "Dear Love, Remember Me."

Old Songs in Demand.

The popularity of songs of the light operas of fifteen or twenty years ago is beyond question, and that there is apparently still a pronounced demand for vocal numbers from them is well shown by the special issue of a Columbia record this month of "Star of My Soul," from "The Geisha," and "The Shade of the Palm," from "Florodora," sung by Edgar Coyle.

Choice of "Aida" a Wise One.

The fact that "Aida" stands at the head of Covent Garden productions during the past season, with the largest number of performances, reflects strongly upon the wisdom of the Columbia in choosing that opera for the first of its complete series. We learn, too, that the Columbia Co. has sold a very large edition of its "Aida" set.

Receives Award of Merit for Columbia Exhibit.

The latest advices from New Zealand state that A. H. Nathan, Ltd., of Auckland, has received the official first-class award of merit for its exhibit of Columbia graphophones and Columbia records at the Auckland exhibition.

Two Popular Records.

"Harmony Bay," declared to be the successor to that great hit, "Moonlight Bay," is sung by the Peerless Quartet on Columbia Rena this month, in company with "I Want to Go Home," which is the latest song from the pen of the composer of "Robert E. Lee."

The Man of Many Parts.

To the uninitiated the above caption to this short article might be suggestive of matters theatrical, but let me at once assure my readers of the contrary. This descriptive title has been adopted by W. H. Reynolds, of 45 City road, London, as a trade slogan and is in every way appropriate to his business, which is to supply any and every part of various makes of gramophones. Mr. Reynolds may be pardoned a little haziness upon the subject, but he calculates roughly on having in stock over 1,000 different parts and accessories. All of which is preliminary to the fact that this firm has just issued its 1915 catalog, comprising no less than sixty-four pages, and plentifully illustrated throughout into the bargain.

COLONIAL and FOREIGN BUYERS

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

W. LIONEL STURDY

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

To review adequately this fine trade encyclopedic price list would require two or more pages of The World. It must suffice, therefore, to give brief mention of a selected number of the innumerable lines marketed by Mr. Reynolds.

Firstly, in regard to complete machines, there is itemized a wide range of exterior-horn, cabinet and hornless at prices from 12s. 6d. upward. An example of the exterior-horn type suitable for colonial and other buyers is the "Reno" model superbe, carrying the following specification: Large solid oak or mahogany French-polished cabinet, silent running double-spring Swiss fibre worm-governed motor, well-finished tone-arm, 12-inch turntable, 22-inch bell solid oak or mahogany horn, "Reno" Stentor sound-box, etc. This fine instrument represents really remarkable value and good all-round quality at the price, 42s.

One of the most amazingly cheap lines in cabinet manufactures ever offered to the trade here is the "Reno" Concert de Luxe at £3 19s. 6d. This is a well-finished instrument in either oak or mahogany, bow-fronted, size 44x18x19 inches overall. It stands on cabriolle legs and is provided with a cupboard for records. The equipment includes best double-spring Swiss motor and other fittings of strength and durability. If a trader desires to make up his own special line of machines, there is obtainable from Mr. Reynolds all the separate parts, including exclusive designs for cases or cabinets.

Among the hundred and one items listed I observe various kinds of sound-boxes, tone-arms, motors, turntables, non-slip record mats, connectors for every make of machine, arm-rests, elbows, metal and wood trumpets, needles, needle-boxes, the different parts of sound-boxes, motors, etc., gaskets, diaphragms, springs, screws, albums, record-carrying cases, record envelopes and dozens of other parts and accessories too numerous to mention. Any bona fide trader may obtain a copy of this wonderful catalog upon application to W. H. Reynolds, Ltd., 45 City road, London, E. C.

(Patents Granted or Pending the World Over)



HOFFAY'S

"The World's Musical Instrument"

GRAMOPHONE

Read the *second* opinion of the able representative of this paper which appeared on page 70 of the issue of July 15.

SOON READY

J. HOFFAY

67 Egerton Gardens, South Kensington, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 50).

Takes Over Whole Stock.

The whole stock of instruments and parts held by Harth & Dubb, this city, has been acquired by the Utility Trading Co., the recently appointed sole selling agent for the British-made Favorite records.

Attractive Record Carrying Cases.

Among the several lines of record-carrying cases on sale here we must commend to the attention of foreign and colonial buyers that marketed by the Utility Trading Co., of 21 Paper Street, London, E. C. It is put up in both the 10-inch and 12-inch size, each capable of holding up to about twenty-five records. They are made of fibre with doubly protected corners, hard-wearing and strongly constructed, leather handles, three fastenings, lined with felt, the finish throughout being in every way good. These cases are also to be recommended as of British manufacture, and priced as they are at a competitive figure, will

certainly meet with a ready demand from the trade.

The "Winner" Record to the Fore.

An offer of special interest to colonial and foreign traders is made in the "Winner" announcement this month, and we feel sure it will meet with a ready response. England is at last "waking up" in more ways than one. She is determined to enjoy to the full the benefit of her own markets. In our own sphere of trade activity some evidence of this is found in the stronger representations of British houses in our ad columns this month. Not the least important of these is the all-British firm which trades as the Winner Record Co. It offers at competitive prices first-class records of home manufacture throughout by British labor and capital. The "Winner" 10-inch double record enjoys a very high reputation the world over for smooth surface, excellence of recording and general artistic talent, and we can confidently recommend it to all discriminating

buyers oversea. In the "Winner" batch of patriotic issues nothing will be found wanting, there being an abundant choice of the war songs so much in demand just now by all English-speaking peoples. All profits from the sale of these special records will be devoted to the Prince of Wales' National Fund—a splendid policy which will commend itself to all.

Securing Colonial and Foreign Trade.

Preliminary to this short article I think it only fair to say that my intention is not to revile either German goods or the peoples with which Great Britain is at war, but frankly to point out the trading possibilities for British firms now that our colonies and certain foreign countries find their chief source of gramophone supplies cut off. It is not so much a question of politics or causes as the effect thereof. There is approximately over

(Continued on page 52.)

FAVORITE RECORDS made in ENGLAND

**Favorite Talking Machines—Favorite Needles
Favorite Albums—Favorite Carrying Cases**

FAVORITE RECORDS in all LANGUAGES**ARE THE CHEAPEST AND BEST****Buy Them and You Will Increase Your Profits Note Our Special Patriotic Records**

Write Today for Illustrated Catalogue, Lists and Advertising Matter

THE UTILITY TRADING COMPANY, 21 Paper Street LONDON, E.C.

Cables: UTILITRACO, LONDON

BRITISH PRODUCTS FOR OVERSEA MARKETS!!

BEKA RECORDS

10 inch Double **2/6** - - - - - 12 inch Double **3/6**

BRITISH MADE BY BRITISH WORKMEN IN A BRITISH FACTORY

Well equipped laboratory and works at Hertford, Eng.

NOW READY

Large stock of European National Anthems, British Patriotic
Airs and Martial Music.

PROMPT DELIVERIES ASSURED

Lists, Terms of Trading, Etc., willingly sent by

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

DISC MACHINES

The German market being closed, oversea buyers of disc instruments should communicate with us for particulars and prices of some good selling lines we have to offer for competitive trade. Of British-Swiss manufacture, these machines are obtainable in a variety of styles and designs, at all prices, and being of reliable construction and good tonal quality will command a ready sale in the Colonies and foreign countries.

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

£100,000 worth of trade to be done with Australia alone, of which in 1912 Germany enjoyed 25 per cent. This business is not going abegging. Those making special efforts to interest Australian buyers will secure it.

It would be fair to assume that Germany's total exports of complete machines, parts and accessories reach in value many hundreds of thousands of pounds per annum. Of this amount a large proportion is absorbed by England, but there remains for capture the whole of her business with oversea markets. The chief manufacturing countries able to fill the breach are Great Britain and America, and traders in both lands will enter the field in competition. We are assured of a keen fight, but on grounds of sentiment and, I think, ability to supply on a more favorable basis of price and terms, British firms should enjoy an advantage over our American friends. Be that as it may, there certainly exists a preference for dealing with the mother country, and colonial buyers would therefore welcome the fulfilment of their trade requirements from London. British houses,

however, must meet the situation with evidence of willingness to accommodate themselves to the special needs of colonial trade by the production of instruments which in design and construction are suitable for hot climates. If this important matter receives consideration it will produce confidence and mutual satisfaction. The classified imports of talking machine goods by Australasia are not yet available for 1913, but I have gone to some trouble in ascertaining the total imports by the Commonwealth of Australia during 1912, feeling assured the details given below will prove both useful and interesting to all gramophone firms proposing to grasp the commercial hands of colonial traders. The figures given cover imports of gramophones, phonographs, cases and records, but not horns. In value we find the imports total the round sum of £141,622, in the following proportions: New South Wales, £117,601; Victoria, £12,565; Queensland, £3,317; South Australia, £2,705; Western Australia, £4,604; Tasmania, £812, and Northern Territory, £18.

Dissecting still further the subjoined discloses

the individual contributions of each exporting country:

	Country of dispatch.	Country of origin.
United Kingdom	£68,152	£57,597
Canada	270	42
New Zealand	1,480	4
Straits Settlements	242	82
Other British countries	127	151
Belgium	151	3,665
France	307	2,414
Germany	21,760	25,515
Italy	1,111	43
Spain	400
Switzerland	1,263
United States	47,949	50,497
Other foreign countries	73	100

From the foregoing it will be seen that a substantial amount of trade is available for capture.

Thanks to the British navy, all trade routes are open, at least the risk of capture at sea by the one or two enemy warships prowling around is exceedingly remote. Freightage rates are a little above normal, not sufficient, though, to seriously affect shipment.

Colonial trade conditions remain good, being unaffected to any appreciable extent by the war. To British houses I can say no more than a final exhortation to go in and win!

'TIS A SAD, SAD STORY.

Told by the Gentle Stranger to a Talking Machine Man, Who Soon Realized That He Was Not the Only Expert in the Selling Game—The Story Is Something Like This.

"Sir," remarked the pale and unnerved stranger to the patient but condescending talking machine man, "I was once a proud autoist, even as you! To-day I am but a physical shadow of myself—with a past that ever haunts me."

The other man began to hunt a half dollar.

"No, no," the stranger hastened on, "I want nothing but your sympathy—and the promise that you'll take warning. I began autoing with an ordinary, well-trained, city-broke, soft-toned horn. But this soon became too tame; I had a calliope attachment added. I made the welkin ring for awhile; then the people got so used to it they didn't get out of my way. Next I installed a rattler that sounded like an explosion in a boiler factory. But even that lasted but a few short weeks, as an efficient warning to the sleep-walkers who crossed my path. I—"

"Pardon me," protested the man he had tackled, "but I don't need an auto horn. You see—"

"—had to hook on a regular freight train screecher next," the stranger persisted. "It sounded as if the whole of No. 3, through freight, had streaked through town with its whistle cord tied down. Even the policemen stayed awake when I came by. But the gentle pedestrian got used to it, just the same, and at last—at last I was forced to equip my machine with a pair of ice tongs to lift 'em out of the way. I'd made everyone in my burg stone deaf with my auto warnings. And that brings me to the point. I have here a small appliance which will make any deaf man—"

But the other, with one jump, had cleared the fence and was gone.

TALKER BRINGS PEOPLE TO CHURCH.

(Special to The Talking Machine World.)

GREENCASTLE, IND., September 7.—The Claypool Music Co., of this city, successful and progressive Victor dealer, recently loaned a Victrola and records to the First Baptist Church to be used at a special concert that the church was presenting. The success of this division of the entertainment is well set forth in the following letter sent to the company by E. G. Shouse, the pastor, reading in part as follows: "The introduction of the Victrola into the Sunday evening services of my church proved to be a happy innovation and resulted in doubling the Sunday night attendance." Needless to say, the Claypool Music Co. has not hesitated to use this testimonial whenever it could accomplish beneficial results.

The fellow who is always on the fence must be pretty well balanced to stay there.

Where one man throws his whole soul into his work another man is satisfied to put his foot in it.

TRADE IS ACTIVE IN TEXAS.

(Special to The Talking Machine World.)

CORPUS CHRISTI, TEX., September 3.—Notwithstanding the European war has cut business in some lines, the talking machine business in this part of Texas is particularly good.

The Gunst Piano Co. reports a splendid Victor business notwithstanding the fact that farmers here are unable to get money for their cotton, as this county produces more cotton than any other in the State.

However, the dance fever is on here and the city has been full of dancing teachers for the last six months and exhibitions have been given in the stores which have brought the talking machine people in close connection with the members of the dancing set.

The talking machine department of Eilers House at Tacoma, Wash., has been taken over by the Tacoma Eilers Talking Machine Co. H. E. French is president, A. W. Erhart vice-president and C. O. Girard is secretary and treasurer, the directors being the officers, Hy. Eilers and M. C. Koster.

NAME PLATES

DECALCOMANIE

ROVER THE BEST
WATSON'S
EDISON
Walschner Music Co.
INDIANAPOLIS

Why not apply
a transfer
nameplate on
your talking
machine cabinets?

WINNIEG PIANO CO.
235 PORTLAND ST.
BROOKLYN, N.Y.

WRITE FOR SAMPLES
AND PRICES.
SKETCHES
FREE

GEO. A. SMITH & CO. INC.
74 CORTLANDT ST., N. Y.

I. DAVEGA, Jr.

125 WEST 125th STREET, NEW YORK

Victor Distributor

PROMPT AND ACCURATE SERVICE

DEALERS: Write for our Victor
Pennant. Sent with our compliments.

TRADE IMPROVING IN BALTIMORE.

Sales in All Lines Show Substantial Increase—
Stocks in Excellent Shape—Fink Talking
Machine Co. Opens Branch—News of Month.

(Special to The Talking Machine World.)

BALTIMORE, Md., September 8.—While there has been some falling off in sales conditions during the last month or so in the talking machine lines, dealers announce that they have every reason to look for a big fall and winter business. It was at first thought that buyers would be somewhat backward, but prospects are coming in rapidly and they are of the most encouraging nature.

Manager S. A. Dennison, of the local branch of the Columbia Graphophone Co., announces that business has picked up so recently and shown such encouragement that those sections covered by the local office will be opened up again in the next week or so, despite the war and thoroughly canvassed. It was at first thought that this would be useless until after Thanksgiving at least, but conditions demand that things start, at once with the result that the traveling sales force will be augmented and a big rush for trade started. Business locally with the Columbia line has been very good during the month.

Manager H. C. Roberts, of E. F. Droop & Sons Co., Victor and Edison dispensers, announces that he has one of the best and largest stocks his store has ever carried and declares that this has been made necessary by the fine lot of prospects on hand. He advises all Victor dealers to do as he has done and stock up before holiday trade sets in and catches them without the proper line of goods to satisfy buyers.

The Fink Talking Machine Co. finds it necessary to branch out with the Victor and Columbia lines and has opened a northern branch on Greenmount avenue near Thirty-first street. Joseph Fink, proprietor, will conduct this new store in connection with the present one at Charles and Fayette streets in the heart of the business section of the city.

The H. R. Eisenbrandt Sons report a nice August trade with the Victor line at their store on Howard street near Saratoga street. Both the instrument and record demands were very brisk, and indications are that these will prevail all through the fall.

The Sanders & Stayman Co., Inc., was also among the dealers who came out during August with a good lot of sales of machines and records of the Victor and Columbia lines. This firm, too, predicts good things for the fall business.

VICTOR RECORDS BY JOHN INCE.

According to the news columns of a prominent theatrical paper, the Victor Talking Machine Co. has arranged to produce records made by John Ince, the well-known actor and motion picture director allied with the interests of the Lubin Co. in Philadelphia. Mr. Ince, who has had a long career as an actor on the legitimate and motion picture stages, possesses a voice of exceptional eloquence and volume, and particularly adaptable for recording purposes. It is stated that his first records will include Mercutio's Queen Mab speech from "Romeo and Juliet," Marc Antony's immortal declamation and the curse from "Richelieu."

VICTOR

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

EDISON

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

Louis Buehn

Philadelphia

THE VICTOR ON THE WATER.

J. H. Becker, Jr., and E. F. Spankus, of the Hoeffler Piano Co., Milwaukee, Give Practical Demonstration of Victor's Entertaining Qualities When Placed on a Boat.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 9.—Something entirely new in the way of outdoor Victor concerts was afforded Milwaukee citizens recently by J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Co., and Harry Spankus, of the same department. Mr. Becker and E. F. Spankus, with the purpose of showing how appropriate the Baby Victrola is to furnish music on the water, carried one of these handy little Victrolas to Washington Park, where they rented a boat and gave an interesting concert on the park lagoon. All the August Victor records and some of the July numbers were featured, and a big audience soon crowded the banks of the lagoon to listen to the music. One man nearly fell in the water when Mr. Becker played Harry Lauder's "Laughing" record, No. 52,004. The concert was a big success and demonstrated in the best possible manner that Victor music on the water is delightful.

TO MOVE TO LARGER QUARTERS.

The Lucker Music House, St. Paul, Minn., handling talking machines and records, will move from its quarters on Seventh street to a much larger home in the new Raudenbush building at Sixth and St. Peter streets.

MOVIES FOR VICTOR EMPLOYEES.

Six Thousand Employees of Victor Talking Machine Co. and Their Families See Films Showing Work in Every Department of Mammoth Plant at Private Exhibition.

(Special to The Talking Machine World.)

CAMDEN, N. J., August 30.—Thousands of employees of the Victor Talking Machine Co. filled the Plaza Theater here at two performances last week and immensely enjoyed a complete review of the process of making Victor talking machines and records. The company has 6,000 employees, and in order to enable each of them and an additional member of their family to see the Victor pictures it rented for this entire week the Plaza Theater, and by giving two shows nightly, one at 7 and the other at 9, it was possible for each of the many Victor employes to have two tickets. This meant that 12,000 in all saw the pictures in the twelve performances that followed.

The moving pictures, which were first shown at the convention of the National Association of Talking Machine Jobbers at Atlantic City last month, showed every department of the Victor plant in action, even to the interesting detail of taking impressions of the music and the singers' voices. The making of the records, the cabinets and every detail that enters into the completed Victrola were most interestingly illustrated in the moving pictures. There were seven reels of pictures, or about 6,500 feet of film, and the show was interesting throughout the nearly two hours of continuous movement of the film. The last reel showed the 6,000 Victor employes assembled outside the mammoth plant.

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; Reginalphones;
Coin-operated Mandolin Orchestrons; Vacuum
Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York

Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with

THE
Heise
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



Our Foreign Record Department issues records in 33 different languages, including all the nations at war, and thousands of Columbia dealers in this country are making good regular money on these records.



(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**

GENERAL BRACING UP OF THE TRADE IN DETROIT.

Effects of War Scare Wears Off Quickly and Optimism Rules—New Columbia Dealers Announced—Claim Banks Have Overreached Themselves—Better Grades of Machines and Records Have the Call—Few Talking Machine Exhibitors at Michigan State Fair.

(Special to The Talking Machine World.)

DETROIT, MICH., September 10.—A month ago the talking machine dealers were having a little scare over the effects of the European war on business, but that has all passed now. S. E. Lind, city sales manager of the Columbia branch in Detroit, expressed the general sentiment pretty well when he said to The Talking Machine World representative:

"There has been a general bracing up in trade in the last three weeks, and in my opinion we are going to have one of the liveliest fall and winter seasons in the history of our business. I form this opinion from what I hear from our dealers in all parts of the city and from what we get from out in the State. These dealers form their opinions from what people say to them, from the requests for machines, from statements of people that they are in the market for machines, etc. Never were the prospects brighter.

"People have gotten over their little fright. The only adverse effect the war can have, if it has any, will be to throw some men out of work in lines of industry which depend a good deal upon exporting for their market. This, of course, would hurt some. But indications are that trade will be fully

resumed soon with all countries except Germany and Austria, and, in addition, that new markets will be developed in South America. So probably in a short time we will have larger export markets than we ever did.

"Out in the country the people are eager for next year. The farmers believe the war will make them rich, and they are preparing to raise bigger crops of wheat and other things that can be sold in Europe than they ever did in their lives. They already are selling their large crops of this summer, and with so much optimism for next year they are not at all backward about spending their money.

"That is the situation which, in my opinion, will make the fall and winter of 1914-1915 the greatest in the history of the phonograph trade. It is no more than I expected all through the summer. The war scare did not last a week, and the big business that was in sight is bound to come along."

The Columbia Co. has several new wholesale accounts lined up in the city and will make the first deliveries in September. "We could have opened them before this, but we do not care to sell to new dealers during the summer season, when it is apt to be a little dull," said Mr. Lind. "It might

discourage a man before he fairly gets started."

Later in the fall several new accounts will be opened in cities out in the State.

An unusual reason why people are willing to spend their money and are showing a marked confidence in the soundness of the business situation is being given by the talking machine dealers. They say that the banks have overreached themselves. Generally, when banks tighten up their credits, it causes a scare. That was what caused the temporary scare early in August. The banks are demanding ninety days' notice of withdrawal of savings deposits. It makes people angry. So when they obtain funds they decline to put them in savings banks. They keep their surplus money at home, so they can use it when they need it. And when they find they have quite a bit on hand, and happen to recollect that they have been intending to buy a talking machine or something else, they make up their minds they might as well buy it while they have the money handy. This, of course, stimulates business of all kinds, causes larger demand for merchandise and increases employment.

The trend of prices in the talking machine business continues upward. In the principal stores it is a rare thing for a customer to ask for a machine costing less than fifty dollars. The smaller ones are becoming unknown. One reason is that if a party knows his neighbor has a machine that cost fifty dollars he wants to own one that cost a little more and buys a seventy-five dollar one. Or if his neighbor has a hundred and fifty dollar style, he will get a two hundred dollar one for himself. As the largest of these accounts are safe ones, with good payments down, the dealers are much pleased at the rivalry.

September is State Fair month in Detroit, but the talking machine houses expect to get their share of the visiting trade without going to the fair. "If there were as many different kinds of talking machines manufactured as there are pianos it would be necessary for us to exhibit," said one dealer. "But with only three or four, and those well known, we had better stick to our stores. We will get just as much business without going to bother and expense of an exhibit at the fair."

Grinnell Bros. will have a few Victors in their general exhibit, however. As they have the space anyway for their pianos and other musical merchandise, there is no additional expense in the showing of talking machines. And it adds to the variety and attractiveness of the exhibit.

J. Henry Ling, of this city, has been investigating the merits of the Crescent talking machine.

NEW COLUMBIA AGENCY.

One of the latest additions to the fast-growing lists of Columbia representatives up-State is Marson Bros., Utica, N. Y., who has just closed arrangements to handle Columbia products with the intention of concentrating their activities on the development of foreign record and machine business. The present wars abroad have created an increased field for the sale of foreign records of various languages.

Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.

DEATH OF HORACE PETTIT.

Noted Attorney on Patent Law and Counsel for the Victor Co. Passes Away in His Fifty-fourth Year—Participated in Many Notable Cases in the Federal Courts.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 5.—The death of Horace Pettit, the widely known corporation lawyer of this city, which occurred just after The World went to press last month, at his summer home in Ventnor, near Atlantic City, N. J., has caused sincere regret among those who were privileged to know this very distinguished authority on patent law.

Mr. Pettit had been for many years counsel for the Victor Talking Machine Co. and was engaged in many notable cases based upon patent rights and price maintenance, and always made a great impression on the Federal judges by his complete understanding of the law and the thoroughness with which he had prepared his cases. He also appeared at various times in Washington in opposition to bills presented in Congress inimical to the interests of the talking machine trade, and he was always listened to with the respect due an authority. In fact, there were few men who had such a thorough grasp on the basic patents underlying the talking machine industry as the deceased.

Mr. Pettit, who was fifty-four years old, had been ill for some time, but few considered his indisposition would result fatally. He was a member of the Union League, Racquet, University, Art, Huntington Valley, Country and Bachelors' Boat clubs. He is survived by a widow and one son.

REMODELING WORK COMPLETED.

In the Warerooms of the New York Talking Machine Co. Following Recent Damage by Fire—New Demonstrating Booths.

The various improvements incidental to the renovating of the warerooms of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, have been entirely completed, and the store now presents a decidedly more attractive appearance than it did before the warerooms were practically destroyed by fire on June 21. One of the improvements consists of the construction of two all-glass demonstration rooms for the display of machines, and the company's dealers are now enabled to have demonstrated all the machines on display with maximum convenience.

PLANS FOR NEW DINING ROOM.

Architects are now preparing plans for a large two-story dining room building as an addition to the plant of the Victor Talking Machine Co., Camden, N. J.

PRINCIPLES UNDERLYING "COPY."

Interesting Discussion by Felix Orman on Different Appeals Made by Advertising—Points Out the Far-Reaching Results of National Campaign of Victor Talking Machine Co.

Under the heading "What Are the Principles Underlying Your Copy Appeal?" Felix Orman, writing in *Printers' Ink*, recently called attention to a number of national advertising campaigns which have for their purpose far more than a mere attempt to secure business and boom individual trade.

Referring to the immense and far-reaching campaign of the Victor Talking Machine Co. in magazines and newspapers, Mr. Orman remarks as follows:

"A volume might be written alone on the subject of what the advertising of the talking machine has done in developing the love of music in America. The message of the talking machine has reached the remotest sections of the country and this machine has been shipped to people with little knowledge of the charm of sound who became music enthusiasts. Talking machine advertising indeed has made this a musical nation. John Burroughs, the naturalist, lived for years among his trees and shrubs without knowing anything of music. Then he bought a Victrola. He would sit for hours listening to the strains of Sousa's orchestra, or the voice of Tetrizzini or the shouting of a ragtime singer. His life was made fuller and happier by this instrument. A caller criticized him for what the visitor called an 'unfortunate musical taste,' but the distinguished naturalist was quick to rebuke his critic with a statement of what the talking machine had done in teaching the masses to love music, which, he said, as we all know, meant the softening of the nature of the people and the development of their tenderer sensibilities.

"There is no denying," said Harry Brown, advertising manager for the Victor Talking Machine Co., "that the talking machine has had a tremendous value in advancing our national life. Thousands of people—and many thousands of them—now love music who never had any patience with it before the talking machine carried it to them in a way that held their interest. Now those same people are developing a fine musical taste. More people hear Caruso's voice from Victor records every day than heard Patti in her entire operatic career. We have striven for this effect in our advertising, and we are gratified at the splendid educational and refining influence that our advertising has exerted."

SEE HOW THE JOBBERS IN THE WORLD CAN SUPPLY YOUR WANTS.

TALKING MACHINE EXPORTS.

The Figures for June Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 31.—In the summary of the exports and imports of the commerce of the United States for the month of June (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for June, 1914, amounted to \$162,303, as compared with \$216,478 for the same month of 1913.

POPULAR LINE OF RECORD ALBUMS

That Manufactured by the National Publishing Co., Philadelphia—Have a Number of Interesting and Valuable Features—Special Circular Service for the Retailer.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—The National Publishing Co., the well-known maker of disc record albums in this city, report that the demand for their products from the trade throughout the country is increasing steadily as the jobbers and dealers realize the excellent and salable features of the albums.

The National Co.'s albums are designed for both ten-inch and twelve-inch records, and with ten or seventeen pockets, according to size desired. Each of the albums is supplied with envelopes of heavy manila paper of extra quality and bound with heavy bookbinders' boards covered with brown silk finish cloth. Two index pages, especially designed to list double sided records are also included with each album, and this index, taken in connection with the fact that the record labels may be read through special openings in the sides of the pockets, make the finding of desired records particularly easy.

The albums are also designed to fit perfectly the new types of machine cabinets and the leading styles of separate cabinets, which fact adds materially to their salable qualities.

The National Publishing Co. has also created an excellent system for co-operating with the jobber and dealer in advertising and pushing the albums made by the company by offering to supply, without charge, special circulars for the retail trade in quantities of 500 or more. The circulars contain illustrations, descriptions and prices of the albums, and also bear the name of the dealer or jobber to whom they are supplied. An excellent idea.

An Added Line That Will Make You Money



The H. P. Nelson Small Grand

The talking machine dealer can carry a small stock of pianos to the greatest advantage because he is the possessor of certain natural facilities that, of themselves, bring him sales.

The profits on a piano sale are large. The expense of carrying a few instruments is almost negligible, and their sales come oftener than you, perhaps, think.

Our line of uprights, players and grands is especially adaptable to the wants of the talking machine dealer who to a certain extent relies upon the instrument to sell itself. We have built up a tremendous business upon our policy of giving the greatest return for the least money, and the value of our products is so apparent that even those least acquainted with pianos are instantly aware of their worth.

Get our special proposition to you

H. P. NELSON COMPANY 816 N. KEDZIE AVENUE CHICAGO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

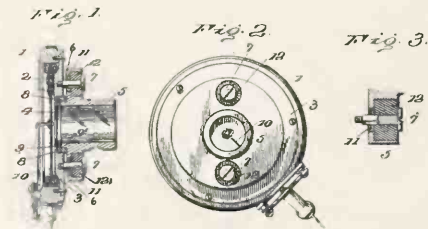
WASHINGTON, D. C., September 10.—SOUND BOX. George Lansing Funnell, London, Eng., assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,104,182.

This invention has for its object to produce a sound box, in which the diaphragm casing proper shall be yieldingly connected to its support, such as the hub or neck of the sound box, the union being effected through the medium of a resilient joint which leaves the diaphragm casing free to have a limited movement with relation to the hub or neck.

In reproducing from certain sound records of the zig-zag type, and particularly those records of sounds having great amplitude of vibration, it is a recognized fact in the art that the strain upon the diaphragm is decreased, and the pleasing character, quality and definition of the reproduced sounds is much enhanced by providing a yielding connection between the sound box casing and its support, the yielding connection being preferably situated at the joint between the casing and the neck or hub of the sound box.

The object of the present invention is to provide an improved form of yielding resilient joint between the sound box and its support, thereby obviating the production of a harsh metallic sound by the instrument and improving the reproduction as to volume, tone, quality and definition.

The objects of the invention are accomplished, in the present instance, by forming the diaphragm



casing preferably metal, with the diaphragm mounted therein in any suitable manner, and preferably the back of the casing is closed by a metal plate having a central opening therethrough, and the hollow hub or neck is secured to this metal back by any suitable means, such as screws located on a line passing diametrically through the hub. To effect this the hub is provided with a flange and the screws are passed through the flange and into the metal back of the diaphragm casing, and there is interposed between the hub and the back of the casing a narrow ring of any suitable resilient material, such as rubber, the thickness of the ring being such as to prevent the flange of the hub from contacting with the back of the casing, the ring serving to form a yielding, resilient connection between the casing and the hub. As thus constructed the diaphragm casing is free to rock on the resilient ring without imparting corresponding motion to the hub vibrations imparted to the casing are not transmitted to the hub, and vice versa, and at the same time a complete closure is formed at the joint between the hub and the casing.

In the drawings Fig. 1 is a central sectional view illustrating one form of this invention; Fig. 2 is a side elevation thereof; and Fig. 3 is a detail.

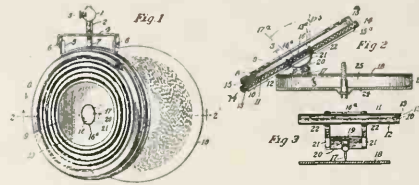
PHONOGRAPH SOUNDING-BOARD. Donald M. Bliss, Orange, N. J., assignor to the Bliss Talking Machine Co., Delaware, Md. Patent No. 1,104,340.

The objects of this invention are: 1. To provide vibratory members and sounding board members for all acoustical devices, having the maximum of resilience, lightness and stiffness, and also to incorporate these members in phonographs. 2. To combine a vibratory resonator attached to a stylus mounting with a turntable provided with a resonating chamber of resonant material. 3. To provide improved construction for other associated acoustical and mechanical devices, as will appear more fully from the following detailed description

and claims, and to provide a window in a sounding board or resonator.

The advantages of the invention are that these acoustical devices will give improved results, and when incorporated in phonographs together with the associated devices, the phonographs will play either lateral or vertical cut records; have a low cost of manufacture; require no moving parts intermediate the stylus and sounding board; be compact, and also be convenient to operate.

Referring to the accompanying drawings, Fig. 1 is a plan view of the phonograph, containing sound-

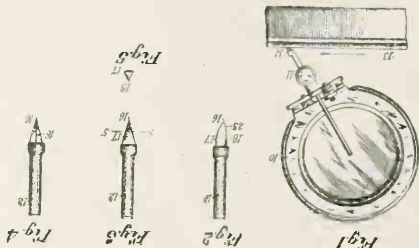


ing board or sounding board diaphragm. Fig. 2 is a partial sectional side elevation of the device of Fig. 1, taken on the line 2-2, looking in the direction of the arrows. Fig. 3 is a partial cross section of the device of Fig. 2, taken on the line 3-3, looking in the direction of the arrows.

STYLUS FOR SOUND-REPRODUCING MACHINES. Gustave Lehr, New York. Patent No. 1,103,592.

The object of this invention is to furnish for sound-reproducing machines a stylus which is durable in use, not prohibitive in cost, and which yields a superior tone. These objects are attained by making the record-engaging portion of the styli of ruby, and forming the same in generally pyramidal form with a curved face.

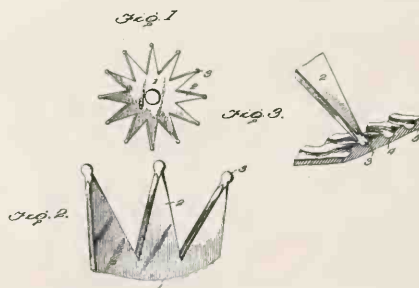
In the accompanying drawing Fig. 1 is a side view of a portion of a gramophone disc, and a front view of the reproducer of the instrument, showing in position of use a stylus embodying the invention. Fig. 2 is an enlarged side elevation of the stylus removed from the machine. Fig. 3 is a view on a similar enlarged scale, taken from the



rear of the stylus. Fig. 4 is a front elevation on the same enlarged scale. Fig. 5 is a horizontal section on line 5-5 of Fig. 3 through the jewel forming the working point of the stylus.

GRAMOPHONE NEEDLE OR STYLUS. Minard A. Possons, Cleveland, O. Patent No. 1,103,829.

This invention relates to improvements in gramophone needle or stylus, and the object is to provide a needle or stylus for a gramophone which



can be made of a very thin sheet of metal and yet have the stability to support the reproducer.

Another object is to provide a needle of this character in which the thickening of the supporting point not only strengthens the needle for support-

ing the reproducer, but also forms a round surface adapted to fill the sound grooves of the records which does away with the grinding sound usually caused by the ordinary pointed needle or stylus and also prevents any injury to the record.

A still further object of this invention is to provide a needle of cheaper construction in that there is a great saving of material and at the same time having the necessary strength and flexibility.

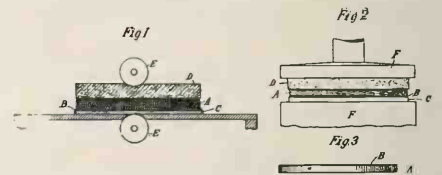
In the accompanying drawing Fig. 1 is a perspective view of a star needle embodying the invention. Fig. 2 is an enlarged perspective view of a portion of the star showing more fully the rounded elliptical members carried by the ends of the points of the star. Fig. 3 is a vertical enlarged sectional view of a record showing the needle in perspective in its position in the sound grooves.

COMPOSITE DISC SOUND-RECORD. Victor H. Emerson, New York; Geo. A. Manwaring, Bayonne, N. J., and James K. Reynard, New York, assignors to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,102,253.

This invention relates to sound-records impressed in discs or tablets, and more particularly to the composite tablet and the manner of building up the same and the method of making the record.

The invention will best be understood by describing in detail the successive steps employed in producing the article.

Fig. 1 shows a pair of rollers through which is

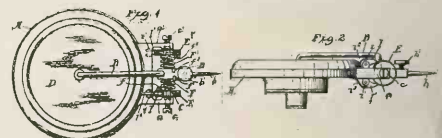


passing a matrix and the unfinished record tablet; Fig. 2 represents a press operating upon the same, and Fig. 3 is the finished article.

REPRODUCER FOR PHONOGRAPHS. Simon D. Padlock, New York. Patent No. 1,102,290.

This invention pertains to reproducers for phonographs, and relates, more particularly, to improvements whereby the diaphragm is maintained in such operative state as to insure at all times its most efficient action in quickly and perfectly responding to the movements of the stylus as it traverses the record.

Speaking generally, the improvement consists in so balancing the stylus or tone bar that the diaphragm is free to quickly and accurately respond to the most minute movements of the stylus. This result is accomplished by associating with the stylus



bar and its supporting spindle two complementary springs, one of which exerts tension on the stylus bar and thus applies pressure to the diaphragm in one direction, while the other exerts an opposed tension on the stylus bar and a consequent pressure on the diaphragm in an opposite direction to that produced by the first spring. In the preferred construction suitable means is provided for varying the tension on the said springs, and it will thus be obvious that they can be so adjusted that the diaphragm is placed under such tension as to produce sounds of the purest and best quality, and yet be so sensitive as to reproduce the most delicate and softest tones.

Fig. 1 is a plan view of a phonograph reproducer embodying the present invention, and Fig. 2 is a side elevation thereof.

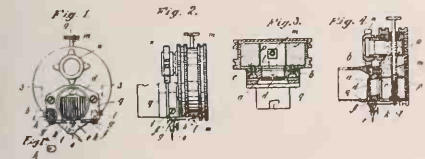
SOUND PRODUCING DEVICE. Harry Alfred Gaydon, Croydon, England. Patent No. 1,102,260.

This invention relates to sound producers of the kind in which a valve, consisting of a comb or grating, the teeth or bars of which are adapted to close the spaces between the teeth or bars of a like comb or grating forming the valve seat, controls passages of elastic fluid thus producing the sound. In sound producers of this kind the valve has been

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 56).

carried by a torsional spring support mounted at each end in bearings arranged upon the valve seat so as to be adjustable, whereby the distance of the valve from its seat may be varied. Thus the torsional spring constitutes the fulcrum of the lever consisting of the valve and the piece that holds the stylus.

By this invention a lighter torsional spring is used by providing a separate fulcrum for the lever system comprising the valve. For this purpose the piece that holds the stylus is provided with a shoulder to which the torsional spring is fixed and takes under the block in which the valve seat is mounted; between this block and the shoulder are one or more balls or projections which serve as the said fulcrum. This construction allows of the ends



of the torsional spring being mounted in pieces adjustable on the under surface of the block carrying the valve seat, thus affording a more readily accessible adjustment than that afforded when the bearings of the spring are carried on the face of the valve seat. It also provides greater flexibility in the desired direction. This construction of the piece that holds the stylus also allows of a very simple adjustment of the spring pressure on the valve which balances the elastic fluid pressure. For this purpose one end of a blade spring may be fixed to the aforesaid shoulder, and the other end may be engaged by a screw spindle extending through the sound box. Another improvement is connected with the distribution of the elastic fluid entering the sound box. For improving this distribution the box is partitioned with wire gauze or the like, so that there is an inner compartment on the end wall of which the valve seat is situated, and an outer compartment surrounding or substantially co-axial with the inner compartment, and packed with cotton-wool or other suitable filtering material.

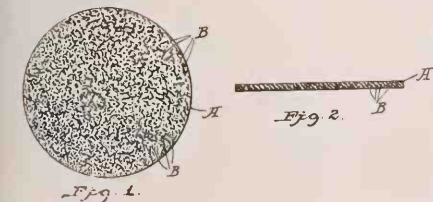
The accompanying drawings illustrate the invention as applied to the sound producer of a gramophone, Fig. 1 being a front elevation partly in section. Fig. 1a is a detail end view of one of the rotatable elements h. Fig. 2 is a side elevation, and Figs. 3 and 4 sections on line 3-3 and 4-4, respectively, of Fig. 1.

SOUND-REPRODUCING DIAPHRAGM. Simon D. Padlock, New York. Patent No. 1,102,291.

This invention pertains to sound producing diaphragms, particularly adapted for use in phonographs, and embodies the diaphragm as a new article of manufacture.

The object of the invention is the production of a diaphragm which emits clear, pure and resonant tones, in contradistinction to the diaphragms now in use which produce tones of a more or less raspy or metallic character.

With the foregoing object in view, the invention embodies a suitable base member, preferably blot-



ting paper, which has been rendered hard and given vibratory qualities by means of a certain chemical treatment. The inventor says:

"The following detailed description of the manner of making the diaphragm is what I now consider the best method, but it will be understood that this is not the exclusive one, for, in all probability, other agents, more or less equivalent to those specified, may be employed to secure some or all of the advantages of my invention.

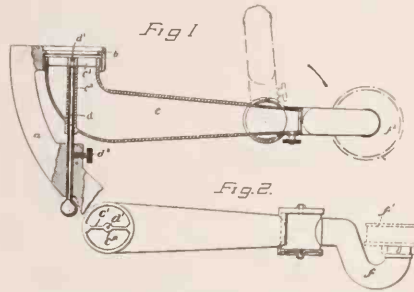
"I preferably start with a piece of blotting paper of the desired size, and dip it in a suitable volatile

agent or menstruum, preferably ordinary ether, although I may use, though not with the same advantage, alcohol and benzol. The blotting paper having been treated as described, I immerse it, while saturated with the solvent, in a molten mixture consisting, preferably, of Japan wax, resin and fish glue. The proportions of the ingredients entering into this mixture may be varied within considerable limits, but the proportions, by weight, which I have found to give the best results, are substantially as follows: Japan wax, 20 per cent., resin 60 per cent., fish glue 20 per cent. The ingredients are mixed together and simply heated, preferably over a water bath, to a sufficient degree to melt them and produce a homogeneous mixture. The blotting paper, or other base material for the diaphragm, having been immersed in the mixture, is withdrawn and allowed to cool, whereupon there results a hard, waterproof, sonorous disc, particularly adapted for the purposes specified."

Fig. 1 is a face view of the diaphragm embodying the invention, and Fig. 2 is a cross section through the center thereof.

SOUND REPRODUCING AND RECORDING INSTRUMENT. Henry George Wieder, London, England. Patent No. 1,102,830.

This invention relates to improvements in sound



reproducing and recording instruments such as gramophones, phonographs and the like. One object of the invention is an improved means of attachment for the arm carrying the sound box or reproducer by which the arm is adjustable more or less vertically while it is carried in such a way that it can swing with a minimum of friction to the movement of the needle or sapphire upon the record.

The accompanying drawings are illustrative of an improved means of attaching the tone arm to its bracket, Fig. 1 being a longitudinal section and Fig. 2 a plan view showing the improved method of attachment as applied to a tone arm which is disposed beneath the trumpet.

PROCESS OF MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,101,827.

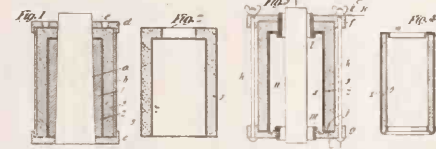
This invention relates to a process for making phonograph records in which the wearing surface is entirely of metal. This material may constitute the entire record or may be a shell provided with a backing of other material.

The process is particularly adapted to the manufacture of cylindrical phonograph records, although it may be used for making records of the disc type, if desired.

Cylindrical sound records at the present time are generally made of a waxlike material molded or cast within a hollow matrix, and disc records are formed of somewhat harder material, employing considerable quantities of shellac, the impression being secured from a flat matrix. With both types of record the material is subjected to considerable wear when used in a phonograph or talking machine, and such wear becomes objectionably great when the width of the record groove is decreased beyond a certain point or when the pressure of the stylus upon the record is increased beyond a certain point. It has also been proposed to use for cylindrical records a material harder than the waxlike material just referred to, for instance, celluloid. Such records, however, are generally found to be of poorer quality as regards sound reproduction than those of waxlike material, and they appear to deteriorate with time. Moreover, a cel-

luloid record is also subjected to objectionable wear when the width of the record groove is diminished or the pressure of the stylus increased beyond a certain limit. It has also been proposed to make duplicate phonograph records in metal, but such processes have been objectionable in that it has been necessary to destroy the matrix in order to liberate the metallic duplicate.

By the present invention it is possible to readily free the metallic duplicate from the matrix without



injury to the latter whereby the same may be used for the production of an indefinite number of copies.

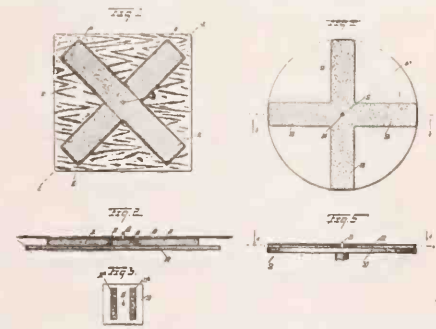
Fig. 1 is a central vertical section of apparatus for producing the matrix within which the metallic records are to be deposited; Fig. 2 is a similar view of the matrix after being removed from the mold of Fig. 1, and after the master has been removed therefrom; Fig. 3 is a similar view showing apparatus for producing a metal deposit within the matrix to form the record or record wearing surface, and Fig. 4 is a similar view of the completed record in its preferred form.

GRAPHOPHONE RECORD-CLEANER. Walter Guy Pearson, Newburyport, Mass. Patent No. 1,102,073.

This invention comprises a new and improved cleaner for graphophone records, the construction and arrangement being such that records may be cleaned thoroughly and in a short time, the device being inexpensive in its make-up whereby it may be offered at a low price.

The provision of a device which may be easily manipulated is of some importance in setting forth the invention herein described, such ease of manipulation not being obtained at the expense of efficiency or thoroughness.

Fig. 1 is a plan view of one form of the device; Fig. 2 is a sectional view thereof along the line



2-2 of Fig. 1, the record being shown in position for cleaning; Fig. 3 is a plan view of a modified form.

Fig. 4 is a top plan view of a graphophone turn table fitted with this device, on the line 4-4 of Fig. 5; Fig. 5 is a sectional view of the record and cleaning device on the line 5-5 of Fig. 4.

60 YEARS' EXPERIENCE

PATENTS

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RECORD BULLETINS FOR OCTOBER, 1914.

COLUMBIA GRAPHOPHONE CO.

Table with columns: No., Title, Size. Includes SYMPHONY DOUBLE-DISC RECORDS and BLUE-LABEL DOUBLE-DISC RECORDS.

Table with columns: No., Title, Size. Includes DANCE RECORDS and CONCERT LIST.

THOS. A. EDISON.

Table with columns: No., Title, Size. Includes CONCERT LIST.

REGULAR LIST.

Table with columns: No., Title, Size. Includes various musical recordings.

VICTOR TALKING MACHINE CO.

Table with columns: No., Title, Size. Includes various musical recordings.

POPULAR SONGS.

Table with columns: No., Title, Size. Includes various musical recordings.

Table with columns: No., Title, Size. Includes various musical recordings.

NEW COLUMBIA DEPARTMENT

Opened in the Warerooms of the Tel-Electric Co., 299 Fifth Avenue, This Week.

The new Columbia department in the Tel-Electric Co.'s warerooms at 299 Fifth avenue, New York, opened last month, and judging from the interest already being manifested in the Columbia products by the store's patrons, this department will be a marked success under the able management of Charles F. Thayer.

J. C. ROUSH VISITS NEW YORK.

Pittsburgh Talking Machine Man an Ardent Tennis Fan and Attends Cup Tournament.

Joseph C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., and ex-president of the National Association of Talking Machine Jobbers, was in New York several days recently attending the International Tennis Tournament for the Davis Cup, held on Long Island.

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bel Apolda i. Th., Germany. The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Gramophone and Phonograph Recording. Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

Leading Jobbers of Talking Machines in America

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BROS INC

VICTOR JOBBERS Exclusively
What you want always in stock
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563 Fifth Avenue
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New York

1856 **WURLITZER** 1914

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VICTORS EXCLUSIVELY

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

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor Business.

PERRY B. WHITSITT L. M. WELER

PERRY B. WHITSITT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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Largest VICTOR Talking Machine Distributors East of Chicago.

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

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Saint Paul, Minn.

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

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

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Oldest Music House in Virginia or North Carolina.
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Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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- Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
- Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
- Huffalo, N. Y., Columbia Graphophone Co., 622 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophone Co., 117-139 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
- Dallas, Tex., Southwest Talking Machine Co., 1101 Elm St. Columbia Building
- Denver, Colo., Columbia Stores Co., 605-607 Sixteenth St.
- Detroit, Mich., Columbia Graphophone Co., 114 Broadway
- Hartford, Conn., Columbia Graphophone Co., 719 Main St.
- Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
- Lincoln, Neb., The Grafonola Company, 1036 O St.
- Livingston, Mass., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kimmle, 615 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 274 Canal St.
- New York City, Columbia Graphophone Co., 89 Chambers St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 110 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 810 Rossner Building.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St., Ellers Music House
- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
- Rochester, N. Y., The Grafonola Company, 23 Clinton Ave. South
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Dwyer-Boobie Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 314 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Bilers Music House, 24 and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Northington St.
- St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
- St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 640 Wabash Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
- Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

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

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

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

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It's easy to sell the Edison Phonograph. The instrument is its own best salesman. It tells its own selling story with inevitable conviction.

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