

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The Victor Temple of Music at the Panama - Pacific Exposition

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

Since the opening of the Exposition, twenty-one weeks ago, there have been more than 294,000 visitors to the Victor Temple, and the attendance has been as high as 5,000 on one single day.

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



Leading Jobbers of Talking Machines in America

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

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

Houston Phonograph Co., HOUSTON, TEXAS

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

Sherman, Clay & Co.

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

Chase & West DES MOINES, IOWA



Victor Distributors
All orders shipped the same day received
Service to all points

The Chicago Edison Jobber

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

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO



Where Dealers May Secure

COLUMBIA

Product

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

Distributors

- Atlanta, Ga., Columbia Graphophone Co., 63 Pryor St.
- Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
- Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
- Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., Kinney even Building, 1375 Euclid Ave.
- Dallas, Tex., Southwestern Talking Machine Co., 101 Elm St. Columbia Building.
- Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
- Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
- Hartford, Conn., Columbia Graphophone Co., 719 Main St.
- Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
- Lincoln, Neb., Grafonola Company, 1541 O St.
- Livingston, Mont., Scheuer Drug Co.
- Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 408 South Fourth St.
- Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 833 Canal St.
- New York City, Columbia Graphophone Co., 89 Chambers St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 109 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St.; 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, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 334 Butter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Ellers Music House, 3d and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
- St. Louis, Mo., Columbia Graphophone Co., 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.

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

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

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave.

Toronto, Ont.

Southern Victor Dealers

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

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

1856 WURLITZER 1915

VICTOR
DISTRIBUTORS
VICTORS EXCLUSIVELY

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

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

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

OLIVER
DITSON
COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

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

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

VICTOR & EDISON
Distributors

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

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of August 15th

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

The Talking Machine World

Vol. 11. No. 7.

New York, July 15, 1915.

Price Ten Cents

MANNERS, FAMILIARITY AND OTHER IMPORTANT THINGS

The Advantage of Politeness—True Courtesy Is Oftentimes Most Effective in Sales Closing
—Treat Every Customer with Fine Courtesy—Overfamiliarity Oftentimes Offends—
Courtesy in Salesmanship Is Particularly Successful in The Talking Machine Trade.

"Politeness costs nothing," was the old adage, and the wise salesman knows that this is true. A salesman is one whose business is to persuade others legitimately of the value and desirability of what he has to sell. Of course that is putting it rather elaborately, and perhaps one of our hustling business producers would say, briefly: "The job of a salesman is to get results." But getting results from many kinds of people, like those who come to buy talking machines, is to a very great extent a matter of the manner of approach. The matter of putting up a front is of immense importance. The fine art of "manners," as our fathers used to call them, is much neglected these days, but it is a safe bet that there is not a salesman in the talker business with any record of a successful seller who has not to attribute much of his success to his manners, as well as to his manner.

Manners differ to-day as much as they did a thousand years ago, among men of different types and callings, but it is safe to say that courtesy is just the same to-day as it was in the time of Moses. True courtesy is simply the constant realization that everybody else is entitled to a square deal, and then some. It is the simplest, the most natural and the most beautiful thing in the world. You cannot force it, or grow it by reading books on etiquette, but you can cultivate it by learning to be true to yourself. Then you must be courteous, for you will not be able to be anything else.

The courteous salesman is not, however, the familiar salesman. Familiarity of the slap-you-on-the-back-how-are-you-old-sport type is about the very worst asset a salesman can have, these days, anyhow. They tell us that in the old days the best asset of a salesman was his ability to take the prospect out and fill him up against a bar, but we have a sneaking suspicion that much of this talk is hot air. Anyway, good manners and courtesy go further in winning a man his way, especially when he is selling one of the expensive styles of talking machines, than any spotty traits that can be discovered nowadays.

They don't teach manners in the schools, and the first thing you have to do with a young cub when he comes out of high school is to get him down to earth, so to speak. A few years of hard work usually has that effect, but no man can be a salesman in our business till he has learned to lose his superciliousness and to treat each and every prospect as if he or she were royalty. This is not subservience, nor is it losing one's fine American independence; it is just plain decency and good manners, qualities which win friends and make sales.

Good manners are unconscious. We like to see the salesman, and sometimes we are gratified by laying eye on a specimen who treats the old working woman entering the door to look at something cheap with the same urbanity and the same politeness that he accords to the lady stepping from her limousine. After all, it is a tonic to remember that the lady's mother probably looked like the old working woman; perhaps was one herself, too poor even to buy a \$15 talking machine. That is one of the many privileges of life in America; that you cannot kow-tow far if you have a sense of humor.

Somebody will step up about this time to say that this is all very well for the city; but how about the country? How about the farmer? Well, we have had some experience in that line, and we have never yet found the man, woman or child who was the worse off for a little courtesy, or who disliked to be treated politely. People who happen to live in the country are very much hu-

man beings, and, indeed, you will find the most beautiful and natural manners, though perhaps not the most polished, among the fine, independent, land-owning Western farmers. Those people have money and know it; even are a little proud of the fact; but they are natural and not artificial. They detest pretense and artificiality; but they love courtesy and return it. The familiar sales-

SELL RECORDS OVER THE 'PHONE.

Monthly List of Victor Records Played Over Phone for Customers Who Then Place Their Orders—This Is the Plan of J. Samuels & Bro., of Providence Which Has Worked Well.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., July 8.—J. Samuel & Bro., Inc., of this city, live-wire Victor dealers, have introduced an innovation in record demonstration which is producing splendid results. The company uses small advertisements in the daily newspapers inviting the public to call "Union 320," their telephone number, and hear the latest Victor records over the telephone.

Referring to the success of this innovation, the company said:

"We have a private wire running into a demonstration booth, with a young lady in attendance all the time, to play any records that customers may desire to hear.

"We use a No. 30 wood horn on the telephone and a Victor V, with a No. 31 oak horn, for playing purposes. We use the loud needle, and on band selections we find that we can get better results by moving the machine back about three feet from the mouth of the horn on the telephone. The songs and light instrumental music are played with the machine about one foot away from the telephone.

"We have had very good success since we installed it, and it seems to be increasing in favor every day. On Saturday, the 23 ult., we had over 100 calls over this line from customers desiring to hear records, and they were all very much pleased with the results obtained, and we think it will greatly help us in interesting customers who have not the time to come downtown and hear them played in our demonstration booths.

"We also are having a circular printed in regard to this, playing records over the telephone, giving instructions how to call, and we are going to mail these to our customers with our monthly supplements, in this way reaching about 1,500 good live record customers, in addition to any other who call us from reading the advertisement in the local papers."

IMPORTANT EDISON MOVE.

Six Per Cent. Interest to Be Charged Hereafter on Instalment Sales.

Section V. of the new Edison Dealers' License Agreement contains a provision requiring that interest at the rate of not less than 6 per cent per annum be charged and collected on instalment sales by lease, conditional sale or otherwise of patented Edison phonographs, the list price whereof exceeds \$75.

Dealers who employ the expedient of a lease (as distinguished from a conditional sale) should not insert in the lease any reference to interest, but should calculate the interest for the period of the lease and add that sum to the list price before dividing the selling price into rental or instalment

payments. For example, if a \$200 instrument is to be paid for in ten instalments and the interest amounts to \$5, each rental or instalment payment would be \$20.50 instead of \$20.

EXTOLS TALKING MACHINE VALUE.

Prominent Lawyer of Cleveland, O., Pays Tribute to the Educational and Musical Importance of the Talking Machine and Recounts His Own Interesting Experience.

(Special to The Talking Machine World.)

CLEVELAND, O., July 11.—Berkeley Pearce, a prominent attorney of this city, is a great admirer of the advantages of the talking machine and has accumulated a very large collection of records.

"The opportunity which the talking machine affords," said Mr. Pearce, "to become familiar with and enjoy the music of the whole world, seems to be lost to a very large number of collectors. Too many record buyers seem to run along in a rut or in a very limited number of ruts. We should not permit ourselves to be narrow, even if so inclined. How much better it is to acquire breadth of view and taste and appreciation by determined cultivation if necessary than not to be so at all. It is always true that increased knowledge and experience increase the capacity for enjoyment. No one should impede his own progress by surrounding himself with a stone wall of his own favorite ideas. Too often we find that music lovers have a 'favorite' composer, or performer or opera. All well enough in a way, but far too often the great wall of China is nothing compared to it as a bulwark against progress and enlargement of ideas.

"The truth is that no matter how good your 'favorite' may be, there will be some things another may be able to do better. A great composer is one who has been able to produce a large number of successful works. A composer not called great may, on the other hand, have produced some one thing worth while. A great orchestra or player may produce the utmost enjoyment, while, on the other hand, those who know will tell you that a savage may beat a tomtom in a way to arouse feelings of enjoyment never experienced before. The point is that we can and should go for our enjoyment to the music of all nations and peoples, the songs of modern composers, folk songs and dances, and we shall be sure to find something worth enjoying, no matter how foreign and strange they may seem to us.

"The lover of grand opera will enjoy ragtime if he will let himself and vice versa. Music suitable for religion, for war, for the dance, for the cradle and for the grave has existed among all peoples and for all time, and more than anything else that ever occurred, the talking machine is giving us the opportunity to acquire some knowledge and appreciation of it."

INCORPORATED.

The Manhattan Talking Machine Co., was incorporated at Albany recently with a capital stock of \$5,000. The interested parties are: A. R. and H. J. Kalmus, 559 East 156th street, New York.

A PROGRESSIVE LOWELL HOUSE.

The Talking Machine Department of the Bon Marché Dry Goods Co. of Lowell, Mass., Has Built Up an Excellent Business with the Victor and Columbia Talking Machines.

(Special to The Talking Machine World.)

LOWELL, MASS., July 6.—An excellent example of the progressiveness which characterizes the live-wire New England department store is the Bon Marché Dry Goods Co., of this city. The



The Bon Marché Talking Machine Department, Lowell, Mass.

business of every department in this store is increasing by leaps and bounds, and it is a tribute to the talking machine business that the store's Victor and Columbia department is leading all the

MAKING TALKING PICTURES.

Western Inventor Evolves New System for Recording the Voices of the Actors Most Effectively Without Exposing the Machine.

To produce talking moving pictures it is necessary only to record the voices of the actors on a phonograph while the scene is being recorded on the film. The requirement seems simple, but the problem is to record the talk without showing the apparatus in the pictures.

Several phonographs placed in different positions on the stage, each one to record the voices in its neighborhood, will give separate records that must be collected on a single record by transferring, in order to control the talking by the picture machine when the pictures are shown. It is a difficult matter to time the talking with the pictures this way.

Orlando E. Kellum, of Los Angeles, has invented an apparatus which enables each actor to telephone

other divisions in showing the largest gains over preceding years.

The Bon Marché Co. makes a specialty of handling complete lines of both Victor and Columbia machines and records, in an attractive department, one view of which is shown herewith. Every modern phase of talking machine merchandising is receiving their careful attention. Machines are sent out on demonstration, informal concerts given frequently, the Victor and Columbia products featured at church entertainments, school recitals, etc. Mr. Martin, the assistant manager of the Bon Marché store, has made a detailed study of the talking machine proposition, and it is due in a considerable measure to his efforts that the store's talking machine department has been so successful.

C. H. Bahr, connected with the store for the past two years, is manager of the Victor and Columbia department. He is well acquainted with the talking machine field and is especially familiar with the record end of the business. He takes a personal interest in the advertising of the department and full pages are given in the local newspapers at frequent intervals. This advertising has produced sales and built up prestige.

to the phonograph from any part of the stage. The telephone transmitter is carried invisibly on the chest of each actor. Two wires pass from the transmitter down an arm of the actor to contact terminals in his hands. Placing his hand on a table corner or holding the back of a chair connects him to the phonograph under the stage.

An ordinary telephone receiver over the vibrating disc repeats the voice to the phonograph, which records it. The two wires from the telephone receiver pass under the stage and branches from them are run up the legs of chairs, tables, etc., to supply contact terminals for the actors to touch. Contact plates are also provided on the stage floor in the open spaces for the actor to engage with foot terminals.

The battery is placed in the understage circuit, so that all the actor carries is a light, flat telephone transmitter and the light-weight wires. This system delivers all of the voices to one record and keeps time with the action shown on the film.

AN EXCELLENT MOVE.

How the Milliken-White Studios Have Tackled the "Record on Approval" Proposition—Worthy of Emulation by Other Dealers.

The Milliken-White Music Studios, of Bay City, Mich., Victor and Columbia dealer, is making energetic efforts to eliminate the evils of the record "on approval" system, which causes the dealer substantial losses when its privileges are abused by patrons or prospective patrons. To partially solve the problems presented by the "on approval" business, the company has prepared a form blank which states that every record which comes into its shop is played and thoroughly examined before it is placed in stock, and that it is therefore sure that every record is in perfect condition when it leaves its hands.

The form then continues: "In sending you these records on approval it is understood and agreed: 1. That only fiber needles will be used in playing them. 2. That you agree to purchase at least one-third of the total value of this package. 3. That those records you do not wish to purchase will be returned to us within forty-eight hours. If not returned within that time we are to assume that you wish to keep them and will charge same to your account. 4. That broken, nicked or otherwise damaged records will be paid for."

A. D. GEISSLER TO PACIFIC COAST.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, left for the Coast July 3 to join Mrs. Geissler, who has been in the West the past few weeks. After attending the sessions of the National Association of Talking Machine Jobbers to be held in San Francisco the latter part of this month, and visiting the Panama-Pacific Exposition, Mr. Geissler will return to the East by way of the Northwest, visiting the leading cities in the Northern States along the Coast. According to his present plans, Mr. Geissler will be back in New York about the middle of August.

THE EMPIRE PHONOGRAPH CO.

(Special to The Talking Machine World.)

RICHMOND, VA., July 8.—A charter has been granted by the State corporation commission to the Empire Phonograph Corporation, with headquarters at Richmond, which carries a minimum capitalization of \$125,000. The corporation is organized for the business of manufacturing and selling phonographs. The incorporators are residents of Richmond.

Eastern Service Is The "Come Again" Kind

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

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

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

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

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola IV, \$15
Oak



Victrola VI, \$25
Oak



Victrola VIII, \$40
Oak



Victrola IX, \$50
Mahogany or oak

Victrola supremacy



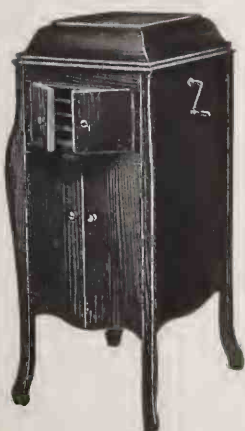
The Victrola has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor dealers is in keeping with Victrola supremacy.

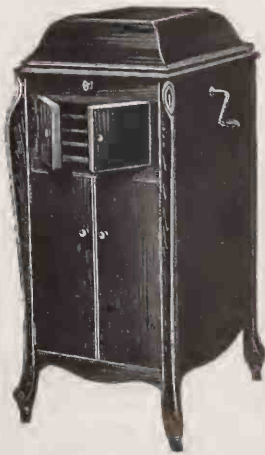
Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

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



Victrola X, \$75
Mahogany or oak



Victrola XI, \$100
Mahogany or oak



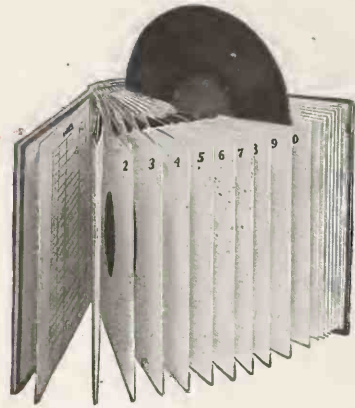
Victrola XIV, \$150
Mahogany or oak



Victrola XVIII, \$300
Mahogany

FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS



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

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

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

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

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

IT IS OUTTALKING ALL OTHER LINES OF BUSINESS.

Kansas City Dealers State That There Has Been No Let Up in Business for the Past Month, in Fact It Has Shown a Steady Increase—No Other Business Can Compare with the Talking Machine in Activity—Schmelzer Arms Co. Doing a Fine Business.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., July 10.—The talking machine business appears to be still outtalking all other lines of business in Kansas City. It is not only taking them out of the business, but its sales appear to be greatly over and above all competitive lines. The dealers claim that there has been no let-up in the business in the last month and instead of remaining at about the same level it has continued its sky-climbing tour, and the music houses are all kicking because the factories are not supplying them with the machines as fast as they would like to have them do.

In the piano business this can be said only of the talking machine departments, for no other branch of the business can compare with it in Kansas City, and, according to the dealers, it is in a class by itself. The department stores have been hauling the machines in and out of the salesrooms like so much clockwork. As soon as a carload arrives they are hauled into the stores and sent out in the companies' wagons to fill the orders for the machines. Men at the heads of these departments say that the only reason for bringing them into the stores any more is to unpack them and see that they are not damaged by shipment. A great many of the machines and records are being sold in the territory, and the crops are given the credit for these sales. The record departments are reported to be in no better condition than the machines, in as

much as the dealers claim that the factories are not sending them the records any faster than they are the machines. The dealers report that their orders have even at times been booked as far as three months ahead of the deliveries on both the machines and records.

George Nowlin, of the Nowlin Music Co., whose salesman recently originated the best piece of advertising that the trade has had in Kansas City for some time, almost had his little trick nipped in the bud, which would have cost him a great deal in the way of lost sales. Allen Child, formerly with the company, was experimenting one afternoon when Mr. Nowlin was absent from the store. He played one of the Columbia Grafonolas out of the window of the store, which is on the second floor of an office building. The music attracted a great deal of attention and brought a great deal more business to the store. Lately, however, the chief of police of Kansas City was the recipient of a letter from a real estate dealer occupying the third floor of the office building on the corner diagonal to the Nowlin Music Co. The man had taken exception to the advertising tactics of the Nowlin Music Co. and declared that the sound of the music was a nuisance and intolerable and wanted it stopped. An officer visited Mr. Nowlin and instructed him to play it if he wanted to do so, and Mr. Nowlin has chosen to play—and create new interest.

The Means & Pearson Music Co. reports that its business has increased nicely in the three lines of machines it handles—the Edison, Columbia and Victor. The company reports that the sales at its store at Hutchinson, Kan., have been tremendous during the past month, which speaks well for the amount of business it can expect for the following months. The farmers, seeing that the crops will be bumper ones this season, have been buying a great many talking machines.

Miss Frances Mooney, of the Mooney Music Co., has been selling a great many of the Ragtime 'Rastus dancing dolls with her Columbia line of talking machines.

Harry Wunderlich has gone to the fore in the trade here in the way of putting forth attractive display windows. One of his recent masterpieces with Victor machines was a summer camp, a most complete and homelike affair. Another window featured the talking machine as the best source of entertainment for the sane Fourth of July. The window represented a miniature porch or piazza draped and decorated for the occasion and set off with the talking machine and records.

The window of the Edison Shop was one of the best decorated windows of the month, in which the Diamond Point reproducer was featured. The diamond could easily be seen with the naked eye by means of a magnifying glass placed near the display,

The business for the month has been very satisfactory, according to Mr. Hall, of the Hall Music Co., which handles the Victor line of talking machines.

Arthur Trostler, manager of the talking machine department at the Schmelzer Arms Co., which handles the Victor machines, says that the business for the month has been excellent, although he claims that he is still running short of machines and that each month he lacks enough from the factory to fill the orders that he has booked. The records have been selling almost as fast as the machines in comparison to the number of records that they receive and the number of machines that they receive.

E. A. McMurtry, manager of the Columbia Co., reports an excellent business at his store.

M. M. Blackman, manager of the Edison Shop, says that the business for the month has increased nicely and that there seems to be no let-up in the amount of business that the company has been transacting. The display of the Diamond Point in the window where the passer-by could see it brought a great number of inquiries that have led to good sales.

Harry Wunderlich put forth a new one on "creed" recently in his newspaper advertising. It is: "Giving all we can for what we get, instead of getting all we can for what we give."

EXPORT RECORDS VIA PARCEL POST.

Opportunities for Doing Business in Interior of Honduras Set Forth by U. S. Consul.

In the mining camps and on the plantations of Honduras there are many talking machines, which are recognized as a standard form of amusement in those remote places, writes Consul Boyle, at Ceiba, Honduras.

And as most of these out-of-the-way places are completely out of touch with shipping facilities on the coast, but are in reasonably close touch with the parcel post mails, it follows that the exporter of phonograph records who will make a study of the proper packing of the discs for this long-distance shipment by parcel post—and duly advertise that he makes a specialty of such shipment—has a good, undeveloped field awaiting him.

Shipments by parcel post avoid the payments for custom house brokerage, stamped paper, consular invoice, etc., and also open up to the individual purchaser a selection of records which he would not have to choose from in the few city stores where they are carried.

Some recent experimental shipments from the United States to the Ceiba consulate have demonstrated that records, ten in a package, surrounded with two inches of excelsior and each record separated by corrugated paper board, will arrive intact, although shipments without the paper board separation between the records arrived cracked.

Advertisements should have a double attraction—they should attract the eye first, and dollars next, says Fame. If they can't do both they might as well not be written.

We Make Albums FOR DISC RECORDS

We make them better than any one else does.

We use better materials, employ better workmen, give you better service and charge less.

That's why our business is increasing so rapidly.

Send us your next order, you won't be sorry.



New York Album & Card Co.
25 Lispenard Street, NEW YORK

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street. HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

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

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

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

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

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

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

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

NEW YORK, JULY 15, 1915.

AT this season of the year there is usually an inclination on the part of business men to slow up in their trade-stimulating efforts.

Naturally, the heated season demands a relaxation, but in such times as these can men afford to shut off steam and permit their business machinery to slow down?

Every organization, whether wholesale or retail, should be so systematized that the machinery will move on during the summer season, just as well as in the winter season. It is true that not so many men will be needed to keep the machinery in motion, but the impelling power behind should never slacken.

The man who wisely makes business plans for all seasons is the man who usually wins out. Keeping everlastingly at it means nothing more nor less than showing your right to achieve success.

Summer somnolence should not consume fall profits.

Most of us would like to hie ourselves from our business establishments and recline on a grassy bank and watch the fleecy clouds in their blue setting above us. But does it pay? Have we not responsibilities which preclude a radical slowing up?

We do not mean that every man does not require and should not have a vacation. That is necessary. That relaxation is good for the mind and is good for the body, but to what we particularly refer is the slowing up of a business organization and the directing spirit behind the move, which interpreted means, "there is no use to look for trade, there is not much doing anyhow. We may as well take it easy." We contend that is the wrong spirit. There is trade during the summer months, and in the talking machine line there is particularly good trade which may be secured. In fact, there is no other line of manufactured products which has the business possibilities during the summer season possessed by the talking machine.

THE ease with which the talking machine may be transported renders it a welcome visitor in camps, on lawns and on yachts.

The piano business is necessarily dull during the summer months. It means music in walled-in space which people are rather seeking to avoid as much as possible when the weather is warm and the prospects outside alluring.

The talking machine as an open-air entertainer has no equal. Therefore, talking machine men, no matter where located, have business opportunities during the heated term approached by merchants in no other line.

Again, there is one point which should be driven home in the minds of men interested in talking machine sales, and that is

the American people spend more money in the summer than at any other season. There is a relaxation of pursestrings on the part of millions, which means an easier flow of money. There is an easy commingling of the people which means that thousands of people see other thousands spend money freely, and they go and do likewise. It is a force of habit, and there is no reason why talking machine men should not profit largely by this condition.

The right kind of summer literature, the right kind of arguments intelligently presented, should transform the usually dull summer months into a period teeming with business life.

IT should be easy to present mental pictures to those who seek pleasure that the talking machine is a most companionable creation during the summer, and if all the talking machine men do their part in interesting people there will be no doubt as to the activity of the talking machine business during the summer months.

Two hundred millions of American money usually spent by tourists abroad remains in the good old United States this year, and the tens of thousands whose annual practice it is to spend the summer abroad will remain within the confines of America this season. The great green way of the Atlantic does not look as inviting to them as the Great White Way of New York. It means that thousands of men and women with money will be with us, and that naturally they will want to be entertained. Here is an opportunity for talking machine men—a mighty good opportunity, and one that should be improved to the utmost.

Of all men engaged in business in this country, there is less reason for the talking machine men to complain than any other, provided reasonable efforts are put forth in a business-building way.

The laggards cannot sit back without effort and expect business to come knocking so hard that they cannot avoid it. Oh, no! success is not so easy.

The advertising put forth by the great creative houses is helpful to the fullest extent, but every retailer must do his part in order to reap the fullest benefit of the educational campaign.

All advertising is helpful. It is advertising which has made the talking machine so popular. In other words, instead of losing time in waiting for the people to become acquainted with the charms of the talking machine in the ordinary way, the creative forces have gone at it in a most comprehensive manner, and have accomplished in ten years what would have taken half a century to have won along the old lines. That is simply an up-to-the-minute conception of good business.

ADVERTISING has improved from every viewpoint. It not only creates business, but it creates added efficiency in every department of life.

The advertising put forth by the producer should be stimulating to every one of its representatives, no matter where located. It is the kind of force which no one can escape, and the great educational work done by the talking machine exhibitors at the Panama-Pacific Exposition has been appreciated by visitors to such an extent that thousands have listened daily to the interesting programs. This very point should be appreciated in a business way by talking machine representatives in every section of the country.

The adaptation of the talking machine to real educational effort is too frequently ignored, and the great promotional work carried on at San Francisco will have a far-reaching effect upon the trade. It will increase sales and will also increase the respect in which the talking machine is held as a new force in the musical life of the nation.

DELEGATES to the Ninth Annual Convention of the National Association of Talking Machine Jobbers are now on their way to San Francisco, where the gathering will occur on the 22d, 23d and 24th.

From special World reports it is learned that notwithstanding the time necessary to accomplish the trip from the East to the Far West many jobbers will be present when the Convention opens in the World's Fair city.

A most extensive program has been arranged, and there will be many interesting features to charm the conventionists who are now speeding across the country to California. Eldridge R. Johnson, president of the Victor Talking Machine Co.; Louis F. Geiss-

ler, general manager Victor Co., and other Victor officials will be present. Mr. Geissler came from California years ago to assume the general management of the Victor Co. He was for many years a distinguished factor in the music trade life of the Pacific Coast, being a partner in the famous house of Sherman, Clay & Co.

Mr. Geissler's old friends on the Pacific Coast will have a warm welcome for him. This will be the first time that President Johnson has attended the jobbers' annual meet, and the Victor representatives will be delighted to have him join them at San Francisco.

THE advantage of business association with interests of stability and permanence is obvious.

In every trade there are institutions of ephemeral existence which delude buyers with more or less flamboyant promises, few of which are ever kept. Their appearance on the business horizon is somewhat comet-like, leaving a faint illumination for a while and then total extinction. Every trade has had visitations from this type of men.

So far as this trade newspaper enterprise is concerned, we have always endeavored to make reasonable investigation before accepting the business announcements of clients, and we have at various times rejected advertising because the investigation made did not disclose what was to our mind satisfactory conditions.

DESPITE the references to the value of efficiency in the talking machine and other industries it is a curb on our perfection or our pride to know that, according to the philosophic statistician of a large business house, the proportion of mistakes made every day in the business world of New York averages twenty-five to every 100 transactions. This does not mean 25 per cent. of serious errors, but that one-quarter of the business transactions of New York show an error large or small in judgment or action.

The statistician declares that the general managers of all large concerns make at least one mistake a day in the conduct of their business affairs. It is true that this one mistake is not so easily detectable as are the mistakes of subordinates. Only the general manager's secretary or confidential stenographer knows about it in most cases. Yet the mistake is made.

What kind of mistake? Well, one kind is where the general manager has been informed by his subordinate that a certain matter must have his yes or no as soon as it can be given. The general manager may be hurrying away for a week-end or going out to the golf links on an early train. He will say: "Bring that to my attention on Monday."

On Monday the matter is brought to his attention again, but he is just going to lunch with a visitor. He postpones it again. When he takes it up finally the situation that called for his decision

has changed, and no matter which way he decides a certain opportunity has been lost.

Of course, the general manager in most cases makes light of the remissness. Before his subordinate he affects to believe that it is just as well that nothing was done because it might have led to unsatisfactory entanglements. The subordinate knows better, but he doesn't presume to say so. In fact, he would have advised his superior to have come to a decision while the situation could be saved had he dared. But he knew that such advice would have met with haughty rebuff.

And it may as well be noted that the same sort of remissness on the part of a subordinate would meet with severe reprimand from the general manager. The latter would be likely to tell the subordinate that such conduct was very reprehensible. But this is not a recital of the differences between employer and employed.

The mistake statistician figures that 15 per cent. of the daily mistakes in the business world are in computations. Bookkeepers are supposed to be exact, yet not a day passes that some absent-minded man at a ledger is not setting down naughts where there should be sixes and fives where there should be eights. He is putting trouble in cold storage through the mistake. It will not be discovered perhaps for months, but when it looms up it will have become a mountain of error.

There are few lines of business where mistakes do not occur. We have them on the railroads, in the telegraph world, even in the banks where they are most quickly ascertainable—in fact, the men at the head of the concerns make trivial mistakes of routine every day. In fact, they are part and parcel of humankind, but mistakes by the men who direct things seem the more flagrant because they have so many aids to prevent error.

All in all, if the statistician is correct in his computation, the business world is far from the goal of infallibility that many suppose it long ago reached. In the case of mistakes made by the big or little fellows in control remember: "To err is human."

IDEAS are as essential to progress as a hub to a wheel, for they form the center around which all things revolve. Ideas begin great enterprises, and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers, and manage the managers of all nations and industries. Ideas are the motive power which turn the tireless wheels of toil. Ideas raise the plow-boy to president, and constitute the primal element of the success of men and nations. Ideas form the fire that lights the torch of progress, leading on the centuries. Ideas are the keys which open the storehouses of possibility. Ideas are the passports to the realms of great achievement. Ideas are the touch-buttons which connect the currents of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal, and awaken latent capacity to successive sunrise of better days.

DITSON

Victor

SERVICE

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

Ask us to explain the value of Ditson cooperation. It means much to your business.

OLIVER DITSON CO.
BOSTON
CHAS. H. DITSON & CO.
NEW YORK

OUTLOOK MOST FAVORABLE IN SAN FRANCISCO.

Conditions Throughout the State Healthy—New Concerns Make Themselves Felt—Important Sonora Agencies—To Entertain Conventioneers—Distributing Depots for Pacific Phonograph Co.—Dancing Exhibitions at Exposition Talking Machine Booths.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 3.—The local talking machine stores are now feeling the effects of the vacation season, but business, nevertheless, is generally reported better than last year at this date, and in California, at least, conditions appear to be healthy. Men who have been through the Northwest lately say that business in parts of that territory is not quite up to the usual standard, but on the whole the outlook is very favorable for the usual revival at the end of summer. As things are now, there is naturally less difficulty in getting stock, and the larger distributing houses are

dealer for that district, and the Broadway Department Store, of Los Angeles, being exclusive dealer for Los Angeles County, with the exception of Santa Monica and Hyde Park. The district of Klamath Falls, Ore., has been covered for some time by Shepard & Son, who are handling the Sonora line in a very progressive manner. The latest dealer to take up this line is the Walter & Nichols Co., which has just opened a piano store at Stockton and O'Farrell streets, this city.

Large crowds continue to visit the Sonora exhibit in the Liberal Arts Palace at the exposition and it is proving a good advertising medium for



Interior of Sonora Phonograph Co. Store on Geary Street.

taking care of orders promptly and filling in their own stocks.

The talking machine men feel that some important changes are about to take place in the business, and, in fact, the changes are already beginning. The field in this territory has long been held by the three big pioneers of the trade, but newcomers are beginning to make themselves felt in many ways, and increasing attention is being given to announcements of new machines or devices. What will be the general consequences of the new development is subject to conjecture, and many dealers are doing some careful figuring as to what their position will be.

Judging by Pathé Frères' activity in other parts of the country, it is anticipated that they will establish their lines in this territory before long, though no definite step in this direction has yet been announced. These goods, however, are already being handled by some dealers in the Southwest and a good many of the records are finding their way to the Coast.

Many Important Sonora Agencies.

The Sonora Phonograph Co. is getting well established on the Coast and the impression made by the Sonora exhibit at the exposition is making the line attractive to dealers. The company's branch on Geary street, near the St. Francis Hotel, finds business growing right along, notwithstanding the unfavorable season, and F. B. Travers, local manager, is beginning to wish he had taken larger quarters. The handsome interior of the store is shown in the accompanying photo. The company is getting its agencies lined up through the Pacific territory, the Bush & Lane Piano Co., of Seattle, Wash., being now an exclusive Sonora

this excellent phonograph. W. H. Bradley, the popular demonstrator at the Sonora booth, has resigned to accept an important position with a house in Little Rock, Ark.

Increase Its Line.

The Emporium department, under the management of A. W. White, has just completed a large addition to its quarters, and has taken on the Cheney, in addition to the Columbia and Edison lines.

Entertainment of Convention Delegates.

Local talking machine men are making great preparations for the reception of the Eastern delegates to the jobbers' convention and it is announced that something out of the ordinary will be provided in the way of entertainment, in the banquet and many other special features. As the element of surprise is a not unimportant part of

the entertainment, details have not yet been given out.

Demand for Edison Records.

The Edison Shop reports records coming through in much better shape than before and notes a lively demand for records from country people who are here for the exposition and do a little shopping on the side. They are selling quite a lot of blue Amberol records now.

Establish Branch Distributing Depots.

A. R. Pommer, of the Pacific Phonograph Co., returned early in June from his Northern trip, after making arrangements to establish branch distributing depots to cover the territory recently acquired. At Portland he secured the fifth floor of the Blake-McFall building, 45 Fourth street, where D. N. Schwab is in charge. The headquarters at Spokane are at 1022 First avenue. No permanent manager has been named as yet. A complete stock has been installed, however, at both places and a number of outside men are calling on the trade in those territories. Mr. Chandler, formerly a traveler for this company in California, is now in Oregon. C. W. Darby is to be special superintendent of agencies for this company's whole territory, spending most of his time on the road. H. L. Marshall, special representative of the Edison organization, has been at the exposition most of the month getting the demonstration in the various buildings well organized. Edison machines have been placed in practically all the State buildings, and in the Eilers concert hall a demonstration is held every afternoon under the supervision of Mrs. Norris. Mr. Marshall is at present in southern California, accompanied by Mr. McCracken, traveler from this office.

Ballroom Dancing Contests at Exposition.

One of the attractive features at the exposition for the last month has been the Wednesday and Saturday ballroom dancing contests held at the Columbia booth. The final contest took place on the afternoon of June 26, and the prize, a \$110 machine, was presented to the winning couple by Al Jolson, who is here in "Dancing Around," on Liberal Arts Day, June 29, when the building was thronged with visitors. Mr. Dorian is still in the city, spending much of his time at the exposition. W. S. Gray, Coast manager for the company, says the month has been very satisfactory all over California, showing some gain over last year.

Interested in President Johnson's Coming.

The announcement that President Johnson of the Victor Talking Machine Co. would attend the coming convention, in company with Bedford Royal, of the directorate, and L. F. Geissler, is a matter of considerable interest to Victor dealers.

Dancing at Victor Temple Attracts Crowds.

The dancing events conducted on the lawn in front of the Liberal Arts building of the exposition by Mlle. LaGai, under the auspices of the Victor Temple, have been a never-failing source of satisfaction, drawing large crowds on every occasion. The performance June 24, the ballet-drama gypsy dance, was especially notable and was witnessed by over 2,000 people. A number of interesting Russian dances and musical numbers were introduced in the ballet. Music from the big Victrola was plainly heard all over the South Gardens. After the exhibition, as usual, a capacity crowd visited the Victor Temple, where a fine program was rendered.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, \$2.00 GOLD FINISH, \$2.50 LEXTON SAPPHIRE NEEDLES, \$.75 each
(One Sample Attachment with one Needle to Dealers on Receipt of \$1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

Every day it becomes clearer that the talking machine dealer who keeps in touch with the times and who looks a little way into the future, is in the right position—he simply cannot get away from Columbia Double-Disc Records and Columbia Grafonolas.



(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

THE VICTOR AS "DRAMATIC COACH."

Important Part Played by Talking Machine in Preparing Production of "Pinafore."

(Special to The Talking Machine World.)

GLOUCESTER, N. J., July 6.—There is ample proof that the Victor and Victrola are not being confined within any narrow boundaries of school work. Recently the High School of this town brought its school Victor into very practical service in preparing a production of the Gilbert and Sullivan

TO OPEN NEW EDISON SHOP.

Kipp-Link Phonograph Co., of Indianapolis, Will Open Its New Quarters on August 1—Stewart Co. Will Also Move July 15—Attractive Columbia Window—Other Timely News.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 9.—The Kipp-Link Phonograph Co., 345 Massachusetts avenue, Edison jobber, announces that August 1 it will open the Edison Shop at 122 North Pennsylvania street, which is in the heart of the downtown business district. With the opening of the Edison Shop the three leading talking machine companies will have representative stores within one block of each other on the west side of North Pennsylvania street.

The Columbia Graphophone Co.'s store is at 44 North Pennsylvania street and the Stewart Talking Machine Co., Victor jobber, is at 110 North Pennsylvania street.

The Kipp-Link Phonograph Co. plans to open a shop which will be attractively decorated and equipped with the latest talking machine booths.

The Stewart Talking Machine Co. expects to get into the seven-story building it has leased at 18-20 W. Georgia street July 15. Extensive alterations are being made in the building, with the end in view of producing quarters specially adapted for the talking machine business. A huge sign is being placed on top of the building at the front. The Victor dog is reproduced on the sign in large proportions. In fact, the Victor dog in this case is almost as large as an elephant.

Henry H. Prescott, traveling representative of the Stewart house, reports good business conditions throughout the State of Indiana.

A. W. Roos, of the Columbia Graphophone Co., is in a rut. He apparently can't break away from increasing business each time a month rolls by. Collections in June were more than twice as good as in the same month of last year. There has been no break in the steady stream of buyers of talking machines.

H. M. Wright, floor salesman at the Columbia store, has again produced a number of window displays which have attracted attention. Demonstration week was recently held at the Columbia store, and Mr. Wright produced a scene showing a small, proud owner of a Columbia entertaining his little friends. The window was the subject of considerable praise from passers-by.

SONORA PHONOGRAPH CATALOG

A Most Complete Publication, Both from Literary and Illustrative Viewpoints—The Full Line of Sonora Phonographs Presented in a Manner to Interest Readers.

Those who secure a copy of the new Sonora phonograph catalog will obtain a comprehensive idea of the quality and design and general excellence of this well-known phonograph. The new volume has just been issued by the Sonora Phonograph Corp., 57 Reade street, New York, of which George E. Brighton is president. It can be said that this is the most complete and best Sonora catalog ever produced, being not alone illustrative of the line, but the descriptions of the many features of the Sonora are well presented for the consideration of the reader.

In the preamble is found a short history of the phonograph, which leads up to the creation of the Sonora and a brief summary of the policy behind the organization. Then follow strongly written paragraphs concerning the Sonora tone, motor, tone control; automatic stopper, envelope-filing system, cabinet work, design, universal playing features, etc.

Following the introduction appear illustrations of the various models in the Sonora line, including the "Monarch," which retails at \$35; "Excelsior," at \$50; "Troubadour," at \$75; "Imperial," at \$100; "Rosary," at \$150; "Baby Grand," at \$135; "Elite," at \$150, "Grand," at \$225, and "Invincible," at \$300. The construction and design of the last four models are patented.

To those desiring an electric machine all styles of Sonora machines listing at \$75 and up can be equipped on special order with the Sonora electric motor, at a cost of \$30. This motor will run on either alternating or direct current. Several pages are devoted to the Sonora record cabinet, which comes in a selection of styles, as well as to the three Sonora needles, one a multi-playing needle for lateral cut records, a sapphire needle for vertical cut records and a diamond needle for perpetual use. Following the foregoing are several pages in which are published some of the many testimonials from owners of Sonora phonographs.

As a volume it fittingly marks an epoch in the career of this house, which is rapidly achieving splendid results in this industry and a prestige for high quality.



Company That Rehearses with the Victor.

opera, "Pinafore." At rehearsals the Victor record of "Pinafore" selections (No. 35386) was played, the entire cast and chorus learning the words and music of the various numbers from repeated playings of this record. Two successful performances were given, and the proceeds were sufficient to procure two additional Victor instruments and records for school purposes. The accompanying photograph is furnished by the courtesy of Charles Paulson, the educational "live wire" of Weymann & Sons, Victor distributors, Philadelphia.

WHERE CARRIER'S DUTY ENDS.

Placing in Mails of Notice That Car Has Arrived Makes Consignee Liable for Demurrage Charges Whether He Receives Notice or Not.

A decision of interest to shippers and receivers of talking machines, as well as business men generally, was that handed down recently by the Interstate Commerce Commission, which declares that the carrier's duty is performed when it places a notice of arrival of a car in the mails, and that failure of the consignee to receive that notice will not prevent the accrual of demurrage charges. The issue was raised by the Ohio Iron and Metal Co. in a complaint filed against the Elgin, Joliet & Eastern Railway, 34 I. C. C., Rep. 75. A shipment reached Chicago Heights November 14 or 15, 1912. In evidence was introduced a carbon copy of a letter written by defendant advising the complainant that the car had been received. Disposition was not made of the car until January 16, 1913, and the complainant sought to recover demurrage charges assessed in the interim.

The demurrage rules provide that "on cars held for orders time will be computed from the first 7 a. m. after the day on which notice of arrival is sent to the consignee." The commission held that the mailing of the letter referred to, which complainant appears not to have received, fully discharged the defendant's duty under its tariff and the charges were therefore lawfully assessed.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

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

500 MINIMUM QUANTITY MANUFACTURED. SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
74 CORTLANDT ST., NEW YORK

FROM THE **DORAN CO.** 45 MICHIGAN AVE. DETROIT, MICH.

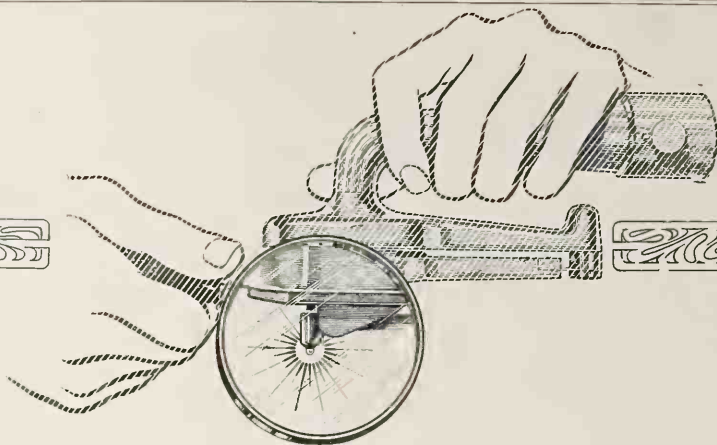
FROM THE **PHONOGRAPH CO.** 1240 HURON ROAD (Interlocking) PHONES - D-18357 2140 - CENT 1806 - CLEVELAND

SOLE BY **HURTEAU, WILLIAMS & CO.** MONTREAL - OTTAWA

SOLE BY **WALTER D. MOSES & CO.** Oldest Music House in VA and N.C. 134 E. BRIGGS STREET RICHMOND, VA.

SOLE BY **J. E. STRATFORD** AUGUSTA, GA.

Kunkel Piano Co. BALTIMORE



The Public and The Diamond

The Diamond Stylus Reproducer is the predominant feature of the New Edison Diamond Disc Phonograph.

After infinite experiment, Mr. Edison found in the diamond the power to reproduce music with greater fidelity to the original than had ever been done before.

Experience has proven that the public is intensely interested in this secret that has given them what they have long hoped for—perfect reproduction of sound.

The superiority of the New Edison Diamond Disc Phonograph is not based entirely upon any peculiarity or variety of construction. Its difference is fundamental. The secret is in the diamond.

The Edison Representative has a story to tell his customers. It is a story of infinite research, scientific study, and ultimate triumph. It is a story that appeals to the public because it is based upon a distinction that is real and apparent.





New Edison Diamond Disc Phonograph

Through the peculiar medium of the diamond, the New Edison is enabled to reproduce the voice and instrumental music with astonishing fidelity. All the overtones, which in music are both the body and soul of the tone, are brought out. The result is that mellow, human tone which, to all who hear it, is a revelation.

It has been well said that the New Edison has opened a new era in music. An ever-increasing public recognition testifies to the fact that music lovers quickly appreciate this perfection of tone. "Real Music at last" is the universal sentiment.

The New Edison Diamond Disc Phonograph is the latest real development in the music trade. Men who ally themselves with this line stamp themselves immediately as the wide awake, progressive merchants in their community. Discriminating patronage looks to them because they have a *real story* to tell.

We will be glad to send full particulars to those who desire upon request.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., July 8.—Opinions differ in this city as to the condition of business. Some houses make reports of a highly encouraging character, not only reporting a splendid June but the first part of the current month starting off surprisingly well. Another class of dealers speak far from optimistically and say that at this time business is rather flat and then, resigning themselves to the situation, add that not much is looked for during the summer. One, therefore, may take an intermediate view and allow that between the two extremes there is a fair amount of business.

Had Right Merry Time.

The boys of the Columbia Graphophone Co. had a right merry time of it Sunday a fortnight ago. A number of them got their heads together and decided that a fishing trip down the bay would be quite the thing. They got "The Jason," anchored off the Cohasset shore, and started down the bay. Roy Sylvester captured the first fish and tried to "hog" it by claiming that he caught the largest, but this matter is still in dispute. They went as far as Boston Light, and an interesting incident of the trip was the visit to Minot's Light, up which the boys climbed, greatly enjoying the experience.

Rusticating in Maine.

John Alsen, manager of the Victor and Edison departments of George Lincoln Parker's talking machine establishment, has gone to Maine for his vacation. He is spending his time with a party of congenial friends camping on the shore of Phillips Lake, about ten miles out of Bangor. He and his staff have made some good sales of Edison and Victor outfits within the past few weeks, and the prospects look very bright for a continuance of good business throughout the summer.

New Edison Dealers.

W. O. Pardee, of the Pardee-Ellenberger Co., was over here from New Haven, Conn., a few days ago, and he said that the new building was begun on July 1, and it was hoped that his concern would be able to occupy it by October 1. The fact that the establishment is so near to the handsome Taft Hotel as well as near the college buildings will mean much when it is opened for business. Mr. Pardee says that the latest concern to be signed up for handling the Thomas A. Edison line of phonographs is the H. C. Murray Co., of Willimantic, Conn., a large department

store with a big following. Another new place to carry the Edison line is the Edward Malley Co., of New Haven, which is probably the largest department store in that city. Mr. Pardee is planning to take his family to Pemaquid, Me., the latter part of July or the first of August.

Business Surprisingly Good.

Business with the Boston offices of the Pardee-Ellenberger Co. is surprisingly good for this season of the year, for with the approach of the hot weather season, with people all bent on planning vacations, there is a let-up usually. Manager Silliman has as yet made no plans for his vacation. Guy R. Coner has been making a visit to the Edison factory at Orange, N. J., and others will take their vacations from now on.

Used at Graduation Exercises.

At the graduation exercises of the John Winthrop school in Dorchester a Victrola from the Eastern Talking Machine Co. was used with excellent effect. The selection used was "Carry Me Back to Old Virginia," as sung by Alma Gluck, and one of the girl graduates sang the song, giving it the appearance of a duet.

Chickering and Steinert Forces Play Ball.

The boys of Chickering & Sons, which handle the Victor and Edison lines, have been having rare sport these days on the diamond. Their team lately played the boys from M. Steinert & Sons on Franklin Field, the latter winning five to four. Subsequently another game was played, when the Chickering boys came back at the Steinert champions with a score of eleven to two. A third game will soon be played between the same teams. The Chickering team stands ready to meet any talking machine team in the city, or others for that matter.

Start the Vacation Schedule.

Miss Agnes Beaumont, of the floor staff at the Eastern Talking Machine Co., is the first from that establishment to take a vacation. She is at Scituate for two weeks. Fred Arms, who is located on the second floor, is at his home at Hopkington. Mark Read and Jerry Spillane will be the first to go to the camp down on the Maine coast, and when they return Billy Fitzgerald, Friend Welch and James White will start away to the same place.

To Auto to the White Mountains.

Arthur Royer, manager of the Arch street Victor department of the M. Steinert & Sons Co., is starting soon on his vacation. He will use

his auto as far as the White Mountains, and leaving the machine with relatives at St. Johnsbury, Vt., he will go on to Saurel, his wife's home town, and to Three Rivers, both on the St. Lawrence, and then on to Murray Bay.

A Busy June with Henry F. Miller Co.

Manager Batchelder, of the Victor department of the Henry F. Miller Co., is leaving town Saturday for a trip along the coast of Maine, on which his wife will join him. Frank Jenkins, of Manager Batchelder's staff, is over in New York on his vacation. The June business of this department was exceedingly good, and there was a marked improvement over June of 1914.

One Hundred Per Cent. Excess in June Business

Manager Arthur Erisman, of the Columbia Graphophone Co., reports a phenomenal business for June, the output of Columbia goods being nearly 100 per cent. in excess of the business a year ago. For two days lately Mr. Erisman was the host to H. L. Willson, the assistant general manager of the Columbia Co., who was here in the interests of the business. Mr. Erisman has leased a cottage at Kemberma, Nantasket, and has moved his family down for the season.

Visited the Victor Factory.

Billy Fitzgerald, of the wholesale department of the Eastern Talking Machine Co., was over at the Camden factory of the Victor the latter part of June. He was gone several days and while away managed to get a glimpse of New York, Philadelphia and Atlantic City.

Changes in Steinert-Victor Quarters.

Extensive changes in the Arch street Victor quarters of the M. Steinert & Sons Co. will make this house one of the best equipped of any in the city. An elevator of the most approved type is being installed, and the offices, heretofore on the second floor, are to be moved up to the third floor and the second will be changed over so as to include demonstration rooms, retiring rooms for women and lounging apartments for men. The fourth and fifth floors will be used as stock rooms. The plans for these changes have been approved and active work will be begun very soon.

Columbia Men on Vacation.

Stanley Bowman, one of the floor salesmen of the Columbia Graphophone Co., is away on his vacation, which he is taking at North Conway, N. H. T. M. Hayes, of the Columbia staff, is on a canoe trip, and J. F. Luscomb is off on a fishing trip. On the 10th of the month Arthur Collins

PLAYING RECORDS for an hour usually requires 15 changes of needles. In the new Edison Diamond Disc Phonograph with its permanent **DIAMOND POINT**, there are no changes. As a musical instrument for concert and home, the Edison Diamond Disc Phonograph fulfills all requirements.

BOSTON, MASS.

**PARDEE-ELLENBERGER
COMPANY**

NEW HAVEN, CT.

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

will join the Heavy Artillery at camp, and on the same day Jack Shaughnessy will go to Centre Harbor, N. H.

Business Coming Along Splendidly.

Manager Chamberlain, of the talking machine department of the Iver Johnson Sporting Goods Co., featuring the Victor and Columbia outfits, says that business has been coming along splendidly, and that since he took hold he and his able staff have been able to build up a business of considerable proportions. Mr. Chamberlain is leaving the city the middle of the month for New Found Lake, N. H., whither he annually motors up with his family in his speedy auto.

Henry Winkelman to San Francisco.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., and Mrs. Winkelman, are leaving on the 10th of the month for the talking machine convention on the Coast. They will be away at least a month, and when they turn their faces homeward they will come by way of the Canadian Rockies. Manager Winkelman richly deserves such an interesting vacation, for when it comes to sticking close to business he has few equals in the local trade.

GETTING TO THE TOP.

The man who fits himself better than his neighbor is the one who will get to the top.

The trouble with most young men of to-day is that they want to get to the top too quickly.

Business success is not measured by the eight-hour law, and we would advise any ambitious young man to forget the clock.

Good health, a willingness to work, high ideals, a knowledge of human nature and the development of all good qualities are the principles that constitute success.

We do not consider any man really successful, no matter how wealthy, unless he is happy and has peace of mind.

Success is not always measured in dollars and cents, but money, combined with the necessary good qualities, is a big factor.

Success is like a rare plant. Any effort to develop it too rapidly is certain to result disastrously.

Keeping everlastingly at it, subordinating expenses to income and saving a certain amount every year are three things every aspirant for success must remember.

Honesty and integrity are essentials. The man whose word is as good as his bond is a success.

Contrary to the belief of many persons, high ideals in business and a close adherence to them are absolutely necessary to success.

PROGRESS OF THE BAGSHAW HOUSE.

History of the Development of the Great Needle Manufacturers of Boston Emphasizes That the Making of Products of Merit and Close Attention to the Customers Needs Are Factors That Win—Now Occupy New Plant.

(Special to The Talking Machine World.)

BOSTON, MASS., July 9.—It was in 1870 that the House of Bagshaw was established. It has been a growing and successful business enterprise ever since. The first plant was a small room and as time went on more space was required, then a small factory, then addition after addition, until to-day, it became necessary to lay out and erect a plant that would not only be large enough to house the present Bagshaw business, but to permit a rational growth that must inevitably occur as the years go by.

The accompanying illustration gives a view of



View of Part of the New Addition to the W. H. Bagshaw Plant.

the new Bagshaw plant, this photograph being taken from across the canal, the latter running close to the buildings. In the new completed building, which is of fireproof construction throughout, can be found every modern machine for the efficient production of talking machine needles as well as every comfort for the employees. The architect who planned this structure did so after spending considerable time in watching the manufacturing problems of this house and it will be found that the routing of the work, from the time the raw materials are delivered to the receiving department to the time the goods are loaded onto the cars at the factory, that the course is one of efficiency with all corners rounded off. Notwithstanding that the building is composed of concrete, iron and brick, a modern sprinkler system has been installed in order that danger of any kind may be minimized.

Credit is given to the late W. H. Bagshaw for creating the first steel needles used on talking

machine records, and from the time that he made his first few samples the business has grown rapidly, as evidenced by a statement recently issued to the effect that "during a ten-day period, over 63,000,000 needles were shipped," which is a record in point of deliveries, according to the informed ones in the trade. Perhaps it would not be of great interest to the trade to tell just how these are made, but it can be said that W. H. Bagshaw does both a domestic and export trade, in the latter market, selling in many countries. Its dealings are confined to the jobbing trade, and while extensive advertisers, all inquiries from dealers are referred to the jobber. Needles are packed in both envelopes and boxes, either under the trade-marks owned by the house or in "private brand" packages. Many styles of needles are made, such as loud, very loud, medium, soft, extra soft, concert, music room, etc.

The present operating executives of the business of W. H. Bagshaw are C. H. Bagshaw, general manager, and W. J. Bagshaw, assistant general manager. Both of these men have undergone a

thorough training in the business and are familiar with every detail of the making and distribution of needles. Contrary to the customary way of having two men, each of whom knows one branch of the business, these two men are competent to supervise at any point of the business, and in case of the temporary absence of one the other takes the reins and drives the business. The "hobby" of the Bagshaw business is talking machine needles, although many other needle point goods are made, particularly for use in the preparation of fibers, such as wool comb circles, card pins, comber needles, comb pins, drawing frame pins, fallers, hackles, gills and gill bars, hackle pins, kenny pins, rivets, rotary gills, spreader pins, tentering pins, weavers' combs, shoddy picker lags and teeth—in fact, everything in the needle line.

The harder it is to grin, the less time you have to think about your troubles while you're making the smile stick.

W. H. Bagshaw, Lowell, Mass.

ESTABLISHED 1870

Largest
Maker
of
Talking
Machine
Needles

announces the completion and dedication of its new factory which was recently erected according to our specific plans for the purpose of more efficiently producing Bagshaw-quality talking machine needles.

B. DREHER'S SONS CO.'S NEW LINES.

This Prominent House Takes on the Vocalion and the Columbia Talking Machines—Phonograph Co. Building Up Large Business—Eclipse Music Co. Doing Well with Victor—Increase in June Reported by Columbia Co.

(Special to The Talking Machine World.)

CLEVELAND, O., July 8.—In spite of the rather unsettled business conditions in this city at this time, at least twenty of the many talking machine men interviewed during the past fortnight report a large increase over 1914 business. The fact that all the jobbers are adding new dealers seems to indicate, and the consensus of opinion is, that the fall business will be heavier than that of any previous year. There is more competition in this city due to the fact that the Vocalion is being sold by the B. Dreher's Sons Co. The above company has also taken on the complete Columbia line and W. G. Bowie, manager of the department, states that every indication points to a big increase in business, although his business for the past month was 25 per cent. better than that of the same month a year ago.

The Phonograph Co., Edison distributors in northern Ohio, has continued its demonstration policy and has now demonstrated the new Edison in every city, town and hamlet of the northern Ohio zone. Many dealers have been secured, states J. J. Brophy, manager of demonstrators, where no previous representation was held. L. N. Bloom, secretary, reports that the wholesale department had an increase of 50 per cent. over last year. A new policy to enliven the record business has been inaugurated by the company.

June business for the Columbia Graphophone Co. showed an increase of considerably over 100 per cent. over June, 1914, according to reports from G. M. Madson, manager of the company. The new dealers for the month are: B. Dreher's Sons Co., C. R. Parish & Co., Marion; C. R. Parish & Co., Coshocton, and C. B. Glass, Coshocton. The Dictaphone department of the company,

under Mr. Stacey, reports a very large increase over last year.

During the past month the Eclipse Music Co. appointed C. K. Bennett, of the Victor factory, as general manager of the company. Mr. Bennett is highly esteemed in talking machine circles and should be a strong factor in this city. The company has arranged with the Victor factory to get larger shipments of goods, so as to give better service to its many dealers. Mr. Bennett reviewed the territory of the company, and aside from receiving several large orders for July delivery, predicted that during the next six months more business will be transacted with the company than during any previous period. E. R. Lyons, for four years the traveling representative of the Victor Co. in the East, has been appointed assistant manager and traveling representative of the Eclipse Music Co. A unique window display of a camping scene was the incentive for several sales.

Appearances at the A. M. Brainard Piano Co., exclusive Columbia dealers, seem prosperous. Manager Morton says: "With the previous shortage of stock somewhat overcome and the great demand for Columbia product, our business for the past month has been highly satisfactory, even more than I expected. I anticipate no special dullness during the summer months. With such product as the Columbia and a wonderful city as Cleveland, and with our sales force, I know business will be good." Mr. Morton left on the 3d for a few weeks' vacation, visiting several cities in the East and his home in Atlanta, Ga.

The W. H. Buescher & Sons Co., jobbers of the Victor, from the report of Sales Manager F. W. Buescher, shows business in a prosperous condition. W. H. Buescher and wife will leave on the trip with the Victor party to the Panama-Pacific Exposition. C. F. Buescher and wife will be included in the party.

Miss Ethel Volk, who is in charge of the Victrola department of the May Co., says that their recent sale resulted very satisfactorily. An out-

ing was held at the May Co.'s summer home on the lake and harmony prevailed among all the folk, according to Miss Volk.

Mr. Schirring, of the Victrola department of the Caldwell Piano Co., goes on his vacation to rusticate among the heather.

The Frederick Piano Co. had a window display featuring articles made by students of the manual training department of the city high schools. A. D. Beaty, head of the department, says that this display created much interest among the passers-by.

FOURTH ANNUAL EDISON PICNIC

Of the Employees of the Edison Plants in West Orange, N. J., on June 26, Attended by Thos. A. Edison and Other Company Officials.

Thomas A. Edison, head of Thomas A. Edison, Inc., West Orange, N. J., was a prominent figure at the fourth annual picnic and outing of the employes of the Edison plant which took place Saturday, June 26, at Olympic Park, Newark, N. J. The outing was a success in every detail, the committee having the affair in charge leaving no stone unturned to make the picnic a memorable one for enjoyment and good-cheer.

Mr. Edison was the official starter for all the athletic events on the program, and also awarded handsome prizes to the fortunate winners of the various games. Among the events scheduled were men's and girl's three-legged race, fat men's race, obstacle race, spike driving, running high jump and other games which taxed the athletic abilities of the Edison cohorts. Dancing to the music of the Edison diamond disc phonograph was the order of the day after sunset, and the latest records served to bring joy to the terpsichorean artists in attendance.

Among those present at the outing were: Mr. and Mrs. Thomas A. Edison and their son, Charles Edison; C. H. Wilson, first vice-president and general manager of the phonograph division; William Maxwell, second vice-president; N. C. Durand, third vice-president; Robert A. Bachman, general manager Edison Storage Battery Co.; Charles E. Poyer, L. C. McChesney, advertising manager; L. W. McChesney, M. Reese Hutchison, chief engineer, and many others.

NEW SECTIONAL CABINET

Placed on the Market by the Tindale Cabinet Co. Has Won Much Praise from Trade.

The Tindale Cabinet Co., 1 West Thirty-fourth street, New York, manufacturer of the Tindale disc record cabinets, has just placed on the market a new and improved sectional cabinet for use by talking machine dealers in filing wareroom stocks. This cabinet is finished in the usual high-class Tindale manner, and has been received with considerable favor by all dealers who have visited the Tindale show-rooms. Each section will hold about 700 records.

R. T. Tindale, president of the company, reports a very active demand for the company's disc record cabinets which are being featured by dealers from coast to coast. These cabinets possess numerous distinctive features.

GIVE COSMOPOLITAN RECITAL.

(Special to The Talking Machine World.)

MADISON, Wis., July 9.—The Wisconsin Music Co. of this city, Victor dealer, recently gave an interesting recital in its warerooms which it termed a "Cosmopolitan" recital. This event was a decided success, one of the local newspapers referring to it as follows:

"That it is possible for the owner of a Victrola to secure good records at a trifling cost was demonstrated by the so-called 'Cosmopolitan' program from which all Red Seal artists were barred, yet all were sterling artists, who put forth their best efforts in vocal and instrumental numbers, pleasing, elevating and educational in character and in price within the reach of every Victrola owner. These recitals afford an excellent medium through which the general public can become familiar with the best in music.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

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



The completeness of the Columbia line; its rapidly growing popularity; the fair and solid policy of the Company—these are three good reasons why the Columbia line cannot safely be ignored.



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

Columbia Graphophone Company
Woolworth Building, New York

BUFFALO TALKING MACHINE DEALERS PLAN OUTING.

Post Card Vote to Decide Arrangements for Big Gathering in August—To Plan for Active Fall Campaign—Will Act as "Send-Off" to President Poling—Further Proof of "Talker" as a Factor in Educational Work—Dealers Developing Summer Business.

(Special to The Talking Machine World.)

BUFFALO, N. Y., July 9.—A referendum is being taken among the members of the Buffalo Talking Machine Dealers' Association in an effort to determine where the first annual outing of the organization will be held. It is expected the post-card vote will be completed within a few days, so that a special meeting can be called to formulate definite arrangements for the big meeting.

Messrs. Bruch, Besinger and Goold were named on the picnic committee by President Poling, and have been circulating among local dealers to sound out their opinions as to the locale of the picnic. There was considerable division of opinion, so it was decided to get a post-card vote.

The outing is to be held the latter part of August, somewhat as an incentive to the fall work, as meetings postponed during the summer will be resumed early in September. The affair may be a farewell to President Poling, who, it is rumored, will forsake Buffalo to engage in the talking machine business in a neighboring city. President Poling has worked consistently to advance the cause of the association, and will be greatly missed if he leaves.

Since the organization of the association several almost unbearable trade conditions have been remedied and the dealers have found smoother sailing for the little meetings, all of which glowed with enthusiasm and the desire to co-operate. It is aimed to hold weekly luncheons next fall and winter at one of the various hotels, so that all the dealers will be in perfect accord with the conditions existent.

Just how signally important the talking machine is becoming in the education of teachers was more than emphatically demonstrated last week at the State Normal School, when more than 200 graduates gave an exposition of folk-dances before several thousand persons with a Victrola as the sole music accompaniment.

This important testimony as to the worth of the talking machine in the realm of education was given at the annual class day exercises, and held forth evidence as to what can be done with a talking machine in the teaching of modern and old dances. The young women and young men just about to enter the world as teachers presented a pretty sight as they tripped the quaint dance steps to the perfect time of the Victrola music.

The Victrola was also used in a little playlet that evening to illustrate how the gymnasium instructors of normal schools utilize the instrument to carry out various health-giving exercises.

Buffalo is a vacation city, and because of that condition the many talking machine dealers here are making capital out of that situation. Many dealers are creating, through extensive advertising, a demand for the smaller types of machines. These machines, suitable for the lake shore cottage, canoe or automobile, are being sold with the understand-

ing that in the fall they can be exchanged for a larger, more expensive machine. Of course this means considerable stimulation to summer sales, and goodness knows right now that business is slow enough to warrant stimulation. One dealer said yesterday that the new scheme of specializing on the small machine for summer use means greater sales next fall and winter, when lovers of music must necessarily get their entertainment indoors and want the best they can obtain.

Cifford Ford, local salesman for the Robert L. Loud store in the Victrola and piano departments, is spending a vacation in the Canadian woods, accompanied by Mrs. Ford and Baby Ford.

Charles C. Schumacher, well known in the music trade here, is spending his vacation days in the Adirondacks. He is a worshipper of Izaak Walton's sport.

UPHOLDS PRICE MAINTENANCE.

The Conference of Independent Retailers of the Metropolitan District has been formed in New York to combat all forms of unfair competition, among which it includes price-cutting by department stores.

The conference will conduct an active campaign in favor of the Stevens bill. A copy of a resolution to this effect will be dispatched to President Wilson and to each of the members of the Senate and of the House of Representatives. A law committee will be appointed to insure the technical legality of the campaign which will be waged in the interests of the retailers. The conference will be incorporated under the laws of the State of New York.

Representatives of seventeen retail organizations were present at the initial meeting and discussed the situation.

JOHN CHILD RAY MARRIED.

Member of Staff of the Executive Offices of the Columbia Graphophone Co. Assumes the Benedicene Role with the Good Wishes of His Many Friends in All Parts of the Country.

One of the social events of the season took place on the evening of June 23, when John Child Ray,



John C. Ray.

of the executive offices of the Columbia Graphophone Co., was married to Miss Marguerite Latham at the home of the bride's parents, 1820 Cortelyou road, Brooklyn, N. Y. The wedding was attended by many of the friends of the bride and groom, Mr. Ray, who is a son of H. B. Ray, advertising manager of the Columbia Co., having as his best man H. B. Ray, Jr., and for ushers Lester L. Leverich, of the Columbia advertising department, and Harry C. Latham. After the ceremony Mr. and Mrs. Ray left for a three weeks' honeymoon in the West, and upon their return will reside at 174 Lenox road, Brooklyn, N. Y.

Mr. Ray has been connected with the Columbia Graphophone Co. for the past thirteen years and is one of the most popular members of the executive organization. He spent nine years at the company's factory in Bridgeport and is now assistant to H. L. Willson, assistant general manager. Thoroughly versed in all details incidental to his important post, Mr. Ray has a host of friends throughout the country who are congratulating him upon his becoming a benedict.

First Idiot.—Terrible accident in the phonograph factory.

Party of the Second Part.—How's that?

First Idiot.—This year's sales broke all the records.—Harvard Lampoon.

MOTORS

Soon ready for the general trade

STANDARD MOTORS

Wide experience in this line is your guarantee.

Send your inquiry

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street

NEW YORK

OUTING OF NEW YORK TALKING MACHINE CO. EMPLOYEES

First Event of This Kind Scored a Big Success—Fine Weather, a Jolly Crowd and an Interesting Program Prepared for the Day Resulted in a Great Time for the Participants—Single Men Win Ball Game—Long Island Dinner Ended the Ceremonies.

The first outing of the employes of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, took place Saturday, June 19, and with the weather conditions ideal, was thoroughly enjoyed by everyone present. This outing was the first event of this nature which the company's employes had ever launched, but its



The Bachelors—Winning Team.

success was so impressive and the occasion left such pleasant memories that the outing will be an annual event in the future.

An employes' outing such as the New York Talking Machine Co. inaugurated last month has a far-reaching effect which is hardly completed with the expressions of pleasure and content which are heard on all hands on the "morning after." These get-together events serve to promote and develop a feeling of camaraderie and good-fellowship which cannot be measured in definite terms. Members of the sales, executive, shipping and repair departments mingle together at these outings and learn to regard each other with a thought of friendship and personal good cheer which cannot be acquired in the daily routine of business affairs. Formality and stiltedness are dispensed with and instead there is an atmosphere of conviviality which is reflected in the closer relations which exist for a long time following the outing.



The Benedicts—Who Did Not Win.

Three members of the New York Talking Machine Co.'s forces, Messrs. Garber, Davin and Kelly are responsible in a considerable measure for the success of the first annual outing, as they constituted the committee which had the affair in charge and arranged every detail, large and small. The program they prepared for the occasion was a comprehensive one, and from start to finish was characterized by a promptness and dispatch which left no room for complaint or criticism in any direction.

The employes, accompanied by their wives and friends, numbering 85 in the party, assembled at the company's headquarters at 12 o'clock and were

conveyed by two large automobile busses to Duer's Estate, Whitestone Landing, L. I., where an appetizing luncheon served to satisfy the keenest appetite developed by the enjoyable ride. After luncheon the committee announced the annual baseball game between the two teams representing the married men and single men of the company. Last year the benedicts were returned victors after a grueling struggle, but this year the bachelors were out for revenge and they got it. The teams lined up as follows: Married men—Moody, right field; Doty, center field; Hamldige, left field; Bridge, short stop; Kelly, first base; Gordon Craig, second base; Morey, third base; A. D. Geissler, catcher; Damon, pitcher. Single men—Miller, pitcher; Graham, third base; Radtke, second base; Howells, first base; Pyatt, short stop; Fox, left field; Proceller, catcher; Evans, right field; Connolly, center field.

At the very start of the game the bachelors used their bats to timely advantage, securing a total of five runs through clean hitting. The benedicts were game, however, and managed to cut off two runs of the five-run lead before the single boys again started to hit them out of the infield and send a few more runners across the plate. The



The Winning Relay Team—Left to Right, Howells, Garber, Radtke, Connolly.

game progressed smoothly, with each side using its full reserve strength, but at the close of the ninth inning, a score of 10 to 8, in favor of the single men, represented the result of two hours' exciting baseball. The winners were favored with an air-tight infield which is deserving of a full measure of praise, as they fielded perfectly and hit opportunely. For the losers the battery is well worth special mention, as Damon batted like a "demon," and A. D. Geissler caught a superb game. The bachelors are very happy at the present writing, but the benedicts promise their happiness will be of short duration in 1916. O. H. Williams, formerly connected with the company, officiated as umpire-in-chief, and managed to escape with his life, although both sides were what are termed in baseball language "crabs" in the true sense of the word, protesting every decision that was open to the slightest doubt. This merely served to emphasize the sincerity and fighting spirit of every player in the game.

At the finish of the game a series of athletic events was started, the first event being the shot-put, which was captured by A. D. Geissler, vice-president of the company, who demonstrated his prowess as an all-around athlete throughout the afternoon. The running high jump developed into a pretty battle for first honors, W. L. Garber triumphing after a spirited contest. The standing broad jump was a three-cornered contest between Gordon Craig, Blaine Damon and A. D. Geissler, the first-named winning after several heats were concluded. The hop, skip and jump was a little foreign to some of the competing athletes, but Blaine Damon reflected the value of a Syracuse University athletic training by winning the event

handily. The 100-yard dash for married men was captured by J. J. Davin, and for the single men, C. Radtke was returned the victor. The junior race was an interesting and exciting contest, Kenneth Geissler, youngest son of A. D. Geissler, defeating his elder brother easily, and nosing out V. W. Moody, Jr., at the tape. The ladies' race proved a "hummer," Miss Eva Edinger winning by less than twelve inches. The relay race was another battle between two teams representing the mar-



Watching the High Jump.

ried men and the single men, the bachelors' lucky star still prevailing and their team winning after a hard-fought contest. The swimming race was captured by J. J. Davin, who, it may be pointed out, was the only winner of two individual events.

The married men point to the result of the athletic events as part compensation for the loss of the ball game, as Messrs. A. D. Geissler, Davin, Damon and Craig, who captured five events, are all members of the benedicts' class.

After the games came to a close the party was served with a full course Long Island dinner, which was consumed with undue rapidity, indicating the influence of the sharp Long Island air. General Manager Morey distributed the prizes, which



V. W. Moody.

were awarded to the winners of every event on the program, and A. T. Doty took advantage of the occasion to explain how he acquired his intimate knowledge of "starting," as he officiated as starter for every event on the program, fulfilling the requisites of his post with consummate proficiency.

From 8.30 to 10.30 dancing to the accompaniment of a Victor Auxetophone and a library of Victor dance records was the order of the day, the employes, particularly the ladies of the party, demonstrating that they were proficient and enthusiastic followers and exponents of the latest terpsichorean oddities and delights.

The Victor Co. has announced that it will make no further deliveries of Victrola IX. in English brown mahogany.

SOSS

INVISIBLE HINGES



"OUT OF SIGHT
EVER IN MIND"

When you fail to see an unslightly hinge protruding you *know* SOSS is the answer.

Write to-day.

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

REVIEWS TRADE CONDITIONS IN SOUTH AUSTRALIA.

T. E. Williams, of Adelaide, Visits the United States and Expresses Admiration for the Progressiveness of His American Conferres—Tells of Trade Methods in His Country and Prospects—An Interesting Personality, Who Exploits the Edison with Success.

A recent and interesting visitor to New York was T. E. Williams, proprietor of the "Talkeries," Adelaide, South Australia, and who is the sole distributor in that section for Edison phonographs and records. It is Mr. Williams' first trip to the United States, and although firm in the defense of the business conditions and possibilities of his



T. E. Williams.

own country, is loud in his admiration of American institutions and methods of doing business, especially the phonograph business.

"I am, and have been for years, a constant reader of The Talking Machine World, and eagerly await its coming each month, with its live news of the doings of the trade in the United States and other

parts of the world," said Mr. Williams, "but we, in our country, have discounted to considerable extent the statements made regarding the energetic methods of exploitation adopted in connection with phonographs here and the descriptions of the buildings devoted to demonstration and sale purposes. We have had the idea that the stories that came to us were suffering from an excess of enthusiasm. On my journey across the continent, after landing in Vancouver, I stopped off at some of the principal cities, among them Minneapolis and Chicago, and was most surprised to learn that the reports of conditions in this country were not only not inflated, but in some cases failed to do justice to the projects handled.

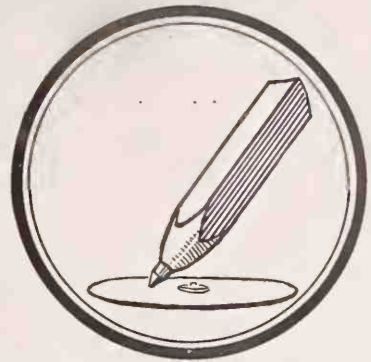
"The building of the Phonograph Co. in Chicago, and particularly the magnificent and elaborately appointed Edison Shop in New York, have proved a revelation to me, as has the methods adopted for creating interest in the phonograph. Only this week I attended a recital in Orange, at which Miss Christine Miller appeared personally and sang several of her recorded songs in order to make comparisons possible. So faithful was the reproduction that, with the hands held over the eyes, it was practically impossible to detect whether it was the singer herself or the record of her voice that was heard. Other features of similar character were introduced and demonstrated to me, the most practical manner of interesting the desirable class of trade in the phonograph.

"In South Australia the demand runs to the low-priced types of machines, sold to people earning three pounds (\$15) per week or less, and it has been very difficult to interest the better class of purchasers. This fact is due largely to the flooding of the country with cheap European machines given away with the purchase of a specified number of records. The reproduction of the records, which, under the most favorable conditions, are absolutely distressing, is made even more so by the fact that the machines are run at high speed and the result is a nerve-wrecking shrill. Prospective purchasers frequently tell us that they would prefer to get rid of the many cheap machines in their neighborhood than to purchase one of their own.

"As a result of what I have seen and learned thus far during my stay in this country, I shall, when I return home, put many new ideas into practical operation, and feel that they will prove just as successful in Australia as in this country."

Although Mr. Williams undoubtedly has learned much while in the United States that will prove of benefit to him in his own business, that does not signify that his house is at a loss for methods to keep machines and records moving rapidly. One plan that has proved very successful in developing record sales is the loaning of Edison Gem phonographs, playing either two or four-minute cylinder records. The phonographs are loaned only to responsible people over twenty-one years of age, with the proviso that twenty records be purchased outright at the time the machine is delivered and two records purchased each week thereafter as long as the machine is retained. Those who take the machines are compelled to sign a regular form of lease agreement to abide by the conditions, and failure to purchase the required number of records means the forfeiture of the phonograph. The phonographs are valued at £3 10s. and the borrower has the privilege of purchasing at that figure at any time. It has been found that when the borrowers have accumulated a fairly large library of records, they are inclined to buy the phonograph outright, which prevents them being left with no machine and a library of useless records on their hands, or relieves them of the responsibility of purchasing records weekly. The scheme might be tried with profit by Edison dealers in the United States, for it guarantees either the sale of the ma-

(Continued on page 21.)



Retails
for \$1⁰⁰

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for \$1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed steel needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, President,

57 Reade Street - NEW YORK

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

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

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

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

"LITTLE WONDER RECORDS"

will play

on ANY Talking Machine!



10¢

Get the two latest
New York Hits

"My Bird of
Paradise"

and

"When John
McCormack Sings
a Song"

Here is the latest list of 30 selections!

- 173. "Down Among the Sheltering Palms."
- 175. "If You Can't Get a Girl in the Summer Time."
- 174. "I'm a Lonesome Melody."
- 166. "My Bird of Paradise," *Solo*.
- 165. "Dancing 'Neath the Irish Moon."
- 168. "The Rosary," *By Nevin*.
- 108. "Where the River Shannon Flows."
- 164. "He Owes Me Ninety-Seven Dollars."
- 167. "When John McCormack Sings a Song."
- 157. "Foxy Grandpa," *Banjo Orchestra*.
- 152. "Steeplechase," *Foxtrot*.
- 38. "Horsetrot," *American Dance, Band*.
- 139. "Moonlight on the Rhine."
- 110. "Old Folks at Home."
- 129. "Rockaway Hunt," *Foxtrot*.

- 170. "Those Charlie Chaplin Feet."
- 183. "Jelly Roll," *Foxtrot*.
- 177. "When I Dream of Annie Laurie."
- 34. "Some Baby," *Onestep, Band*.
- 87. "Rufus Johnson's Harmony Band."
- 99. "Little Grey Home in the West," *Solo*.
- 127. "Beverly Hunt," *Foxtrot*.
- 149. "Pigeon Walk."
- 153. "Medley Popular Airs No. 4."
- 159. "I'm On My Way to Dublin Bay."
- 160. "We'll Have a Jubilee in My Old Kentucky Home."
- 161. "When I Dream of Old Erin."
- 162. "Don't Take My Darling Boy Away."
- 109. "My Wild Irish Rose."
- 98. "Chinatown, My Chinatown," *Solo*.

Millions of these Little Wonder records have been sold.

DEALERS! Write at once for full particulars.

SEND FOR BEAUTIFUL DISPLAY POSTERS.

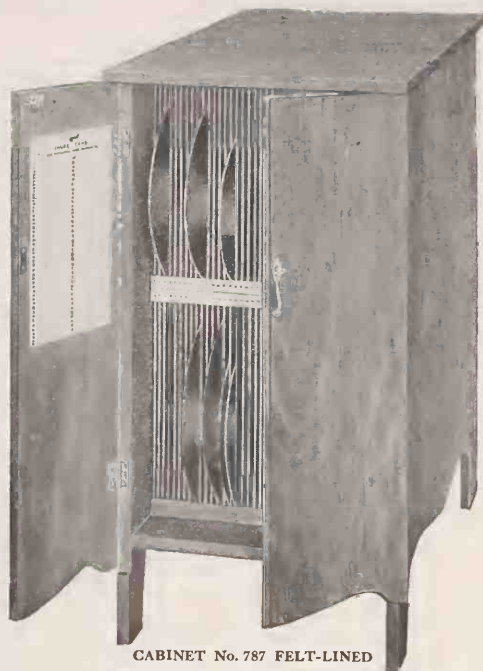
HENRY WATERSON

Strand Building, Broadway & 47th Street, New York

A STANDARD SALTER SELLER

Sells instantly to owners or prospective owners of Columbia "Favorite" or Victor IX or smaller machines.

Have one ready to show and clinch the sale. It must be seen to be appreciated.



CABINET No. 787 FELT-LINED

This Cabinet is large enough to hold the Victor IX or any smaller machine. Top (in quartered oak or birch) is 21¾ by 18½ inches. Cabinet is 35 inches high. Double doors are veneered in figured mahogany or quartered oak. Finished in any color to match machines.

Send for Catalogs.

SALTER MANUFACTURING CO.

JOHN F. MORTENSEN, President

Factory: 339 N. Oakley Boulevard
Display Rooms: 1408 So. Wabash Ave., CHICAGO

REVIEWS TRADE CONDITIONS IN SOUTH AUSTRALIA.

(Continued from page 19.)

chine or the sale of two records weekly for each machine sent out.

Mr. Williams who is a native of Tasmania, but has lived in and traveled through Australia for a number of years, is enthusiastic over the commercial possibilities in South Australia particularly. "In a commercial sense," he said, "we have felt little of the effects of the war that have not been beneficial for the demands for equipment for the Australian contingent and the material for their maintenance naturally provides occupation for a great many men. In one way, however, the war has proven a serious blow to Australia, for out of a total population of about four and one-half million, she has already sent 72,000 of the best of her manhood to the front, men who we cannot afford to lose. There had been no rain in South Australia for over two years before I left, but since arriving here I have received information that there have been bountiful rains during the last few weeks, which means abundant crops.

"This activity and agricultural field should offer great opportunities for the trade and it is my intention when I return to get after the better class of people, to demonstrate the Edison diamond disc in their homes where possible and especially at private gatherings.

"The Government of Australia, which may be termed a labor union government, endeavors to encourage the man who will really work, in every way possible. The Government will sell the colonist rich land at less than a nominal figure and then lend him money on it at long-time and without interest for the purchase of machinery and other equipment. The State also, for instance, protects the family in many ways and has granted a fixed bonus of £5 to the mother of every child born in the country to encourage population increase. The labor union tendency is seen in the strict interpretation of the eight-hour law as applied to labor, and there is even talk of cutting it to six hours. Every store in Adelaide, for instance, must be

closed at 6 o'clock and remain closed for the night, with the exception of Friday night, when the stores may remain open a trifle longer. Failure to observe the closing law makes the merchant subject to a fine, and if it is desired to work after hours at stock taking or other important matters, permission must first be obtained from the authorities. The working of the eight-hour law is not so harsh as it might appear to you here, for everybody must abide by it and therefore all have an equal chance."

Asked regarding the possibilities of marketing American pianos in South Australia, Mr. Williams expressed the belief that there was an excellent chance for a first-class instrument that could be set down in that country, duty paid, at a wholesale price that would permit of it being retailed at £70 (\$350), or even higher. He declared, however, that there did not appear to be any great admiration or demand for American popular music of the ragtime type, but the demand ran rather toward songs of the English ballad type.

While in the East Mr. Williams visited the general offices and plant of Thomas A. Edison, Inc., and was given a very hearty welcome. He planned to travel to the Pacific Coast by easy stages, to sail from Vancouver on August 4, for the three week's voyage to his home.

SAUL BIRNS OPENS NEW STORE.

Well-Known New York Dealer Has Handsome New Establishment at 111 Second Avenue—Handles Victor and Columbia Lines.

Saul Birns, one of the best-known talking machine dealers in New York, held the formal opening of his new store at 111 Second avenue on June 26, entertaining as his guests many local dealers and representatives of Victor jobbers. Mr. Birns' store is handsomely furnished and decorated in every detail and is representative of the most up-to-date ideas in retail talking machine establishments. The store was crowded all day with Mr. Birns' many friends and customers.

Mr. Birns, who handles both the Victor and Columbia lines, has been established for a number of years in his present district, his former store being located at 117 Second avenue, a few doors from his new establishment. Mr. Birns has built up a large and constantly expanding clientele, and due to his growing business found it imperative to obtain larger quarters than he formerly occupied. Among the messages of congratulation received by Mr. Birns were floral wreaths from the New York Talking Machine Co., Victor distributor, and the wholesale headquarters of the Columbia Graphophone Co.

Money may not go as far as it used to, but it goes faster.

STONE ARMS HORNS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Stone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

STANDARD METAL MFG. CO.

227 CHESTNUT STREET

NEWARK, N. J.



No wonder! We have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.



(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**

SCARCITY OF MACHINES CONTINUES IN MILWAUKEE.

Shipments, However, Are Becoming More Plentiful and Trade More Satisfied—Big Fall Business Expected Owing to Splendid Conditions of Crops—Talking Machine Co. Occupying New and Larger Quarters—Hoeffler's Fourth of July Window—Month's News.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., July 10.—Slight evidences of a relief in the shortage of both machines and records experienced in all the leading makes by Milwaukee talking machine men for months are noticeable at this time. There is still a decided scarcity of machines, especially in the most popular styles, but jobbers are now finding it much easier to meet the demands of their dealers for records. Jobbers are rather skeptical, however, regarding any permanent relief from the shortage, as dealers all over the State are ordering their fall goods, early and the distributors have been hardly able to satisfy their customers even under ordinary conditions. It had been hoped that the factories would find it possible to catch up with their delayed orders this summer, but thus far only very little headway has been made. Dealers are insistent in their call for goods, but jobbers are able to only partly satisfy their demands. The retail trade here in Milwaukee and about the State seems to be holding up exceptionally well for this season of the year.

The Outlook for the Fall.

The outlook for a big fall business is especially bright at this time. General industrial conditions in Milwaukee are showing steady improvement. More and more of the large machinery manufacturing plants are increasing their output and are enlarging their working forces, so that there are fewer people out of work. The crop outlook is fine and the dealers about the State ought to meet with a brisk business from now on. Unless something unforeseen happens, Wisconsin will harvest a bumper crop in all lines, and it follows that general business will be good.

Some Relief in Machine Shortage.

"There is some little relief in the shortage of machines and records," said H. A. Goldsmith, secretary of the Badger Talking Machine Co., jobber in this State for the Victor goods, "but we are still finding it difficult to meet the demands of our dealers. The shortage is especially noticeable in styles XIV and XVI of the Victrola, and it begins to look as though we would never get caught up in the demand for these two styles. We have calls almost

every day from various parts of the State from dealers who would like to take on the Victor goods, but we are not locating any new dealers because of the shortage of both machines and records."

In Charge at Smith Piano Co.

Samuel Smith, an experienced talking machine man, is now in charge of the new Columbia department of the Smith Piano Co. Frederick D. D. Holmes, secretary of the company and general manager of the Milwaukee store, says that the demand for Columbia goods has been most active.

Was Guest of Roy J. Keith.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, accompanied by his wife, was in Chicago over Saturday and Sunday recently as the guest of Roy J. Keith, manager of the Talking Machine Co. Business at the Gram house has shown decided increase since the installation of the four new handsome booths on the first floor of the music establishment.

New Quarters for Badger Co.

The Badger Talking Machine Co., jobber for the Victor goods in this territory, is now located in larger and attractive first floor quarters at 135 Second street, just north of Grand avenue, where more than 12,000 square feet of floor space is available. Offices and demonstrating department have been located in the front of the establishment, while ample space has been provided for the record department, machine display quarters and repair shop in the remainder of the store. A large and well lighted basement is also available for storage purposes. The former wholesale department on Fourth street has been moved to the new quarters, and the offices at 312 Grand avenue will now be given over entirely to the use of the retail store conducted at that address.

Harry R. Fitzpatrick, general traveler for the Victor Talking Machine Co. in this territory, accompanied by his family, is now enjoying his vacation at a cottage at Pewaukee Lake.

Demand for Columbia Records.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, is meeting with such a demand for the new "On Wisconsin" Columbia record that he is finding it next to impossible to keep enough of

these records on hand to satisfy his customers. The record sold exceptionally well at Madison, Wis., the seat of the University of Wisconsin, where Carl Beck, the composer of "On Wisconsin," was formerly a student. Students have been buying the new record, not only for their own use, but have been sending them all over the country to their relatives and friends. The reverse side of this popular record carries "The Milwaukee Light Guard Quickstep," composed by the late H. N. Hempsted, at one time one of the largest music dealers in this city. General business at the Kunde store has been exceptionally good for this season.

Good Summer Resort Trade.

The Gensch-Smith Co., 730 Grand avenue, handling the Victor line, has been paying considerable attention to the summer resort trade of late, and the results have been very satisfactory. Several special demonstrations of machines have been given by William P. Gensch.

To Concentrate on Talking Machines.

L. C. Parker, who has been filling two positions for the past two or three years by acting as manager of both the Victrola and piano departments at Gimbel Bros.' store, has now severed his connection with the piano department and is giving his entire attention to the talking machine end of the business. Mr. Parker is one of the most enthusiastic Victor men in Milwaukee.

Able to Meet Edison Demands.

One of the new Edison disc machines played an important part in the success of the annual outing of the LaFayette Lodge, F. A. M., held at Elkhart Lake, Wis., June 26 and 27. The management of The Pines resort, the headquarters of the affair, owns an Edison machine, and this was kept busy entertaining the 400 or more members of the party, made up of Masons and their families. It is safe to say that the excellent impression made by the machine will result in many Edison sales.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods in Milwaukee and Wisconsin, has returned from a business trip to Chicago. The Phonograph Co. is now able to meet the demands for all the leading styles of Edison machines.

Arrange Attractive Window.

J. H. Becker, Jr., manager of the Victrola department of the Hoeffler Piano Manufacturing Co., 306 West Water street, and his assistant, Gustav O. Spankus, arranged one of the most attractive Fourth of July display windows shown in Milwaukee this year. The holiday display paid special attention to the Baby Victrola, calling attention to its adaptability for summer resorts and outings in general. Probably one of the largest store displays of flags shown in the city was arranged in the Hoeffler window. Mr. Spankus has given several demonstrations of the Baby Victrola at the various lakes surrounding Milwaukee, and both he and Mr. Becker have made some fine sales along this line. Mr. Becker reports that the record business has been exceptionally brisk this summer.

A. M. Lockridge, of the Talking Machine Co., of Chicago, and U. P. Gibbs, of the Rudolph Wur-litzer Manufacturing Co., were among the recent visitors in the Milwaukee talking machine trade.

Peerless Locking Plate to Protect Victor Sound Boxes

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



Made by

The Peerless Specialty Co.
Philadelphia, Pa.

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





The Record Cabinet That Sells More Records

Many talking machine owners stop purchasing new records because of the difficulty of finding them—because ordinary record cabinets are inconvenient and the records cannot be readily located. The Tindale Record Cabinet is planned on the same efficiency lines as office vertical filing systems. They protect records and make them instantly available just as office filing systems do.

TINDALE Record Cabinets

For Victor, Columbia, Pathé and Edison Records and Machines will satisfy your customers; make quick, easy sales for you, and result in larger record sales besides. They are distinctive in many ways and are made in many graceful designs and beautiful finishes from \$17.00 up. Exclusive Tindale features and the Tindale National Advertising Campaign make this the most profitable line of record cabinets you can handle.

Write to-day for illustrated Catalog No. 98 and profitable terms to Dealers

TINDALE CABINET COMPANY, 1 West 34th Street, New York City

NEWARK CONCERN IN TROUBLE.

Newark Talking Machine Co. Alleged to Have Failed to Account for Stock Sold.

(Special to The Talking Machine World.)

NEWARK, N. J., July 8.—Charges of fraud were made recently against officers of the Newark Talking Machine Co., formerly of 610 Broad street, by a creditor, when an involuntary petition in bankruptcy was filed against the concern. It is alleged the officers have disposed of considerable stock, including talking machines and phonograph records, and have not accounted for the goods.

Clarence S. Blake, of the law firm of Wolber & Blake, filed the petition in behalf of the New York Talking Machine Co. Joseph E. Sterrett, a director of the New York company, stated his belief that on May 31 last the Newark Talking Machine Co. disposed of its assets by removing them to New York and selling them.

The claim of the New York Talking Machine Co. is said to be for notes and accounts due. Mr. Blake also stated the Newark company had assigned practically all of its accounts receivable, worth about \$4,000, to the Ironbound Trust Co.

Maxmillian Buchner, of 336 Sussex avenue, is president of the alleged defunct talking machine company. His brother, Charles Buchner, of 10 South Twelfth street, is treasurer.

William J. Dowd, a local lawyer, was appointed temporary receiver for the Newark Talking Machine Co. His bond was fixed at \$1,000 by Judge Haight in the United States District Court. As the alleged bankrupt gave up its store on May 31, it is not known what assets the receiver is going to take possession of.

At the first hearing, held on July 6, Maximillian Buchner, president of the concern, admitted that he had emptied the store of talking machines and supplies on the morning of June 1 and also told Referee Charles M. Mason, before whom the hearing was held that he had practically sold his entire stock to a New York concern. According to Mr. Buchner, the sales were arranged with a purchasing agent and a shipment of \$1,680 worth of machines and records was made on May 12. On June 1, the witness declared, he sent about \$2,400 worth of goods to the local stables of the New York concern, to which he sold the first lot. Other goods, Mr. Buchner said, were shipped to his home.

The search for assets of the talking machine company is being made under a special order obtained by Clarence S. Blake, attorney for the receiver.

MAKING TALKING MACHINE MOTORS.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturer of a number of well-known talking machine accessories, including "Standard" record cleaners, automatic stops, fiber needle cutters, etc., is now engaged in the manufacture of talking machine motors and expects to have a complete line on the market in the very near future.

PRAISES TALKING MACHINE WORLD.

Some Appreciative Words Regarding the Publication by R. E. Cord in the Camden "Courier."

The Camden Daily Courier, of Camden, N. J., recently instituted a new department in its columns, headed "Talking Machine Talks," which is edited by R. E. Cord. In a late issue Mr. Cord referred to The Talking Machine World as follows:

"The only magazine of its kind in the world and one of the best trade journals published, The Talking Machine World, 373 Fourth avenue, New York city, has very kindly placed my name on its exchange list, for which I am deeply grateful. With this magazine always on my desk, it will not be difficult to prepare material for this column. The price of The Talking Machine World is only a dollar a year, and it is the greatest value ever placed upon the market. The World contains in its June issue sixty-four large pages of educational matter, instructive service, business news and technical articles worth many times the cost of the annual subscription. I certainly cannot understand how any dealer in talking machines can make a success of his business without being a subscriber to The Talking Machine World."

A combination of telephone microphone and phonograph has been invented in France for transmitting sounds from the last to distant points or to several points at once.

TO MAKE TALKING MACHINES.

The Starr Piano Co., of Richmond, Ind., to Enter the Field Some Time in the Fall.

The Starr Piano Co., the prominent piano manufacturer of Richmond, has applied to the Secretary of the State of Indiana for an amendment to its charter to permit the manufacture of phonographs. It is understood that the company will have a machine on the market in the fall, and it will be in keeping with the high quality of the Starr piano. An official announcement regarding the plans of the company has not yet been published, but the foregoing covers developments up to date.

PROGRESS ON VICTOR BUILDING.

(Special to The Talking Machine World.)

CAMDEN, N. J., July 7.—Great progress is being made on the erection of the handsome new office building for the Victor Talking Machine Co. on Cooper, between Front and Point streets. It is one of the best equipped establishments of its kind in the city and emphasizes the amazing growth of the business of this company within recent years.

LEASE NEW QUARTERS.

Ormes, Inc., Vicor distributors, established at 366 Fifth avenue, New York, have leased the store at the northwest corner of Broadway and Eighty-seventh street, and are planning to take possession in a very short while.

Like another extensively advertised product, our

Truetone
TRADE MARK

Made in
U. S. A.

Disc Record NEEDLES

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

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS
WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET

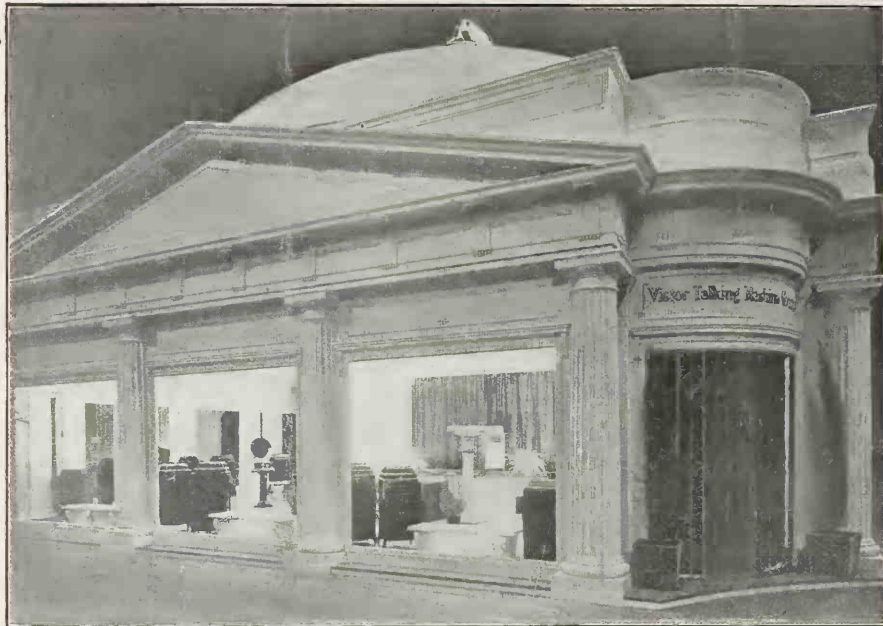
NEW YORK

INCREASE YOUR SALES

UNICO ROOMS

ARE

SOUND PROOF
DUST PROOF
PORTABLE
ADJUSTABLE
PATENTED
ASSEMBLING
REQUIRES NO
EXPERT LABOR



TEMPLE OF MUSIC, VICTOR TALKING MACHINE CO., PANAMA-PACIFIC EXPOSITION
AN EXAMPLE OF UNICO SERVICE

UNICO ROOMS

ARE

CARRIED IN
STOCK
EIGHT DESIGNS
ALL WOODS
ALL FINISHES
SHIPPED
PROMPTLY UPON
RECEIPT OF
ORDER

Unico Demonstrating Rooms

Whether your requirement is

A \$50,000.00 Temple or A \$75.80 Demonstrating Room

THE UNICO SYSTEM IS YOUR MOST ECONOMICAL INVESTMENT

Send us rough diagram and dimensions of your space.
We will submit (without charge) plans and estimates
covering your requirements.



UNICO DESIGN No. 4—\$75.80 Upwards



Equipment
Ordered Before
August First
Will Complete
Your
Department by
September First
WRITE TO DAY

Send for new circular
showing 144 plan and price
combinations. One, two and
three room installations.

Prices \$75.80 to \$1329.75

Liberal discount for cash
payment

Deferred payments if desired

THE UNIT CONSTRUCTION COMPANY, 31st and Chestnut Sts., Philadelphia, U. S. A.

VITAL INSURANCE SUGGESTION.

Important Communication Relative to the Insurance Situation in Connection with the Victor Products Just Sent the Trade.

Victor dealers received this week from Frank K. Dolbeer, manager of the credit department of the Victor Talking Machine Co., the following interesting and informative communication relative to the insurance situation in connection with the Victrolas and Victor products:

"As a result of a recent controversy over a claim for loss through fire, in which the patented goods of this company were involved, we were brought into contact with a number of gentlemen who are very prominent in the fire insurance world. At the conferences held we were impressed with the very evident desire of the fire insurance companies with whom we came in contact to pay all just claims and to co-operate with the other parties at interest in facilitating prompt settlement.

"The situation as regards Victor products was gone over thoroughly, and we believe that information disseminated at our conferences with the insurance officials has brought about a better understanding and a mutual feeling of confidence that will obviate future difficulties. However, at the suggestion of some of the insurance officials who desire to remove all possibility of misunderstandings in connection with future adjustments, we suggest that there be inserted immediately in your policies a special statement of the fact that—

"The policies cover your interest in property held under any license agreements and for reservations.

"In the event of any fire, it is very desirable that a prompt and complete report, including detailed information as to damage sustained on Victor product and probable amount of salvage, segregated as to machines and records, be made to the Victor Talking Machine Co.

"As a further step, in the event of fire, you should inform the broker through whom you placed your insurance, also the adjuster, that the Victor Talking Machine Co. is anxious to avoid all possibility of Victor goods that have been even slightly damaged or discolored being marketed to the injury of the reputation of its product; that, in order to avoid damaged goods being disposed of to the public, the Victor Talking Machine Co. is prepared to co-operate with the insurance companies and you, and to make liberal propositions for the purpose of arranging in an amicable manner for the return of partially damaged goods to the factory where repairs may be made at cost or disposed of as scrap.

"If put in prompt possession of all the facts in connection with any fire in which Victor goods are involved, the Victor company will very promptly

get in touch with the assured, either by correspondence or by a representative, for the purpose of assisting in bringing about a speedy adjustment.

"We believe our knowledge of the insurance situation and our understanding of the attitude of the insurance companies will enable us to be useful to jobbers and dealers in case of fire, and we trust that you will not fail to take advantage of our offer to serve you in this way, should you be so unfortunate as to suffer a fire loss.

"In connection with the subject of insurance, we respectfully suggest the necessity of all jobbers and dealers keeping their inventories and their records regarding the stock in a safe place. A very good plan is to keep duplicate copies of inventories, also insurance policies, at another location, preferably a safe deposit box."

FRIEDRICH'S ROLLING SIGN BOARD.

Handsomely Fitted Auto Delivery Wagon Which Is a Great Publicity Medium.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., July 9.—No feature of the business done by the Friedrich Music House, of this city, has attracted more notice than its very



dainty delivery wagon, which features the Victor so very strikingly. This auto is entitled "Our Rolling Sign Board—The Little Red Bus." It has a red body, white letters, yellow wheels and black trimmings, and is a very striking type of Victor service wagon. As will be noted, the Victor dog occupies the place of honor in this clever advertising scheme of the Friedrich house.

JOINS WHOLESALE DIVISION.

H. D. Berkley, formerly manager of the Landay Victor store at 153 West Forty-second street, New York, has joined the wholesale division of Landay Bros. and is now visiting the Victor trade in New York and the surrounding territory. Mr. Berkley is well equipped to achieve success as a representative of this prominent Victor distributor, as he is thoroughly acquainted with all phases of the wholesale and retail merchandising of Victor products.

NEW BUILDING FOR BOLWAY & SON.

Edison Jobbers in Syracuse to Have Palatial Five-Story Structure to Be Known as the Phonograph Shop to Be Opened September 15.

(Special to The Talking Machine World.)

SYRACUSE, N. Y., July 9.—F. E. Bolway & Son, Inc., who handle the Edison Diamond Disc phonograph line in this territory, have just leased the five-story building at 216 South Salina street. It will be handsomely fitted up and will be known as the Phonograph Shop. The importance of the move is indicated by the fact that twenty-one carloads of phonographs and accessories are being prepared for transportation to this new Edison station when the new establishment will be officially opened September 15. The building will be completely transformed, and when out of the hands of the renovators it will be in line with the magnificent emporiums devoted to the Edison interests in New York, Chicago, San Francisco and other points.

A VISITOR FROM CHICAGO.

Wm. F. Martin, of Chicago, Ill., was a recent visitor to the offices of the Sonora Phonograph Corporation, 57 Reade street, New York, his main object in coming being to discuss with President Brightson details in connection with securing a large quantity of Sonora phonographs for customers in Illinois, Indiana, Minnesota and Wisconsin. Mr. Martin reports meeting with excellent success in the distribution of Sonora products, and the volume of business he was able to secure seemed in excess of what could be shipped by the Sonora Corporation, taking into consideration the other many orders which are booked.

Mr. Martin went away, however, with the assurance that his business would be well taken care of and a service rendered to the Sonora dealers that would be adequate in every way.

TALKING MACHINE EXPORTS.

The Figures for April Presented — Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 3.—In the summary of the exports and imports of the commerce of the United States for the month of April, 1915 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for April, 1915, amounted in value to \$75,614, while records and supplies for April, 1915, amounted in value to \$62,861.

**Mr. Victor Dealer
Are You
Getting The Goods?**

To Victor Dealers who are not satisfied with the service their jobbers are now giving them LANDAY Bros. offer their unusual facilities for filling orders. Try us with a sample order. Out of town orders a specialty. Goods shipped same day as order is received.

Landay BROS

563 Fifth Avenue, New York

You Can Afford the
Best But You Cannot
Afford to Buy a
Phonograph Before
Hearing



The Pathé Pathephone

"The Best in Music Reproduction"
Whether Instrumental or Vocal



This model
\$200.

The Pathé Pathéphone IS

- the perfect phonograph that inventors and manufacturers have been trying for years to produce;
- the product of the famous Pathé Frères' entertainment genius;
- a distinctive instrument because of its absolutely natural reproduction of sound—its perfect tone control—its ability to play every known make of disc record—and its attractive artistic lines.

The Pathé Pathéphone HAS

- the Pathé Smooth, Permanent Sapphire Ball, which reproduces the music with every detail of composition and technique true to the artist's performance. It lasts a lifetime, and does not wear out the records;
- a wood sound chamber which renders every modulation of musical tone in all its purity, strength, and detail;

—No Needles to Change;

- no harshness in tone.

The Pathé Pathéphone GIVES

- the best in tone quality;
- the best and clearest expression;
- the best and most artistic effect.

The Pathé Frères Phonograph Company Wants More Dealers

- good contracts with exclusive privileges in certain sections can be secured from jobbers located at advantageous points. We have several jobbing territories open—and our advertising campaign has begun. This is the time for the dealer to make good connections—better take advantage of this opportunity and write us at once.

The Pathé Pathéphone Discs

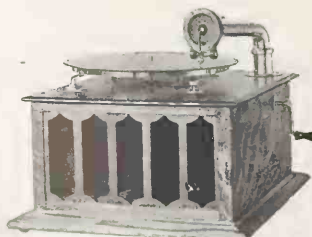
- are all double-faced, including operatic selections—music on both sides;
- they never wear out;
- retail from 75c to \$2.50;

The Pathé repertoire is varied and complete;

We command the largest record catalogue in the world, comprising over 96,000 selections. Our large catalogue, containing the most popular and operatic selections, is now ready.

All These Pathé Pathéphone Advantages

- do not mean increased cost to the buyer;
- on the contrary, they mean you buy the best, getting the most for your money, plus the record that never wears out, and an instrument that will play every known make of disc record.



This model \$15.

PATHÉ FRÈRES'
PHONOGRAPH COMPANY
29 West 38th Street NEW YORK

Important Announcement to Dealers

The Pathé Frères Phonograph Company's National Advertising Campaign has Started

It will be of untold benefit to you if you handle the **PATHE FRERES PHONOGRAPH PRODUCTS**.

It will create large and continuous sales.

For it will run in leading popular magazines of large circulation—such as **SATURDAY EVENING POST, COSMOPOLITAN, MUNSEY'S**, etc. The number of readers reached by these mediums is

Over 17,500,000

In addition over 100,000,000 people every month see the **PATHE ROOSTER** in the moving-picture houses.

This publicity is bound to create a great demand.

The campaign will not be a short spasmodic splash, but a

**CONTINUOUS, STEADY, VIRILE PRESENTATION
WEEK AFTER WEEK, MONTH AFTER MONTH**

There's the first page ad. in the **SATURDAY EVENING POST**, and other publications appearing in **JULY**.

READ THOSE SELLING POINTS!

The **PATHE PATHEPHONE** has more advantageous "HELPS TO SALES" because it has more points of superiority.

All inquiries which we receive will be referred to jobbers and dealers in their respective territories. They will reap the harvest from our advertising.

A **PATHEPHONE** Agency franchise is a valuable one.

We want more dealers and have a few jobbing territories still open.

Don't wait, write us today

PATHE FRERES PHONOGRAPH CO.

29-33 West 38th Street

NEW YORK CITY

ADMIRE LANDAY MOTOR TRUCK.

One of the Finest Mediums of Victor Publicity Ever Introduced—Opening on Side Is a Victrola XVI. Design—Other Features.

Landay Bros., Victor distributors, New York, have received many letters of approval from talking-machine men and advertising experts regarding their new motor truck which was introduced to the local trade a few weeks ago. This truck undoubtedly represents one of the finest mediums of Victor publicity which has been launched in some time, and Max Landay, head of Landay Bros., is in receipt of several communications from the Victor factory relative to its pleasure at welcoming this high-grade and artistic member of the Victor delivery family.

As mentioned in the columns of The Talking Machine World last month, the new Landay motor truck is distinctive to a degree, as, in addition to its unusually large carrying capacity and limousine body, its design includes on the sides an actual reproduction of a Victrola XVI. This body is not an imitation built to resemble this popular machine, but is actually constructed of mahogany, with the large doors equipped to open at will and share in the loading facilities of the truck. This feature in itself has caused passers-by to turn around and comment upon the original lines of the truck, and these comments are decidedly favorable in their tenor.

From a practical standpoint the new truck, which was constructed by the Hurlburt Motor Truck Co., is deserving of special mention, as it enhances materially Landay Bros.' facilities to handle the requirements of their dealers in local and suburban territory. The capacity of the truck is probably larger than any truck now being used for Victor shipping in any part of the country. The truck loads from the sidewalk readily, the Victrola-shaped center permitting of this departure, and this feature saves time and eliminates a considerable portion of the usual wear and tear, as the doors are much nearer the ground than the average tailboard. Constructionally, the truck represents the latest and most up-to-date mechanical ideas in every detail.

RECENT COLUMBIA LITERATURE.

Summer literature recently issued by the advertising department of the Columbia Co. includes an attractive four-page folder intended for distribution among prospects for summer outfits, and a series of lantern slides directed particularly toward developing business during the hot weather. The new folder contains a number of attractive outdoor scenes, and the text used is brief and to the point, emphasizing the desirability of owning a Columbia outfit at the summer home, camp or any outdoor place of amusement.

TO REORGANIZE COMPANY.

The stockholders of the Rex Talking Machine Co., of Philadelphia, have agreed to reorganize the company with assets increased from \$16,000 to \$88,000 and with a capital stock of \$1,200,000. The estate of Harry W. Stoll will join in the reorganization.

INCORPORATED.

The E. H. Smith Co., of the Bronx, was incorporated at Albany this week with a capital stock of \$10,000 for the purpose of handling talking machines, automatic musical instruments, sporting goods, etc. Capital stock, \$10,000. Incorporators: F. Nanheimer, E. H. and E. Smith, 1023 Southern Boulevard, New York.

The Wonderphone Phonograph Co. of Chicago was incorporated with the Secretary of the State recently with a capital stock of \$30,000 for the purpose of manufacturing phonographs and other talking machines.

W. S. Scherman, of the Columbia advertising department, left July 3 for a fortnight's sojourn at Canandaigua, N. Y., in the Adirondacks, where he will plan new ideas to co-operate with Columbia dealers this fall.

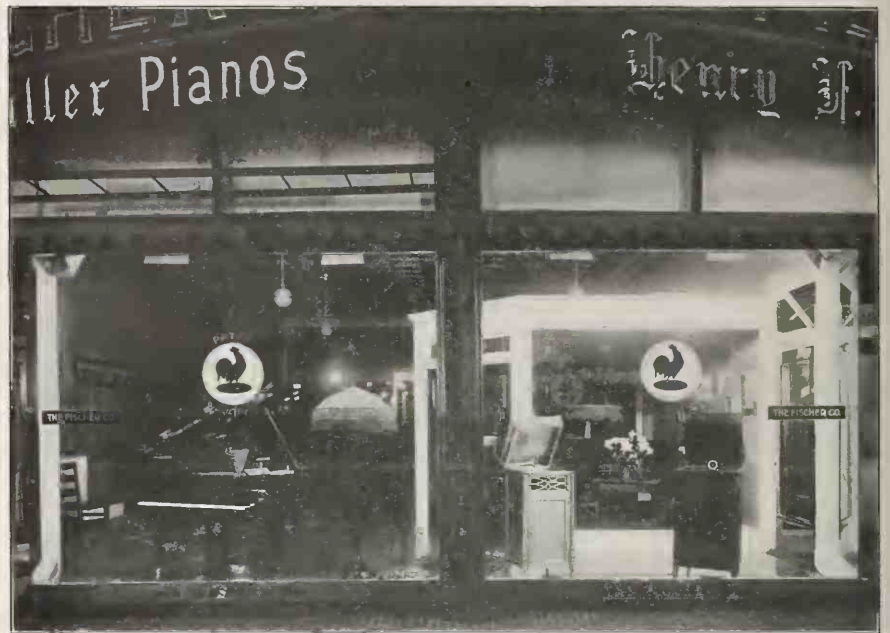
FISCHER CO.'S ATTRACTIVE PATHEPHONE DEPARTMENT.

(Special to The Talking Machine World.)

CLEVELAND, O., July 3.—One of the most attractive talking machine departments in the local trade is the Pathephone department of the Fischer Co., at Huron road and Euclid avenue. A view of this department is shown in the accompanying

illustration. The Fischer Co. also handles a high-grade line of pianos and finds that the Pathé line is a factor in the growth of the piano business.

In a recent interview E. T. Caldwell stated that



Window Display of Pathephones Made by the Fischer Co., Cleveland.

illustration, and the success which has been achieved since the very inception of the Pathephone warerooms reflects the care and consideration which was bestowed on the arrangement and decoration of the department as a whole.

One-half of the Fischer Co.'s store is devoted to the Pathé department, and the company has con-

ducted an energetic campaign on behalf of the Pathephone and Pathé discs which has produced excellent results. The Fischer Co. also handles a high-grade line of pianos and finds that the Pathé line is a factor in the growth of the piano business. He is enthusiastic regarding the outlook for his Pathé department and predicts a banner fall season

ISSUE INTERESTING SAMPLE CARD.

A piece of literature that is of excellent selling force is the "sample card" of talking machine needles just issued by John M. Dean Corporation, Putnam, Conn., whereon are sewed twelve samples of different styles of needles made by this well-known house. A glance at the card gives a comprehensive idea of just what the styles of needles

are, which enables the customer to purchase with a degree of certainty in securing exactly what is desired. These twelve styles comprise the No. 8 fine, No. 7 soft, No. 6 medium, No. 3 full tone, No. 2 loud, No. 1 extra loud, No. 14 trolia, No. 9 opera, No. 11 half tone, No. 10 ideal, No. 13 spear-point, and No. 12 Petmecky. Recent export orders were from Fairbanks, Alaska, and prominent points in South America.

LONG CABINETS

For New IX



D 79

With or without special moulding.
(Pat. applied for)
Made in all finishes.

On view at

New York Furniture Exchange

Get new illustrated folder
of the most complete line
on the market.

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

Address

CLEMENT BEECROFT
Sales Manager

309 W. Susquehanna Avenue, Philadelphia

MICA DIAPHRAGMS

☞ Are used in the best machines of today,

☞ Because they reproduce best and are the only ones to retain their reproducing qualities for an indefinite time,

—if they are made right;

—we know how

—our experience is at your service.

MEIROWSKY BROTHERS
106-108 BROADWAY, JERSEY CITY, N. J.

OGDEN SYSTEM IN FAVOR.

J. B. Ogden, the manufacturer and originator of the Ogden system of record filing, at Lynchburg, Va., reports an increasing demand for his products throughout the country, and which are sold with great success by jobbers of national reputation. The Ogden system appeals to lovers of the talking machine because it enables users to care for their records in a most complete and satisfying way—a factor of importance

How many sales do

You Lose

by wasting time locating records for

Busy Customers Because

Your system will not locate records instantly, re-order automatically or show you the rapid sellers?

Your Jobber

will guarantee the Ogden System to you. Order now and be ready for the biggest year's business.

If your distributor is not on this list, write direct for catalogue.

J. B. OGDEN, Lynchburg, Va.

LYON & HEALY ENTERTAIN

Visiting Delegates to the Talking Machine Jobbers' Convention Given Royal Reception by Lyon & Healy, Chicago, Preparatory to Leaving for the Convention City.

(Special by wire to The Talking Machine World.)

CHICAGO, ILL., July 13.—Lyon & Healy entertained visiting delegates on their way to the talking machine jobbers' convention in royal style today. At 10.30 this morning seven touring carloads left Adams and Wabash streets with Lyon & Healy pennants flying. A delicious course dinner was served in the pavilion dining room of the South Shore Country Club, after which the guests were grouped on the lake front and photographed by the official photographer of the Chicago branch of this paper.

President Robert B. Gregory, of Lyon & Healy, made an address tracing the development of the talking machine from the days when it was a coin slot affair up to the artistic triumphs of to-day. He instanced hearing and listening to the Victrola in the home of H. C. Frick, the iron magnate, with accompaniment by a \$40,000 pipe organ.

H. C. Brown, Victor advertising manager, responded in behalf of the Victor Co. and delegates, thanking them for entertainment. Waiting automobiles then took the guests for an entire afternoon tour of Chicago's park and boulevard system, delivering them back at Rock Island depot in time for the 5.27 special for 'Frisco.

On the rear of the observation car was an electrically illuminated sign featuring the name of the association. Those on board were: J. C. Roush and wife, Pittsburgh; Mr. and Mrs. W. H. Parmenter, Toledo; H. A. Winkelman and wife, Boston; C. F. Buescher, Cleveland; P. B. Whitsit and wife, Columbus; H. F. Miller and wife, Philadelphia; T. H. Towell and wife, Cleveland; C. N. Andrews and wife, Buffalo; Otis Bigelow and wife, Dowagiac, Mich.; Miss Marie Katz, Akron, O. The following from the Victor Co.: H. C. Brown, advertising manager; F. K. Dolbeer, W. B. Fulghum and wife, George Ornstein and wife, C. L. Price and wife. The following from Lyon & Healy: James F. Bowers, wife and son, James; L. C. Wiswell and family, Miss Helen Mae Jefferson, daughter of B. H. Jefferson; H. R. Smith and C. P. Bliss, T. B. Stone and brother, A. R. Stone, F. A. Siemon, wife and daughter, Wurlitzer's, Chicago; F. G. Ritter and wife, Mattoon, Ill.; S. O. Wade and wife, Chicago; W. H. Reynolds, Mobile; Edward Lyman Bill, New York. Besides the above the following were present at the South Shore Club dinner: R. B. Gregory, M. A. Healy, Columbus Healy, C. R. Fuller, W. H. Roche, B. H. Jefferson, all Lyon & Healy; H. A. Fitzpatrick, Victor traveler; Harry Goldsmith, Badger Talking Machine Co., Milwaukee, and E. P. VanHarringen.

During the dinner Miss C. Jenkins, of Lyon & Healy record department, sang, accompanied on the piano by Miss Elsie Stein, in charge of their Victor recital hall.

Many compliments for L. C. Wiswell, who planned the entertainment and arranged the trip to the Coast. During the day Mr. Wiswell received a wire from the Consolidated Music Co., Salt Lake, inviting the excursionists to an organ recital and sightseeing trip.

CHARGE MAIL ORDER SCHEME.

As a result of complaints lodged with United States Attorney Marshall in New York, alleging that foreigners living in various parts of the country were being swindled by means of a mail order scheme, Saul Birnzwieg, who conducts a talking machine establishment at 111 Second avenue, New York, was arrested Tuesday by Post-Office inspectors on the charge of using the mails to defraud. When arraigned before Commissioner Houghton Mr. Birnzwieg waived examination and was held in \$3,500 bail for the Federal grand jury. He furnished surety.

ARTISTIC VICTOR SOUVENIR.

The Victor Talking Machine Co. sent out to its dealers this week a novelty post card which is being given to visitors at the Victor Temple of Music in the Palace of Liberal Arts at the Panama-Pacific Exposition, San Francisco, Cal. These cards are being given away in large quantities and mailed by thousands of visitors back home to their friends.

The series of cards comprises illustrations of the ten principal buildings and monuments at the exposition, the inside also showing one of the popular illustrations used by the Victor Co. in its national advertising. This cut-out, which is beautifully lithographed, is a splendid example of the perfection of Victor publicity and the thoroughness which characterizes every production of the company's advertising department. The outside of the novelty post card shows a reproduction of the Victor Temple of Music at the exposition.

TO HEAD ADVISORY BOARD.

Thomas A. Edison has sent to Secretary of the Navy Daniels his acceptance of an invitation to head an advisory board of civilian inventors and engineers for a Bureau of Invention and Development which the Secretary intends to create in the Navy Department.

Music Dealer—And here's the "Lucia" sextet—a very popular record.

Mrs. Rox (virtuously)—No, not for a family machine; there's too much of this sex business nowadays.—Puck.



LIST OF JOBBERS

C. Bruno & Son, Inc.	The Phonograph Co., Cleveland.
Blackman T. M. Co.	McKee Co., Inc.
E. F. Droop & Sons Co.	Kipp-Link Phono. Co.
Cohen & Hughes, Inc.	Harger & Blish.
M. Steinert & Sons Co.	Chandler & Co.
Neal, Clark & Neal Co.	Phonograph Co., Kansas City.
Rudolph Wurlitzer Co.	Frank E. Bolway & Sons.
Knight Campbell Music Co.	The Phonograph Co., Chicago.
Chase & West T. M. Co.	Graves Music Co.
Eimira Arms Co.	Texas-Oklahoma Phono. Co.
Thos. Goggan & Bros.	The Phono. Co., Milwaukee.
Stewart T. M. Co.	Phono. Corp., Manhattan.
Henry Horton.	Columbia Graphophone Co.
Nebraska Cycle Co.	Pennsylvania T. M. Co.
Pacific Phonograph Co.	and others.
Denver Dry Goods Co.	

ROYAL GREETING FOR FARRAR.

Operatic Soprano Visits Los Angeles to Take Leading Roles in Operas for Lasky Motion Picture Co.—Great Banquet in Her Honor.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., July 8.—Never in the history of Los Angeles has an artist been received with as much enthusiasm as was Miss Farrar upon her arrival in our city to play the leading roles in Carmen, La Tosca, etc., for the Lasky Motion Picture Co.

The crowning event was a wonderful banquet given in her honor Saturday evening, June 12, at the Hotel Hollywood by the Lasky Co. Among the notables present in the "legit" and the film world were Mrs. David Belasco, John Drew, Raymond Hitchcock, Blanche Ring, Fannie Ward, Mrs. Jesse Lasky, Laura Hope Crux, Julian Eltinge and Mr. and Mrs. Gest, Mr. Gest being Miss Farrar's manager. One hundred and fifty persons in all were present. Many cowboys and minor members of the Lasky Studios were on hand to pay tribute to Miss Farrar and welcome here to her new role of star to the one-eyed audience, as the motion picture camera is called. One of the interesting features of the evening was the understanding that everyone was to do a little stunt. Consequently there was a very amazing and great display of talent. About the middle of the performance that sterling comedian, Raymond Hitchcock, arose and very solemnly announced that the next number on the program would be a selection from Carmen by Miss Farrar. This announcement was, of course, enthusiastically received. Upon order being once more restored, an attendant started a Victrola with a Farrar record of the "Habanera." Everyone listened very attentively until the final note had been sounded, then suddenly the room rang with applause. Miss Farrar has a Victrola in her own apartments and also one at the Lasky studios. The one at the studio is used exclusively for dancing, as an amusement for Miss Farrar and the company between scenes. Miss Farrar very graciously sings

every day for members of the company and is fast becoming the popular idol of the film world.

WANT TO HEAR FROM AMERICANS.

Editor Talking Machine World, New York.

Dear Sir: I should be very glad if you would inform your readers that several Belgians, competent business men, have created an organization having a double object:

1. To introduce in Belgium, as soon as the war is over, all American products and manufactures, etc.

2. To employ as agents, representatives, etc., a large number of Belgian manufacturers and business men who have been partly ruined, but still possess enough capital and can give the necessary guarantee as agents, dealers, etc.

Being convinced that this organization will have the approbation of American manufacturers and business men, those interested are asked to address their inquiries to: Willy Lamot, Shardshighs, Halsted (Essex), England, who will give them full details.

Owing to the risk of traveling, may I suggest copy of letter be forwarded after a week or so, in case one is lost. Thanking you for the space afforded me, I am, Yours faithfully,

WILLY LAMOT.

ITS POPULARITY DEMONSTRATED.

The commercial possibilities of the new Columbia personal record department were demonstrated last week when an order was received from the Durham Duplex Razor Co. for the production of a record which it could utilize in the stores handling its products throughout the country. This record proved a signal success, and is being ordered in substantial quantities by the razor company. Among the other recent orders received by Manager King was one for 10,000 records from a prominent Swedish pastor who plans to sell them to his many friends throughout the country. Charles F. Thayer, well-known in the local retail trade, has joined the staff of this department.

PUBLICITY THAT ATTRACTS

Is the Double-Page Advertisement Which Appeared in the Saturday Evening Post Recently for the Victor Talking Machine Co.

The Victor Talking Machine Co. carried in the July 10 issue of the Saturday Evening Post a two-page advertisement which was considered by many members of the advertising fraternity as one of the finest pieces of publicity which this periodical has presented in quite some time. Victor national publicity is invariably attractive and artistic, but this latest advertisement even surpassed in many ways the high Victor standards.

The advertisement was headed "Band Concerts in Your Own Home by the World's Greatest Bands," the illustration used conveying the thought of a vast auditorium with a band playing on the stage. Sousa, the march king, and his famous band, who have recorded numerous selections for the Victor library, were shown in the lower section of the advertisement, together with a photograph of a Victrola XVI. and the world-famous Victor trade-mark.

CHARLES RADTKE MARRIED.

Charles Radtke, cashier of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, was married on Sunday, July 11, to Miss Rose Wheatley, of Brooklyn, N. Y. Mr. and Mrs. Radtke are now away on their honeymoon, and are expected to return within the next week or so. Incidentally, the married men's baseball nine of the New York Talking Machine Co. will receive added strength for next year's battle with the bachelors, for Mr. Radtke played second base for the single men last month with signal proficiency.

The Boston Phonograph Co., Boston, Mass., has been incorporated with capital stock of \$50,000 by Elbridge J. Eames, Oliver A. Wyman and Helen E. Harrington.

5,000,000 Lindström Motors IN USE THE WORLD OVER



Workmen in One of the Lindström Factories.

FACTORIES:

Berlin, Weissensee, Rixdorf, Spremberg, Hanover, GERMANY St. Croix, SWITZERLAND London, ENGLAND
Clichy, FRANCE Warsaw, RUSSIA Vienna, AUSTRIA Barcelona, SPAIN Rio de Janeiro, BRAZIL

OTTO HEINEMANN, 45 Broadway, New York—2701 Armitage Ave., Chicago

ART OF WINDOW DRESSING MORE WIDELY RECOGNIZED.

(Special to The Talking Machine World.)

BIRMINGHAM, ALA., July 8.—The art of window dressing has progressed remarkably in recent years, and the display which attracts special attention at the present time must include the original and distinctive before it is the subject of special comment. An attractive window display is

is a keen student of window displays and their possibilities, and the window shown herewith represents the results of extended thought and preparation.

The main value of the display rests in its adaptability and timeliness. Every figure in the display is there for a specific purpose, namely, to illustrate



Cleverly Arranged Window of the Columbia Graphophone Co., Birmingham, Ala.

an indication of an up-to-date establishment, and it is a tribute to the aggressiveness of this city's retail merchants that their windows frequently contain displays which compare very favorably indeed with those seen in much larger cities.

A recent local display that won a large amount of praise and favorable comment was presented in the store of the Columbia Graphophone Co. at 1818 Third avenue. W. S. Parks, manager of this store,

or draw attention to some one selection in the recent Columbia list of new selections. For example, the bull represents "Cows May Come and Cows May Go, but the Bull Goes on Forever," the swan applies to "The Swan," as played by Pablo Casals, the famous 'cellist, the automobile brings up thoughts of "And the Little Ford Rambled Right Along," while every other figure in the window is applicable to some recent Columbia record.

EXTENSIVE ADVERTISING CAMPAIGN

For the Pathé Frères Phonograph Co. to Be Launched in the Magazines This Month.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has just completed plans for an extensive advertising campaign which will be launched the end of this month, and be centered in magazines of national circulation. The Saturday Evening Post and similar periodicals of prestige will be used to reach the music-loving public, and advance proofs of the copy to be used indicate the introduction of a campaign which will be of material benefit to Pathé dealers throughout the country. Pathephones, as well as the Pathé discs will share equally in this advertising, and the company states that this publicity is not designed to be a mere "flash in the pan" or a spasmodic attempt, but, on the contrary, the start of a broad, comprehensive advertising campaign.

Since the Pathé Frères Phonograph Co. entered the field a little more than a year ago it has met

with constantly increasing success, and owing to the sales possibilities of its products has established agencies with some of the best-known members of the piano industry. Such well-known piano concerns as Hardman, Peck & Co., Jacob Doll & Sons, Fischer Piano Co. and many others have evinced their approval of the Pathé line by giving the products active representation.

T. E. LaMontagne, vice-president of the Pathé Frères Phonograph Co., is devoting considerable time and attention to the proposed advertising campaign and has been making a close study of the essential requisites of successful and prestige-building copy in this field. Referring to his ideas of advertising copy, Mr. LaMontagne said:

"I am convinced that advertising copy necessary for the marketing of any merchandise should carry with it, first, something to create confidence; second, something that will develop interest in the goods; third, something that will bring points out clearly which will leave in the mind of the reader the desire to possess the thing advertised. Our Pathé campaign will not only be an immense as-

DECIDED IN FAVOR OF DEFENDANT.

The suit instituted last year by the American Graphophone Co. versus the American Parlograph Corporation was decided in favor of the defendant last week. Judge Anderson, of Indiana, sitting in the United States District Court, New York, dismissing the complaint without filing any formal opinion. The plaintiff charged infringement of various patents, claiming that the Parlograph, a dictating machine manufactured by Carl Lindström, and merchandised by the American Parlograph Corporation, infringed certain patent rights of the Dictaphone, manufactured by the American Graphophone Co. The case will be appealed by the plaintiff. C. A. L. Massie appeared for the American Graphophone Co., and Cabell & Gilpin (H. Cabell of counsel) for the American Parlograph Corporation.

INCORPORATED.

The Standard Photo Play Distributors was incorporated last week with the Secretary of the State of New York, to engage in the theatrical, motion picture and talking machine business. Capital, \$10,000. Incorporators: H. M. and A. Warner; A. Lichtman, 126 Claremont avenue.

sistance to our dealers in the way of business, but will mark the great progress of the Pathé Frères Phonograph Co. and be a real help to the entire sound reproducing industry."

AWARDS ANNOUNCEMENT DELAYED.

(Special by wire to The Talking Machine World.)

SAN FRANCISCO, CAL., July 12.—The delay in issuing the official list of awards to talking machine and other exhibitors is due to the protests being made, which are now under consideration by the Superior Jury of Awards. It is expected, however, that the work of reviewing the awards will be completed about July 15. Several of the more prominent exhibitors are only awaiting the final decision before announcing their awards.

The Columbia Co carried a very striking advertisement in a recent issue of the Saturday Evening Post, devoted to Columbia records. This advertisement, which occupied the two center pages of the publication, featured two of the series of silhouette cuts which have been used by the Columbia advertising department for quite some time.



F

"F" stands for Felt. And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F.

Make your order read "six of each" upon our satisfaction guaranteed basis.

THE UDELL WORKS
Indianapolis, Ind.

(1205 West 28th Street)

FOR SALE

My exclusive retail Victor agency, stock, accounts and fixtures invoice about \$10,000. Have four-year lease, and excellent location in city of 100,000 population. Outer business forces me to sell. Address "S. S. S." care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE AT A BARGAIN

Brand new 10 and 12-inch loose-leaf record albums, wrapped in original packages, value \$1.75 and \$2.00. I have 500 to dispose of and would sell the entire lot or in small quantities. Sample of either size will be sent upon receipt of 50c. H. ROSEN, 3 School St., Boston, Mass.

Will pay cash for new—slightly used—or discontinued EDISON — COLUMBIA — VICTOR—disc or cylinder records and machines. Address, giving quantity and price wanted. T. Stapleton, Room 606, 73 Nassau St., N. Y.

Party with capital would buy out or go into Victrola and piano concern in or near New York. Only legitimate proposition would be considered. Address "Buyer," care The Talking Machine World, 373 Fourth Ave., N. Y.

Creating a record demand

Every man, woman and child in your neighborhood, if they can read, will see this Columbia story in July.

It appears in the Saturday Evening Post and all the other leading magazines, newspapers, foreign, trade and class publications.

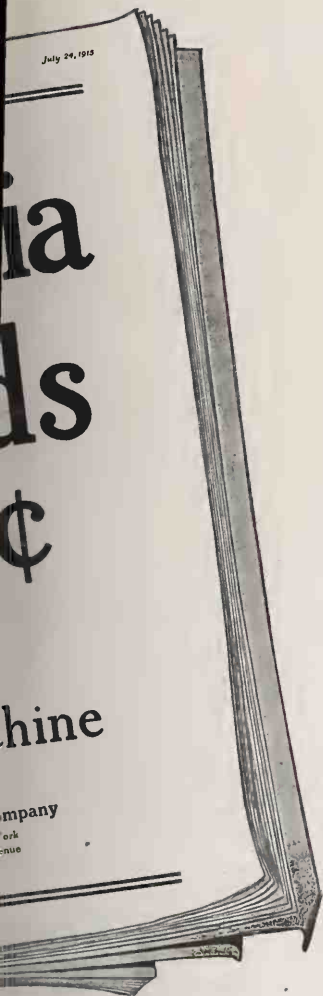
It will multiply the already enormous demand for Columbia Records—a demand that today is making Columbia dealers double their orders, double their sales and double their profits.



Columbia Graph

Woolworth Bu

r talking machine dealers



Share in with the figures going on Columbia books today. Columbia sales are the biggest proof of Columbia reputation and *you* should be in position to secure a portion of these sales.

The public *want* double-disc records at 65 cents. *You* want to supply that demand.

That three-thousand-dollar-a-word-ad will mean a lot more to you—if you read it from *inside* the Columbia line.

hone Company

g, New York



TRADE HOLDS UP REMARKABLY WELL IN BALTIMORE.

Large Business Done with Lower-Priced Machines for Country Homes—Dealers Getting Together on Matter of Payment Terms—Leading Dealers Make Encouraging Reports of from Thirty-five to One Hundred and Fifty Per Cent. Increase in June Business.

(Special to The Talking Machine World.)

BALTIMORE, Md., July 3.—Despite sweltering weather and the fact that thousands of residents of this city and vicinity are going away on their vacations, the talking machine business here has held up remarkably well. Local dealers, although many of them could handle more business, are much pleased with what they are doing, and some of them are getting real busy and getting machines ahead because they do not want to be caught like they were last fall, when they had the orders, but were unable to get enough machines to meet the great demand.

A large number of the dealers have sold machines—most of them of the lower price—to persons who took them away with them. The fact that many persons took records with them while they were at the seashore and other places has kept up the sales of records to a remarkable degree, and while some places report that there was a slight dropping off in the number of machines sold, but few of them report any let-up in the number of records disposed of.

That there is now a plan afoot to bring about an agreement on terms of payment on machines is the statement made here. Some of the dealers are doing their utmost to bring all the dealers together and make up a list of terms to which all will stick and which will be for the mutual benefit of all concerned. It is probable that if this is carried out there also will be an association of the talking machine dealers formed. This latter plan has been in the minds of some of the dealers for some time and they have not let it drop.

The E. F. Droop & Sons Co., Victor distributors, report a fine business for the month of June through W. C. Roberts. The latter made an extended trip through the northern part of Pennsylvania and various sections of Maryland. He did ten times as much business as the firm anticipated.

"During the month of June," said Mr. Roberts, "we did 35 per cent. more business than we did in the same month of last year. We had a heavy run on machines of various classes, but the \$75 one seems to have the call. We expect July to be really a record-breaking month, for many dealers are placing orders for machines ahead so they will not be caught as short handed, as was the case last year. The increase in business for the first six months of this year over the first half of 1914 was greater than the increase of the year 1914 over that of 1913."

A record business was done by the Baltimore headquarters of the Columbia Co., according to A. J. Heath, manager. Mr. Heath said:

"Our business for the month was truly phenomenal. We did 150 per cent. more business this

June than we did in the same month a year ago. I do not believe there will be any let-up in the summer business. We are receiving many orders from firms placing stock orders for goods to be used for the fall trade, and they are all optimistic. Dance records have again gone back into the lead and there has been a heavy sale on the small priced machines up to \$75. These are being taken by many persons to summer homes, shores and even on yachts and motor boats."

P. W. Peck is still on the road for the Columbia Co. and signed up the firm of Williams & Huffman, of Asheville, N. C., to handle the full Columbia line.

I. Son Cohen, of Cohen & Hughes, Inc., Victor distributors, stated that a good wholesale business was done with the Victor line during the month, but there is still a shortage of machines, which has a tendency to handicap business.

Rapid strides are being made in this section by the Edison machine, of which William W. Gibson is distributor. Mr. Gibson is more than pleased with the showing the machine is making and the way the trade is developing.

Under the direction of the Edison Co., another recital at which the machine was used was given recently at Trinity Reformed Church, Hanover, Pa. Verdi E. B. Fuller, the company's representative, had charge of the affair and about 550 persons were present. Several artists were present and sang and played with the Edison.

E. B. Lyons, district traveling man for the Victor Co., concluded a tour of Virginia and part of West Virginia last week. He then visited the various local dealers and distributors. He said he found business very good and considered conditions exceptionally well for the season. He left Baltimore for the Victor factory, July 1.

The last few weeks have brought about a good increase in the Victrola business of H. R. Eisenbrandt Sons, local distributors of the Victor goods. It is reported by Mr. Sauer that the trade leans toward the \$75 and \$100 machines. These are selling fast, and he reports that there seems to be a lively increase in the record sales.

Although the Victrola department of William Knabe & Co. could have handled more talking machine business during June, Milton Boucher, the manager of this department, is much pleased with what was done. He says that if July will continue as it has started out the month will be far better than he expected. On July 1 his department made four cash sales of machines. A Fourth of July window display worked wonders for the two cheaper machines—the \$15 and \$25. These machines were the only ones used in the display and it resulted in the entire stock, with the exception of two machines, being disposed of.

William Knabe & Co. loaned a No. 11 Victrola to the Maryland State Normal School for its annual commencement, and those who attended were much pleased with it.

The Kranz-Fink Talking Machine Co., according to Mr. Fink, did a fine business in both Victor and Columbia goods during June. Mr. Fink stated that he had an exceptionally heavy run on machines up to \$100, and dance records. Mr. Fink said that the business for the first six months of this year was about 35 per cent. over last year.

June with the Victrola department of Stewart & Co. proved to be a better month than May of this year, and J. L. Gibbons, the manager, is more than pleased. Looking back over the records of June, 1914, he found that the business done by his department during the last month more than tripled that of last June. Mr. Gibbons has one of the latest model \$300 machines in the window.

Each month Mr. Gibbons gets out a new cover for the monthly list of records. This month he made it in the form of a mailing card, and it was not necessary to use envelopes in sending the lists out to the many customers of the store. In addition, he has brought into use another novel idea. A part of the cover forms another self-addressed postcard to be returned to the store. It is provided with space for the recipients to fill in the kind of Victrola in which they are interested, for the numbers of eight records and the name and address. Upon the return of these cards to Mr. Gibbons he sends out the records ordered C. O. D.

Miss Mollie E. Griffith, a popular member of the Stewart Victrola sales force, again proved her ability during the month by topping all the other members of the force in sales.

A. T. Doty, of the New York Talking Machine Co., was in Baltimore during the month and was entertained by Mr. Gibbons and Milton Boucher, of William Knabe & Co.'s Victrola department.

Mr. Levin, of Hammann-Levin, Victor dealers, and Mr. Rosenstein, of the Hub Piano Co., where Columbia machines are handled, report that business holds up remarkably well.

Jesse Rosenstein, of the National Piano Co., Maryland distributors of Pathephones, says that business during June was very good and the rush is keeping up remarkably well. To illustrate this he pointed to the store, which was crowded with customers at the time. "I have no complaint to make," he said. "We are really doing more business than we can handle."

Although there was a slight dropping off in machine sales by the Sanders & Stayman Co., which handles both Victrolas and Columbia machines, the record sales kept up better than was expected. Miss Rauschenbach, of this department, made an excellent record sale a few days ago. To one man she sold \$100 worth of records for cash.

The Sanders & Stayman Co. will have to move because of the sale of the present building to a large department store. The property at 319 North Charles street has been selected as the new quarters, although the firm will not have to get out of the present building for several months.



The "Perfection" Record Holder in Use.

TRADE MARK
BEE CROFT

The "Perfection"
Record Holder

Need not be taken from Victrola when being used.

50c Retail

Record Envelopes for
all purposes

Needles

Peerless Locking Plates
for Victor Sound Boxes

Long Cabinets

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA



The dealer who carries Columbia product knows that he has one grade of quality all the time, and also he has the comforting knowledge that he has something to match up pretty well with every pocket that is brought into his store.



(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

ARGUE FOR RATE REDUCTION ON DISC RECORDS.

Representatives of Leading Talking Machine Companies Hopeful of Getting Southern Classification Rates on Discs Records Reduced from One-and-One-Half First Class to First Class.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—L. C. Wiswell, of Lyon & Healy, and chairman of the traffic committee of the National Association of Talking Machine Jobbers, returned to-day from Atlantic City, N. J., where, with other talking machine men, he appeared at a hearing of the Southern classification committee and argued for the further reduction of rates on disc records. The history of the case briefly is this: At their meeting at Chattanooga a year ago the Southern classification committee raised without notice the rates on disc records from first class to double first class. In other words, they raised the rates from \$1.05 to \$2.10 per hundred pounds. At the Atlanta meeting in February of this year the talking machine men made such an effective protest that the decision was finally given, reducing the rates from double first class to one and a half times first class, an increase of fifty per cent. However, this decrease does not go into effect until August 1. At the Atlantic City hearing on Thursday the talking machine men presented arguments to show that the rates should be reduced back to the first class rates. Mr. Wiswell says that he and his conferees believe that their demands will be granted and expect a decision in the next two weeks. If so, the new, or rather the old, rate prevailing before the Chattanooga meeting will not go into effect for another six months.

The other men who were present were W. B. Fulghum, traffic manager of the order department of the Victor Talking Machine Co.; John Rogers, traffic manager of Thos. A. Edison, Inc.; C. L. French, traffic manager of the Columbia Graphophone Co., and E. N. Upshaw, of the Elyea Austell Co., Victor distributors, of Atlanta, Ga. These men presented interesting statistics regarding disc records, such as the weight per cubic foot, condensity of packing, etc. Mr. Fulghum, in his statistics, also made reference to analogous articles, such as china plates, flat glass plates, photographic negatives, etc. It need hardly be said that the prime object of the jobbers and talking machine companies in fighting for a reduction of the rates in the present Southern classification schedule is to get them on the same basis as in the Western and official classifications which give disc records the first class rating, so as to eliminate the possibility of the official and Western committees using the Southern rates as a precedent for raising their own. The matter was gone into very exhaustively by the talking machine men at the Atlantic City hearing, and rulings of the Interstate Commerce Commission and the courts were recited to prove the reasonableness of their claims.

Mr. Wiswell, speaking as chairman of the traffic committee of National Talking Machine Jobbers, stated that he would present a report on the traffic situation at the convention of the organization at San Francisco and hoped to be able to report that the Southern classification committee had taken favorable action on the matter. Mr. Wiswell then said in part:

"When, in appearing before you last (at the February meeting), I read to you some letters which I had received from Victor distributors located within your territory. These letters, in the main, cited that within the past five years they had practically placed no claims with the transportation companies for breakage done to disc records in transit. In order to substantiate and prove beyond a reasonable doubt the statements made by these Southern distributors, I caused a blank to be printed and mailed to every Victor distributor in the United States. On this blank was printed a number of questions: (1) Did you during the past five years file any claims with railroad companies for disc records broken in freight shipments? (2) If so, how many? (3) What were the total amounts of claims? (4) Give names of railroads on which claims were made, if any? (5) Is it not a fact that the present method of packing, as used by the manufacturers, is the best possible to your knowledge? (6) Is it not a fact that the manufacturers have consistently at every opportunity improved their method of packing? (7) Is it not a fact that the present method of packing is superior to that used a few years ago? (8) Probable cause of breakage. Were the boxes received in good condition, or were they received broken open and with other evident signs of unnecessary rough handling in transit?"

"Reports have been received from practically every distributor—to be exact, eighty—which I shall, with your permission, submit as part of my evidence. These reports tell me and will tell you that during the past five years these eighty distributors have not filed more than twenty claims covering breakages of disc records en route. These claims in total do not amount to more than \$400. Hardly conceivable. Do you know of any other commodity that is shipped in such large quantities, bringing such a revenue to the carriers, on which during five years throughout the United States there have been not more than twenty claims filed, which claims do not aggregate in dollars and cents more than \$400?"

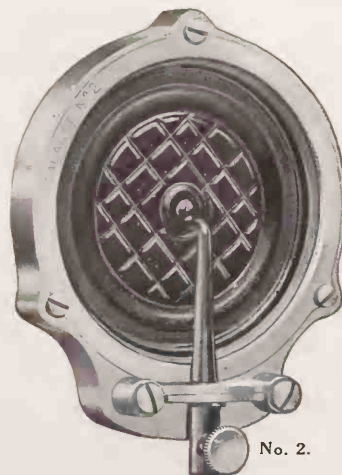
"I am firmly convinced that after each of you have read carefully and thoughtfully the evidence which we have presented that none of you will have any hesitancy in casting your vote in favor of our petition.

"In closing permit me to mention, and I wish to impress upon you, that the traffic on disc records does not stop after the first haul from the manufacturers to distributors, for at least seventy-five per cent of the total tonnage is reshipped from the distributor to dealer. True, a part of this reshipment is by express, but there is a large, yes, larger proportion than you realize, shipped by freight. This gives you double haul, hence double revenue.

"I sincerely hope that our efforts have not been in vain and that you will act affirmatively on our petition, giving disc records the first class classification we request."



No. 1.



No. 2.

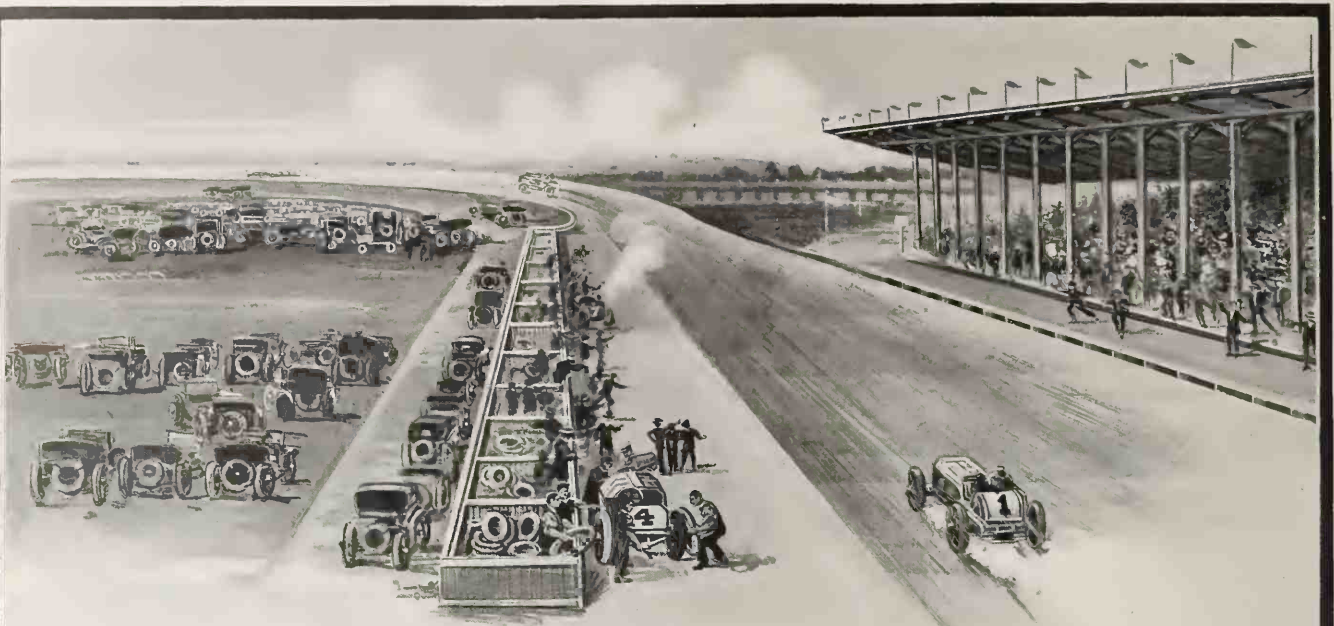
BALANCE Sound Boxes

with the "metalloy" diaphragm reproduce tenor voices in the TRUE TENOR quality of tone.

No. 1	
RETAIL PRICES:	
N. P.	\$3.00
OX	\$3.00
24K Gold Plate	\$3.50

For Samples send to any Jobber of Edison Disc Machines.

No. 2	
RETAIL PRICES:	
N. P.	\$4.00
OX	\$4.00
24K Gold Plate	\$4.50



A New World's Record

An Average of 97.6 Miles Per Hour for 500 Miles

That's the record set at the opening of Chicago's new speedway.

Just Think Of It!

After all, Mr. Dealer, wasn't it the co-operation of the mechanic and pit men—the preparation and training—that made this new record possible?

Go After That Big Prize

“Your fall and winter business.”

Let Us Be Your Team-Mates

**We'll send you to the mark ready—
and see you through to the finish**

The Talking Machine Company

Victor Distributors

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., July 10.—It was a good June in the talking machine business. It wasn't an especially good June in many other lines, but, we repeat, it was a good month in the talking machine business. Oh, what is so fair as a June in the talking machine business when sales are away ahead of the June of the previous year and only a trifle less than in May? But this is not all. Shipments were much ahead of a year ago and at the same time advance orders for fall were far in advance of any previous June. This statement is the result of interviews with all the local jobbers. These men say that the supply of machines and records is now in fair condition, although there is still a shortage in the smaller or portable types, such as are demanded by vacationers. It is evidently a fact that the talking machine is looming big this year in the resorts bordering the small lakes off to the West. People not only want a machine that they can take to their summer cottage, but they want it small enough to take out in a rowboat or a launch. This demand, be it noted, does not mean any diminishment in the sales of the larger machines, but is, for the most part, from people who have machines ranging all the way from \$100 to \$250 and up in their city homes.

Local retail business, on the other hand, can only be characterized as fair. It is relatively better with the big loop stores than in the outlying districts. This is probably due to the fact that the latter merchants, at least those in some sections, feel keenly the effects of the great building strike, which, however, at the present writing, gives promise of an early settlement.

Trade Is Baseball Mad.

A baseball league is being formed in the talking machine trade and teams have been organized by Lyon & Healy, the Talking Machine Co., Columbia Co., the Rudolph Wurlitzer Co. and Babson Bros.

An interesting game was pulled off on July 3 in Grant Park on the lake front between the Talking Machine Co. and the Columbia Co. It resulted in the score of 11 to 9 in favor of the Talking Machine Co., although at the end of the seventh inning it was 9 to 5 in favor of the Columbias, then the T. M.'s got busy and won victory from the jaws of defeat. The Talking Machine Co.'s lineup was as follows: Catcher, E. Connery; pitchers, Griffiths and Creed; first base, Griffiths and Creed;

second base, Teeste; short stop, Kestner; third base, T. Griffith; left field, Marsh; right field, Denning; center field, Gentye and Barker. It was an exciting game all through. Dan Creed was the first man up for the Talking Machine Co. He knocked a home run at the start. Griffiths was the pitcher for five innings when he was knocked out of the box and his place taken by Dan Creed, who played a very tight game from then on. The Columbia lineup was: Nyquist, catcher; Jacobs, first base; W. Smith, second base; Joe, short stop; Allen, third base; Captain Brooks, pitcher; Butterfield, left field; Lesserd, right field; Singer, center field. The company got sixteen strike-outs and made four or five bases on balls. Bert Dorian was the umpire for the Columbias, and Lampe for the Talking Machine Co. Both narrowly escaped with their lives. The Columbias are going to have a chance to come back on August 7, when they will again play the Talking Machine Co.

The Lyon & Healy Speed Boys thrashed the Wurlitzer Big Leaguers on June 12 to the tune of 4 to 1. Warning was pitcher, and Fell catcher, for Lyon & Healy, while Rinker and Levy made up the battery for the Wurlitzer outfit. A return game was scheduled for July 10.

On July 17 the Wurlitzer people will meet the Talking Machine Co.'s team

The Six Best Sellers.

The six best Edison sellers of the month were: "Peer Gynt Suite," "There Must Be Little Cupids in the Briny," "Fourth of July at Pumpkin Center," "Caprice Viennois," violin; "Stars and Stripes Forever," and "Caro Nome," Mlle. Alice Verlet.

The Columbia six best sellers the last month are as follows: "Home, Sweet Home," Alice Nielsen; "Shadowland," instrumental; "My Tango Girl," "In the Land of Love with the Song Birds," "Cohen on the Telephone," and the ever-popular flute, violin and harp trio, "The Herd Girl's Dream."

The best selling Victor are reported as follows: "Songs of Our Native Birds" (two selections on the opposite sides of the same disc), "Moaning Saxophone Rag," "Kahola and Honolulu Marches," "Don't Take My Darling Boy Away," and "I'm on My Way to Dublin Bay."

June Big Month.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, says that June was way ahead of last year both as regards the whole-

sale and the Chicago retail trade. The record stock is in splendid shape, and they can fill orders all O. K. They are back to the Lyon & Healy ideal of "goods shipped same day as ordered," so far as records are concerned. They are still behind somewhat on XIVs and XVIs a little, not much, but conditions are infinitely better than a month ago. The Victrola VIII, the \$40 machine, is in great demand by the summer cottagers, and they are having some difficulty in getting enough. However, there are other styles which they can legitimately substitute with a little argument.

Mr. Wiswell went to Peoria a week ago and closed the Lyon & Healy store in that city, of which he was the long-distance manager. It carried everything, pianos, talking machines, small goods, and the like, and its discontinuance was simply in line with the company's policy to come in competition with the dealers as little as possible. They never do it except where conditions absolutely compel. The Victor stock and license at Peoria have been sold to the large crockery and glassware firm of George H. Wheelock & Co., who have their main store in that city. They already carried Victor goods at their stores at Des Moines, Ia., and South Bend, Ind.

Heard Caruso Two Thousand Miles.

Enrico Caruso is famed for the bigness of his voice and the carrying power of his tones, but he eclipsed himself the week of the big convention of the Associated Advertising Clubs of the World, Wednesday, June 23, at the regular midweek meeting of the ways and means committee of the Chicago Association of Commerce, 700 members of the association and a lot of the advertising men "heard San Francisco" over the telephone. Every man had a receiver to his ear. They heard President Moore, of the Panama Exposition, exchange greetings with Chairman Smith, of the ways and means committee, and they listened to a Caruso record of "Celeste Aida" on a Victrola in the office of the exposition president. Dan Creed and Roy J. Keith, of the Talking Machine Co. were among those present. Further demonstrations were given at the headquarters of the Chicago Telephone Co. to the visiting ad men.

Combination Attachment Meets with Favor.

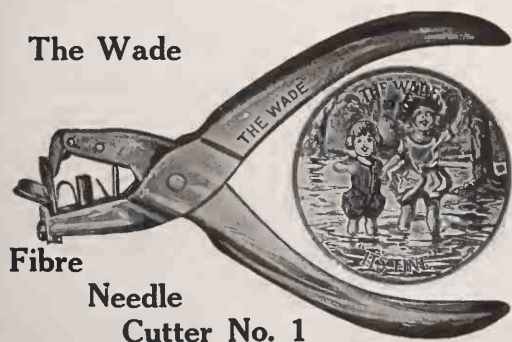
H. P. Brace, president and general manager, and William Tures, vice-president and secretary of the Combination Attachment Co., of 2409 North Western avenue, this city, have both been out on trips among the larger Middle Western cities and

(Continued on page 39.)

THE WADE

THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE

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



The Wade
Fibre
Needle
Cutter No. 1



The Wade
Fibre
Needle
Cutter No. 2

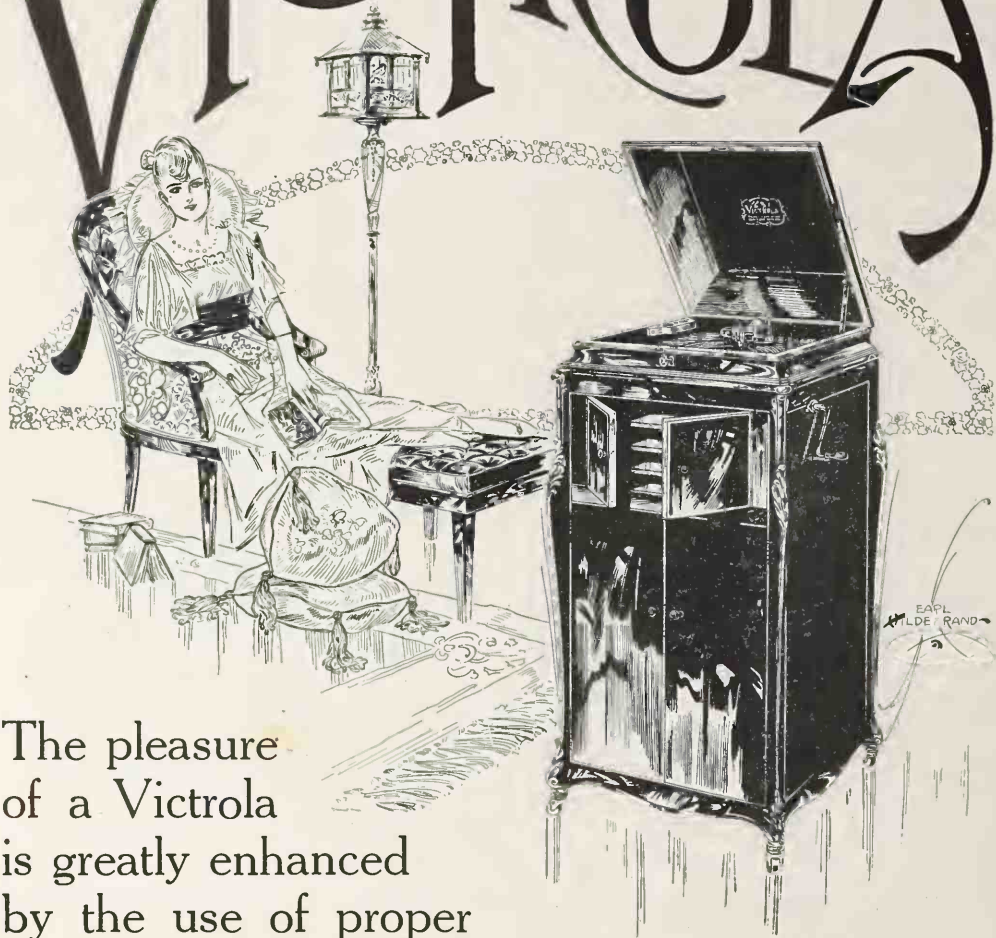
ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE

3807 Lake Park Ave.

CHICAGO

VICTROLA



The pleasure
of a Victrola
is greatly enhanced
by the use of proper

ACCESSORIES

Here are two very useful ones

L. & H. Fibre Needle Cutter



L. & H. Everlasting Dustless Record Cleaner

*Polishes, Cleans,
Makes Records look
like new.*



Write for Prices

FRONT VIEW

Lyon & Healy

VICTOR DISTRIBUTORS
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37).

have returned greatly pleased with the reception given by the leading talking machine dealers and jobbers to their new combination attachment for playing "hill and dale" cut disc records on machines adapted for lateral cut records.

Illustrations and descriptions of this device and of the other attachments made by the company will be found in the advertisement in this issue. The main thing about this attachment is that it attaches instantly without changing the position of the sound box. You get the real-thing tone also. Furthermore, by a nifty little "soft pedal" device which inserts in the attachment—not, mind you, in the sound box—a mellow, soft tone is secured. The counterbalance which the company also makes, and which can be furnished with the attachment or not, as desired, is made for Victor machines only, and is designed to regulate the pressure of the sound box on the record, thereby, the company claims, saving the record.

Big Foreign Stock.

Edward Mortenson, in charge of the stock at the Chicago branch of the Columbia Graphophone Co., is proud of the fact that he presides over the biggest stock of foreign records outside of the company's headquarters. He "points with pride" to divisions devoted to no less than twenty-eight different languages, and to the fact that the company is now issuing or will soon issue separate catalogs of each of them.

Returns to Chicago Office.

Bert Dorian, brother of Frank Dorian, manager of the Dictaphone department of the Columbia Graphophone Co., has returned to the service of the Chicago office of the concern after ten years' absence in other lines of trade. He is now connected with the Dictaphone department, when formerly he was in the musical division. He has received a hearty welcome.

Pauline Olson, of the bookkeeping department of the Columbia's Chicago office, has returned from a three weeks' trip to the two expositions on the Coast. She had a fine time.

O'Neill in New Venture.

Arthur J. O'Neill, formerly general manager of the O'Neill-James Co., has announced his intention to re-engage in the talking machine business and is organizing a company to be known as the Arthur J. O'Neill Co. At the recent auction of the assets of the company Mr. O'Neill acquired the good will and certain fixtures for \$250. "I have not arranged for any especial lines yet," said Mr. O'Neill to The World, "but plan to do a general talking machine business and conduct it from our old quarters at 337 W. Madison street. I am joined in this venture by a silent partner."

The first creditor's meeting of the O'Neill-James Co. will be held July 15 before Referee in Bankruptcy Wean. The official schedule shows the assets to be \$18,854 and liabilities \$72,487. At the recent auction of the stock, office fixtures, etc., the total received was \$967, which includes the amount from the sale of the good will. A petition has been filed with Judge Carpenter in the United States District Court by the Columbia Graphophone Co. and which lays a claim to the books and records of the company on the grounds that goods shipped the defunct concern were on consignment.

To Take Long Western Trip.

S. O. Wade, of Wade & Wade, accompanied by his wife, will take an extensive trip through the West that will last considerably over two months. They will leave on the Jobbers' convention train July 13, and after enjoying the trip and attending the convention they will visit all points of interest on the Pacific Coast and also in other Western States on the return. "We are combining a business and pleasure trip," said Mr. Wade, "and we are going to enjoy a good vacation and at the same time call on certain Western members of the trade whom we have not been able to see before. Business with us continues fine and during the month of June we had approximately three times the amount done last year. We do not know why this improvement should be, but

as long as we have it—that is the main idea. The use of the fibre needles is growing rapidly, and the public in general is becoming better acquainted with the fact that our cutters are to be procured from every first-class jobber.

Erect New Building.

The Brown Music Co., 9119 Commercial avenue, South Chicago, of which R. M. Brown is the proprietor, has just finished the excavation for a new two-story and basement brick building. The basement will be devoted to motorcycles, the first floor to talking machines and pianos, and the second floor to sporting goods. Mr. Brown travels on the road for the W. W. Kimball Co., and Ray Cunliffe is the manager of the store. They handle Victor and Columbia goods.

Geissler to Coast.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co. and the Talking Machine Co. of Chicago, Victor distributors, arrived in Chicago Sunday and remained until Tuesday evening, when he left for the Coast, where he will join his family, who preceded him a week previous, and will spend a month or so vacationizing on the Coast, and, of course, he will attend the Talking Machine Jobbers' convention.

Placing Fall Orders Early.

Roy J. Keith, of the Talking Machine Co., says that Victor dealers, prompted by past experiences, are placing their fall orders earlier this year than ever before. In fact, its travelers actually booked a great deal of fall business before they left on their vacations. "June made another large increase in point of actual shipments as compared with the corresponding month of last year," said Mr. Keith. We have for years striven to educate the dealers to the realization of the fact that the talking machine should be put on the same basis as dry goods, boots and shoes and other staple goods so far as ordering ahead is concerned. It seems that the dealers have finally recognized that this is not a selfish argument, but one made in their own interests as well

(Continued on page 40.)

"COMBINATION" ATTACHMENTS

offer the FIRST SCIENTIFIC device for playing "Hill and Dale" records on machines adapted for lateral cut records that the trade has seen.

It not only plays Edison and Pathé records on Columbia and Victor instruments, but it clarifies and sweetens the tones and eliminates blasting, etc.

Attachment "A" is instantly applied and does not change the soundbox from the natural position which obtains the best results.

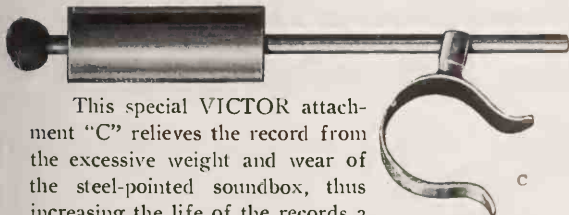
With the attachment "A" is furnished a special "soft pedal device" which is instantly attached when a beautiful soft tone is desired. It does NOT come in contact with the soundbox.

Order a sample. If you are not satisfied we will refund your money. IT HELPS SELL VICTOR and COLUMBIA MACHINES. IT HELPS SELL EDISON or PATHÉ RECORDS.

WRITE FOR PRICES.



This shows our instantly adjustable and removable attachment "A" for "hill and dale" records. The violin wood which carries the vibrations is a great aid to tone quality. This also illustrates the application of our special counterbalance, shown in detail below.



This special VICTOR attachment "C" relieves the record from the excessive weight and wear of the steel-pointed soundbox, thus increasing the life of the records a hundredfold. Instantly attached. Adjustable to ANY conditions.

COMBINATION ATTACHMENT COMPANY INCORPORATED

2409 N. Western Ave.

PHONE HUMBOLDT 4042

CHICAGO



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

as ours. We find our collections really excellent. This condition has been brought about, I doubt not, largely by another educational campaign of ours, which has been directed toward inducing the dealers to demand better cash and deferred payments." **Columbia Business Ahead.**

C. F. Baer, manager of the Columbia Graphophone Co.'s Chicago office, produced a letter which he was just mailing to District Manager Furhi, and pointed to a paragraph in which a statement was made that the business of the Chicago office in June was 77 per cent. ahead of the corresponding period last year.

"This increase in part," said Mr. Baer, "is no doubt due to the very extensive advertising which the company has been doing. Columbia goods have never been exploited so largely and so effectively as at the present. We always expect a heavy drop in June, and it has been very gratifying to us to note that business in that month was only a trifle below that of May of this year. If we succeed in getting all the goods we want we will have no trouble in securing a big increase in July over last year. Shipments are coming along much better, but there is still some delay on the smaller or portable types demanded by summer resorters."

Opens New Store.

A. M. Gordon, who has for years been a Victor dealer at 924 South Halsted street, has moved to 3246 West Twelfth street, where he has one of the handsomest and best stores outside of the Loop. There are four beautiful demonstration rooms, with a concert hall in front seating 150 people. Invitation concerts will be given two evenings in the week and a dance exhibition once a month. The ware-rooms are elegantly rugged and furnished, a big electric sign attracts attention to the store at night.

Going for It Right.

The Mills Supply Co., of Coldwater, Mich., has bought the Victor stock of J. F. Reed, of that city. It will open a regular talker shop in its building and will employ four outside men and four auto trucks in going after the trade in a radius of twenty miles around Coldwater.

Edison News.

C. E. Goodwin, manager of the Phonograph Co., reports that the month of June has been exceptionally favorable and that its business doubled June of last year. In explaining the remarkable increase Mr. Goodwin advances the theory that during May and June cold weather prevailed all over the Middle West. "This made people stay in nights," said Mr. Goodwin. "They were not running around in automobiles or taking walks. They

The VITANOLA

Plays EDISON, VICTOR or COLUMBIA records without change of equipment.

Representatives desired. Send for catalog and discounts.

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

were sitting home reading the war news and felt the need of the phonograph. Our record stocks are coming through in grand style and the machines are all right also. We are beginning to gather our fall stocks now and will be thoroughly prepared when the big fall sales arrive."

Mr. Goodwin enjoyed a short trip East, during the course of which he stopped at Toronto and enjoyed a game of golf over the Rosedale course. He played with R. S. Williams and H. G. Stanton, of the R. S. Williams Co.

Some "Pulling" Advertisements.

Some of the best advertising matter that has ever been produced exclusively for the talking machine trade is now being distributed by Hatcher & Young, Inc., successors to the Abbot-Young-Adair Co. The new matter is one of the first steps in the development of the company following its reorganization, which resulted in the election of W. M. Young, president; Paul N. Dale, vice-president, and

F. G. Hatcher, secretary and treasurer. The revised service of the company now includes, in addition to the regular folders for monthly supplements, a free matrix for use in daily newspaper work and of which a reduced illustration is shown herewith. This matrix is made two columns wide and six inches deep and one is furnished each month without extra charge to subscribers of the service. The subject matter and the illustrations of this "mat" are changed each month, and those who have used the service say that this display work results most successfully.

Wurlitzer Co. Organizing.

The Wurlitzer Co. is organizing a twenty-five-piece band and is already holding rehearsals under the direction of Small Goods Manager George Busse. Mr. Busse will probably be the leader. Much fun and profit is expected by the members, who hope to advance the name of the house from a musical standpoint through this matter.

L. E. Noble, assistant manager of the wholesale talking machine department, reports that at the present time there is five times as much goods on order for immediate delivery, and up to and including the holidays as there was the same time last year.

"The dealers have evidently learned a lesson," said Mr. Noble, "and they are leaving no stone unturned to be prepared for the big business of the fall and holidays. They are laying in a good stock of standard records also. Sales at the present time are running rather to the smaller machines, which is due to the purchases of 'vacationers.' We are getting out a new catalog of cabinets and accessories which we are distributing to our dealers and which should be a great help to them."

Vitanola Price Reductions.

H. T. Schiff, president of the Vitanola Talking Machine Co., announces a reduction on the list price of all Vitanolas. The prices now range, respectively, \$40, \$75, \$100 and \$125, in place of \$50, \$100, \$150 and \$200. Catalogs are now ready for distribution. The Vitanola policy will be to have exclusive representation in all small towns and limited representation in cities of larger size. Distributors are being appointed rapidly, but there are still some vacancies.

Good Dictaphone Business.

May is reported as having been one of the very largest months in the history of the Chicago Columbia Dictaphone business. June was a close second. Manager McGrew, his assistant, Mr. Radix, and the staff of nine salesmen are making things hum.

FAST BECOMING UNIVERSAL



PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only last indefinitely and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they create talking machine sales.

RETAIL PRICE \$1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

FREE ADVERTISING FOR DEALERS USING OUR VICTOR RECORD MAILING DEVICE

Write for details of our exclusive dealers' service, including each month a free "mat" for your newspaper and a new attractive mailing cover for the Victor Monthly Supplement containing four pages of advertising for your store. We supply but one dealer in each city. Dealers using this device during the last two years claim it is the best advertising medium they have seen or used.

Hatcher-Young, Inc.

Successors to ABBOTT-YOUNG-ADAIR CO.

508 SOUTH DEARBORN ST.
CHICAGO



The cover is sent to you in this manner
Crease cover in center of gum strip
Draw edge of Supplement over sponge
Insert in gum strip
Fold in return post-card first
Fasten with clip
Ready for mailing, goes out for 1 cent

Facsimile of Free Newspaper adv. mat. (size 2 columns by 6 inches) furnished FREE each month with our SUPPLEMENT COVER MAILING DEVICE.



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

Visitors and Personals.

The son of E. L. Barker, Illinois and Indiana representative for the Talking Machine Co., who resides at Evanston, was quite seriously injured on Wednesday of this week. While the little fellow was playing a pile of lumber fell on him, inflicting a very painful wound to the head. The skull was not fractured, however, and he will recover.

W. C. Fuhri, district manager of the Columbia Graphophone Co., left last week with his family for Pine Lake, near Gloucester, Mich., via the family touring car. Mr. Fuhri will be there a month, fishing and exploring the adjacent country in his limousine.

Great joy was expressed by the entire Chicago organization of the Columbia Graphophone Co. when it became known that Mrs. Bowman, nee Miss Smith, manager C. F. Baer's former secretary, was the proud mother of a bouncing boy. He is practically a Fourth of July baby, as he made his advent on the 5th, when everybody was celebrating.

Paul Segar, secretary and manager of the talking machine department of the Edmund Gram Piano Co., of Milwaukee, accompanied by Mrs. Segar and H. B. Hughes, proprietor of the Oshkosh Music Shop, Oshkosh, Wis., attended the automobile races on June 26.

Henry Hodeck, of the Phonograph Co., leaves soon with his family on a vacation to be spent in Wisconsin.

U. J. Dietrich, of Bremen, Ind., was a Victor dealer visiting the city recently.

John E. Moyer and E. L. and E. M. Burr, of Rockford, Ill., were visiting Edison dealers.

Miss Marion Cockrill, of the Talking Machine Shop, leaves the coming week for a seven weeks' vacation that she will spend partly in the pine woods of Wisconsin and partly in Minneapolis.

Miss Pauline Tischler has returned from an enjoyable vacation spent in the East.

H. Simpson has become associated with W. R. Wittek in the manufacture of an automatic stop which has been previously announced in The World. Mr. Simpson says that a company will be organized to manufacture the stop.

L. B. Burch, manager of the Victor department of the Power Mercantile Co., of Minneapolis, was a recent visitor to Chicago.

C. L. Morey, a competent young man, formerly of Cleveland, O., and a salesman of long experience in other lines, has joined the sales force of the Talking Machine Co., and is going through a preparatory course in various departments of the business.

L. S. Parker, manager of the talking machine department of Gimbel's, Milwaukee, while in the city the other day, said that their June business showed an increase of 40 per cent., which to him was evidence of the added pulling power of the beautiful new quarters in which the department is

now housed. High-priced machines are favorites.

J. B. Simonek, piano and Victor and Columbia dealer at 1253 West Eighteenth street, has located his family in his cottage at Fox Lake, Wis., and week-ends out there.

A. Hospe, the popular Victor jobber of Omaha, Neb., was in Chicago the other day. He was on his way back from Ohio, where he went to celebrate his mother's eighty-eighth birthday. He will go to Frisco, but not with the bunch.

H. E. Eisenbrandt, of H. R. Eisenbrandt Sons, Baltimore, Md., was in Chicago this week on the way to Frisco.

Charles Bryan, in charge of the repair department of James R. Lyons, was called to New York City a few days ago on account of the death of his mother.

Phil Griffith, record order clerk of the Talking Machine Co., is spending his vacation at his home in Alabama.

H. L. Flentye, city salesman for the Talking Machine Co., will leave next week for a vacation to be spent at Guoquac, ten miles from Battle Creek, Mich.

Louis Winkels, head repair man of the Talking Machine Co., is spending his vacation in Chicago.

Remodeled Department.

The extensive changes at Wieboldt's department store, on Milwaukee avenue, have now been completed. The talking machine department has been moved to the fifth floor and occupies considerable more space than formerly. Two booths have been added, making four in all, for the demonstration of Victor and Columbia goods.

Make Improvements.

Witzell Bros., Victor dealers at 3113 Lincoln ave-

INTERNATIONAL TALKING MACHINES

are being turned out as rapidly as day and night work in the factory makes possible.

We are accumulating a large stock of samples and will endeavor to distribute these as rapidly as possible and without discrimination to all dealers who have filed orders with us.

We make machine cabinets according to your own individual design and also record cabinets that cover a wide variety of styles and prices.

For full information on all lines address the



STYLE D INTERNATIONAL
41 ins. High, 18 ins. Wide, 22 ins. Deep.
Furnished in Mahogany or Oak. RETAIL PRICE, \$65.

INTERNATIONAL TALKING MACHINE COMPANY
1426 Harrison Street (Not Incorporated) CHICAGO

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

We are especially well fitted to take care of the interests of Middle Western dealers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

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

nue, have made improvements to their store, adding four new booths.

Always on the Job.

John Gronley, manager of the North Shore Talking Machine Co., at Evanston, has returned from a trip to Minneapolis, where he went as a delegate to the Swedish Methodist Church conference. The company handles Victor, Columbia and Edison goods, and Mr. Gronley made quite a few sales to friends while away.

H. G. Power, of the Taylor Carpet Co., of Indianapolis, stopped in Chicago long enough to place his fall order for talking machines, en route to the furniture exhibition at Grand Rapids.

New Udell Cabinet.

The Chicago office has just received by courtesy of John H. Steinmetz, Chicago manager of the Udell Works, of Indianapolis, an attractive new catalog showing a number of new record cabinets which that corporation has just got out. The line covers every record cabinet need, including a number of cabinets especially adapted for the smaller or cabinetless instruments of the Columbia and Victor lines. Most of the Udell disc record cabinets can now be equipped with either perpendicular or horizontal filing shelves, at the option of the purchaser. The company has also in preparation a new catalog of sheet music and player roll cabinets. J. W. Cobb, of Indianapolis, head of the Udell Works, was a Chicago visitor this week.

Buy Victor License.

Purse & Co., piano dealers, Kedzie and West North avenue, have bought the license of Louis B. Maleki & Co., 339 South Wabash avenue.

J. Bauer & Co. to Handle the Sonora.

Julius Bauer & Co. have made arrangements whereby they secured the line of the Sonora Phonograph Corp., of New York, and will feature it in a comprehensive talking machine department to be completed in the immediate future. Practically the entire second floor will be devoted to the new department, and carpenters are already at work laying a new floor and building private demonstration booths. Furniture of the Jacobean period and Oriental rugs will furnish the rooms. J. B. Brooke, formerly of the Pathephone Shop, will be in charge of the retail. W. F. Martin, the wholesale representative of the Sonora Co., will also make his offices here, removing from 339 Wabash avenue, where he had display space with the Link Piano Co.

Showing New Premier Styles.

G. M. Willson, president of the Premier Cabinet Co., of Williamsport, Pa., spent ten days at the Chicago office of the Premier Co. in conference with Messrs. Allman and Chamberlain. Mr. Willson had shipped ahead of him three new styles of Premier machines, all of which are most novel in design. They are entirely different in construction from the old established ideas of case design. Their general appearance is like a narrowly built piano. The cover corresponds to the piano fall board over the keys, but in place of the keys there is found the turntable, soundbox, tone arm, etc., as well as drawers for needles, etc. A new demonstration booth has been built in the local display rooms of the company and dealers who have heard of the Premier are coming in considerable numbers to hear it.

A Striking Lyon & Healy Poster.

Lyon & Healy are using a new poster in Chicago which we understand they intend to syndicate. It ought to interest a live dealer in every town to know he can obtain a few of these post-

MOTORS

Made in the U. S. A.

We have ready for delivery a few thousand high-grade worm-gear, double-spring motors. Price \$6.50, including 12-inch turn-table, speed indicator, brake, winding crank, washers, escutcheon, etc. Motor runs about fifteen minutes at one winding and plays 4 to 5 records.

Sample will be sent by express on receipt of price.

AMERICAN PHONOPARTS COMPANY
Suite 305, 21 N. Wabash Ave. CHICAGO

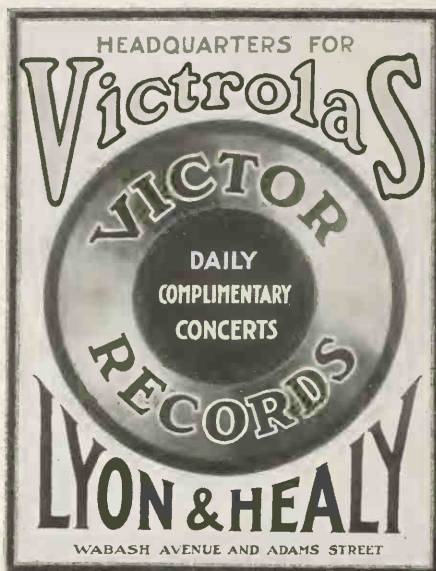
CASH for your INSTALLMENT PAPER

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

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

ers, with his name at the bottom, for very little more than the cost of the paper and presswork. This poster has a yellow background and is printed in red and black. The effect is very striking in-



deed. A member of the advertising convention recently held in Chicago said that, although this poster was only an eight-sheet, it had as much strength as many a twenty-four-sheet.

Salter Sales Continue Big.

John F. Mortensen, general manager of the Salter Manufacturing Co., reports that a favorable demand for cabinets which has existed all year has not seemed to encounter any depreciation. On the contrary, sales have increased greatly and as an evidence Mr. Mortensen says that in one day a large Eastern jobber ordered 500 cabinets, while another jobber ordered 350. "These two orders coming in the one mail made me very optimistic," said Mr. Mortensen, "and when I read of the depression in other industries I think that the talking machine trade should consider itself fortunate. We are selling large numbers of the style number 787 cabinet for use with the Columbia 'Favorite' and the Victor IX. This is because of large sales of this class of instruments to be taken away on vacation trips and dealers are taking advantage of the situation to sell them a cabinet at the same time so that they may have accommodation for the machine and records when they return to their residences."

In New Store.

The Englewood Talking Machine Co. is now nicely settled in its new store at Sixty-third and Halsted streets, which is said to be one of the best equipped in that section of the city.

GAVE FIVE IMPORTANT REASONS.

KINGSTON, ONT., July 3.—C. W. Lindsay, Ltd., local branch, recently ran in the Kingston Standard a good-sized advertisement, headed Victor Victrolas and gave five important "reasons why the Victrola leads in talking machines."

WILL FILE AMENDED PETITION.

Latest Development in Important Case of the American and Columbia Graphophone Companies Versus the Boston Store.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—An amended bill of complaint will be filed in the case of the American Graphophone Co. and the Columbia Graphophone Co. vs. the Boston Store by July 18, according to an announcement by Attorney Taylor E. Brown for the plaintiffs, made to-day.

In the hearing of the previous petition, heard June 21, Federal Judge Carpenter dissolved the temporary injunction which he had granted the plaintiffs and announced that he would dismiss the case in the event of failure to file another bill before ten days. A further continuance of ten days has since been granted. At the hearing June 21 Hamilton Moses, counsel for the defense, contended that the Columbia Graphophone Co., having no interest in the patents, has no patent rights in the conditions of the resale; that the Boston Store dealt with the Columbia Graphophone Co., not with the American Graphophone Co., and the former could not, therefore, use patent rights as a basis of a suit to control prices.

The prosecution argued that the American Graphophone Co. was marketing its goods through its authorized agent, the Columbia Graphophone Co., that everyone recognized that the Columbia Graphophone Co. and the American Graphophone Co. were, to all practical purposes, identical, and that the Boston Store, following the conditions of the contract and enjoying profits, was acknowledging its acquiescence to the conditions of the contract. The latter contention was denied by the court, who said that acquiescence in the terms of the contract in this case, and the fact that there are profits enjoyed under the contract, estops neither of the parties from violating the contract.

A point made by Colonel Brown as counsel for the complainants was that when the patentee makes an agreement wherein a stipulated resale price is made a part of the contract that it is in itself a part of the price received by the patentee and that failure to observe this condition is failure to pay the price of the goods in full.

MUSIC HELPS PATIENTS.

(Special to The Talking Machine World.)

AURORA, ILL., July 9.—"Will you prefer the 'Barcarolle' or something from 'Johnnie Jones' as you come out?" will be the question put to patients who expect to go through an operation hereafter at St. Joseph's Hospital. Dr. W. P. Herman, of St. Joseph's, told to-day of many instances in which music from a phonograph had given patients "the right start" toward recuperation as they came out from under an anesthetic.

"Patients are usually depressed just before and especially just after an operation," said Dr. Herman. "I have found that music of the right kind, played as they return to consciousness, stimulates the brain and produces wonderful results."

Jeffrey A. Wissner has purchased the Edison diamond disc phonograph business of J. D. Russell in Warwick, N. J.

MINNEAPOLIS DEALERS ORGANIZE.

Dealers in Victor Products Form Association to Advance Their General Interests—Arthur Magoon Is President—St. Paul Dealers Have Trade Agreement Which Works Out Splendidly—Minnesota Phonograph Co.'s Wholesale Department in New Quarters.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., July 10.—Dealers in Victor products have formed the Associated Talking Machine Dealers of Minneapolis, with the primary purpose of advancing the general interests of their trade. A committee on constitution and by-laws, with E. F. O'Neill, of the Beckwith-O'Neill Co., as chairman, and a committee on business methods, with I. Rosenstein as chairman, are at work, and when these are prepared to report the association will be called to meet and complete the organization. At the second meeting Arthur Magoon, of Foster & Waldo, was elected president; Archie Matheis, of the Talking Machine Co., vice-president, and Miss Blanche Saunders, Metropolitan Music Co., secretary. While the membership at present is limited to Victor dealers, the organization may later become all-inclusive.

A clearing house of "approval fiends" who make a business of taking records and machines out on approval and invariably fail to purchase either will be one of the features of the association's work. The repeaters probably will be shown scant courtesy unless they show a willingness to do a square business.

While the St. Paul talking machine men have no organization, they have a trade agreement to abandon the practice of sending out records on approval. "It works fine," declared Manager Young, of the Columbia store. "All the dealers are living up to the agreement and everyone is completely satisfied. We simply refuse everyone when they ask to take out records on approval, and the result is that our record sale has materially increased. All the dealers have similar experiences and there is no chance that the agreement will be dissolved.

The Minnesota Phonograph Co. has moved its wholesale department to the big French building. Five carloads of new Edison goods were added to the big stock that was transferred to the new home. President Laurence H. Lucker reports the June business as having been far in excess of that of June, 1914. The trade has held up very nicely, and he predicts a big run when the new models arrive, as all the dealers are much interested and feel certain that they will be welcomed with open arms by the talking machine enthusiasts.

Mr. and Mrs. Archie Matheis and Mr. and Mrs. Donald Preston, of Donaldson's, seated themselves in their little automobiles and headed for Des Moines July 2. The Matheises will continue on to Denver and will be gone a month, but the Prestons will go no further than the Iowa capital.

The Mastroia has arrived in St. Paul. The H. C. Borg Furniture Co. has a window full of them, being advertised at \$12.

The Cable Piano Co. is making some unique dis-

By far the most satisfactory case for packing cabinet machines is the

ATLAS PACKING CASE

Recognized as the Standard

Both talking machine makers and dealers are demanding the *Atlas*. Experience has proved to them that the *Atlas* case

Is more economical
Is much lighter
Saves greatly in freight
Protects the machine perfectly

The *Atlas* is a superior case, made of fine hardwood veneer, with spruce cleats.

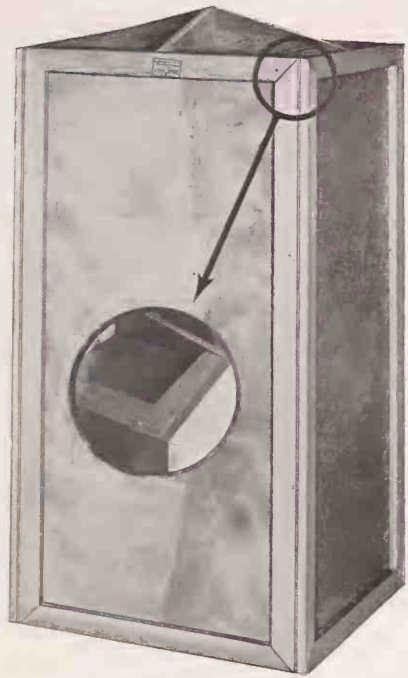
Write for detailed proofs of savings to our new offices at Camden, N. J., where we are erecting a large nailing plant to take care of the fast increasing demand for *Atlas* cases.

NELSON & HALL CO.

CAMDEN

NEW JERSEY

Factory at Montgomery Centre, Vermont

**UNIQUE SONORA CONCERT**

At Binghamton Shows Carrying Power of Instrument—An Interested Audience.

(Special to The Talking Machine World.)

BINGHAMTON, N. Y., July 8.—A unique Sonora concert was given recently from the top of the Press building in this city. This is the highest building in Binghamton, being fourteen stories. Harold G. Smythe, of the C. G. Smythe Piano Co., was in charge of the entertainment, which was given to demonstrate the carrying power and volume of the Sonora.

A great many people doubted that this could be done successfully, but they soon heard it very distinctly and at a great distance.

The entertainment attracted a great deal of attention and the local newspapers gave it considerable prominence. A big crowd gathered to hear the music. The carrying power of the Sonora was conceded to be remarkable. The music was wafted down and carried a very long distance.

On the whole, the demonstration was surprising and proves the wonderful carrying power of the Sonora.

This popular creation is winning a great many friends in this city. The Fairview Avenue School, which is the largest public school in this city, has recently purchased a Sonora after a local contest, in which various machines were exhibited. Its merits have won high commendation.

plays in its Victrola window. The present design is a porch party with a summer porch scenario, and all the figures listening intently to a Victrola. Last week the window showed a full-sized canoe—a real boat—two life-size figures, and a little Victor machine entertaining them. F. M. Hoyt, formerly of Buffalo, N. Y., where he was with Gould Bros. is the new head of the Victrola department.

JOBBERS TO BE ENTERTAINED

In Kansas City on Way to San Francisco—Will Be Shown the Sights of the Town.

The Schmelzer Arms Co. and the J. W. Jenkins' Sons Music Co., of Kansas City, Mo., will act as hosts to the talking machine jobbers who leave Chicago on the 13th inst. for the annual convention in San Francisco. An automobile ride, covering the beautiful boulevards of Kansas City, has been planned, after which a buffet luncheon will be served in the Blue Hill Country Club.

The Vero Graft Talking Machine Co., Oneida, was incorporated last week with the Secretary of the State of New York. Capital stock, \$5,100. Incorporators: G. F. Riley, A. J. Nelbach, A. H. Day, 49 Watson place, Utica.

The New York Record Exchange and Novelty Co. has opened quarters in Rutland, Vt., where the Victor, Columbia and Edison machines and records are handled.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE
NEEDLES

THE TRADE IN NEW YORK CITY AND VICINITY

The most noteworthy feature of trade in talking machine circles in New York the past month has been the almost general tendency on the part of the dealers to anticipate their fall and winter requirements far in advance of the usual period, and place their orders accordingly with their jobbers or distributors. For a number of years past it has been very difficult to impress upon the average dealer that he was in a position to reap substantial profits if he would co-operate with his jobber by placing his fall orders well in advance, but the past year has been a revelation in many ways, and at the present time there are more large orders on the distributors' books for delivery than at any time in the history of the industry.

Indicates Confidence in Business Future.

Aside from the evident decision of the dealers to secure their machines and records in ample time for their busiest season, this advance order-

ing indicates a confidence in the business situation that is most reassuring. It is hardly probable that a talking machine merchant would place large orders for machines and records if he were not convinced of the stability of the business outlook and the prospects for a prosperous season. The talking machine industry for the past year has reached totals unheard of before, and this continued activity has impressed the trade with the necessity of providing for their needs well in advance, and not neglect their stocks until next to the last moment.

Still a Shortage in Machines and Records.

Strange as it may seem to the casual observer outside of the industry, there is still a shortage of machines and records, particularly the former. Notwithstanding the advent of the warm weather months, with actual summer Fahrenheit, it is a tribute to the strength of the talking machine business that the dealers report a scarcity of merchandise,

a considerable quantity of which is the better class of goods. Retail merchants in other lines of business admit their failure to understand this "phenomenon," but students of the industry refer to it as a natural growth which has not yet reached its summit, and which is due for a steady consistent increase, provided the product is merchandised along the safe and sane lines which characterize its sale at the present time.

June Made a Good Business Showing.

June was a good month for the talking machine trade, in fact it was better than the majority of the trade had anticipated. The efforts of the great majority of the dealers to make the talking machine business an all-year-round one, and not a seasonable one, are beginning to bear fruit, and it is safe to say that the 1915 summer season, in the ordinary course of events, will compare very favorably with the fall and summer business of but a very few years ago. The manufacturers, without a doubt, are responsible for this changed condition in a considerable measure, as they have left no stone unturned to aid their dealers in the development and promotion of a profitable summer campaign. Timely and costly publicity in mediums of national circulation has served to bring to the attention of the general public the importance of the talking machine as a factor in summer entertainment, and this publicity has been reinforced by the publication of timely and artistic literature. The result has been a summer trade to date far ahead of any preceding year.

C. F. Bruno Off to the Coast.

Chas. F. Bruno, secretary and treasurer of C. Bruno & Son, Inc., 353 Fourth avenue, New York, Victor distributors, left on July 2 for California and the Jobbers' Convention. Mr. Bruno, who, in addition to his executive work, is also manager of the Victor department of the House of Bruno, plans to take in a number of prominent cities en route to the Coast as well as to attend all the various expositions on the Coast. Before leaving, Mr. Bruno predicted that the coming fall business would be of unusual size and that it was the wise dealer who would forecast conditions and be prepared accordingly.

Dealers Are Very Optimistic.

"Business has been surprisingly good," said G. T. Williams, head of the G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., Victor distributor, and one of the best-known members of the local trade. "Our dealers seem to be very optimistic, and look forward to the biggest fall and winter season in the history of the business. They are not only predicting a banner trade, but are planning to handle this business adequately and thoroughly, and to that end are now placing fall orders. A great many of the Victor dealers are featuring the smaller machines for their summer trade, and through the use of aggressive sales methods and appropriate local publicity have succeeded in producing excellent results."

Up-State Trade Makes Fine Showing.

Discussing general conditions and the immediate outlook, R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, said: "We have just closed a very substantial and satisfactory June, the month being, in fact, the largest June in our history, and even larger in volume than some of the earlier months of the year, which is decidedly unusual. Our up-State trade is remarkably good, and upon a recent trip to Schenectady, Albany, and the surrounding territory, I found Columbia dealers closing a business far ahead of their expectations. We have on hand a very substantial amount of fall orders, and from the way things look now most of our dealers will have placed their orders in anticipation of their fall requirements within the next couple of weeks. Judging from the orders already received, there can be no doubt but that the coming season will be very much larger than any we have previously had. Orders indicate special in-

(Continued on page 46.)

Profit Insurance

PLACE your orders *now* for delivery *now* and have the goods when others have not.

Don't hesitate to order liberally on Machines and get standing orders in for all those Standard Records which you know are good sellers.

That is the remedy to overcome the shortage which always exists later in the season, and it means more profits for you.

We can help you.



C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines

Musical Instruments

351-353 Fourth Avenue

New York

You can't pull a Camel through the Eye of a Needle



**AN ANCIENT PROVERB
And A MODERN MIRACLE**

Pulling the Camel through the eye of a needle should be easier than to have emanate from the point of a needle the **WHOLE** World's assemblage of choicest entertainers.

Are YOU sure we all appreciate the vast possibilities of Victor Records and Victor Artists - and what a truly marvelous thing the perfected Victor Record is?

The Record end is the **BACKBONE** of your business -- and to that end of the business **WE** -- as the **LARGEST EXCLUSIVE WHOLESALERS** in the World -- are devoting our principal attention. We guarantee a Record order sent to us will be filled more fully than if sent to the Factory itself.

NEW YORK TALKING MACHINE CO. 119 WEST 40 TH STREET, N.Y.



Placing a moderate selling price on the exclusive Columbia Double-Disc Records by Edoardo Ferrari-Fontana, one of the world's greatest tenors, has created a precedent that thousands of talking machine dealers are finding highly satisfactory.



(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

THE TRADE IN NEW YORK.

(Continued from page 44.)

terest in the higher-priced models, although the small types have not been overlooked."

Plan Energetic Fall Campaign.

The Edison Shop at 473 Fifth avenue, New York, controlled by the Phonograph Corporation of Manhattan, has been closing a very gratifying summer business, and L. S. McCormick, manager of the company, states that plans have now been completed for an energetic and consistent fall campaign. It is planned to resume the artist recitals which were held with such signal success the past season, and to this end Mr. McCormick has already arranged for a number of prominent artists to appear at the Edison Shop and give recitals in conjunction with their own Edison diamond disc records. Verlet, the new Metropolitan Opera Co.'s soprano, was a recent visitor to the Edison Shop, where she listened to several of her records with keen delight, and promised to appear at a recital early in September.

"Talker" Sales Not Question of Season.

"June business was generally satisfactory," remarked J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributor, "and our sales totals would have been materially increased if we had been able to secure a large proportion of the goods we had ordered. We hope for better success this month however. While the summer season is of course affecting general business, it is my impression that each year the talking machine business is becoming less seasonable and more permanent, embracing the entire year. There is a tendency on the part of many people to ship their records to the seashore or mountains, and purchase one of the portable machines for summer use, thus showing their appreciation of the Victrola as a necessary adjunct to their social activities all the year round. We do not feel that we have any reason to do other than prepare for a larger business than ever before, and we are quite confident that any dealer who is well prepared will share in this prosperity, for the purchasing public is becoming more and more discriminating as far as service is concerned, and naturally the dealer who can serve it best will secure the most of its patronage."

Advertising Big Factor in Sales Totals.

Columbia dealers in local territory report a demand for Columbia machines and records that has been considerably assisted by the local advertising campaign fostered by the Columbia Co. in which various features of the Columbia machine and record business are presented in the local newspapers. The Aeolian Co. has been conducting an aggressive campaign on behalf of its Columbia department which has been very successful, and Hardman, Peck & Co. are also well pleased with their Columbia sales. Cowperthwait's, the well-known furniture house, has included the Columbia department in all its local advertising and has made a particular drive for summer business, with results that have warranted the use of more and more space in its daily newspaper space for Columbia machines and records.

Co-operating with the Company's Dealers.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributor, has been devoting special attention toward co-operating with the company's dealers in every possible way, in order that their summer business might be profitable and substantial. He states that the dealers have evinced a unanimous desire this season to take advantage of the different aids prepared by the company, and have acted favorably on the suggestions outlined. High-grade literature, selling helps and other timely co-operation have been included in the company's plans to work with their trade along lines which will produce lasting results.

Featuring the Pathé Line Extensively.

Since entering the local field a little less than a year ago, the Pathé Frères Phonograph Co. has achieved a greater success and progressed more rapidly than any of its officials had predicted. Pathéphones and Pathé discs have been recognized by many of the local dealers as possessing numerous musical and sales possibilities, and the com-

pany has signed up many accounts which give their products splendid representation in New York and the surrounding territory. Jacob Doll & Sons, 116 West Forty-second street, New York, which recently arranged to handle the Pathé line, are featuring it extensively in their show window and warerooms, and the prominence of this house in piano circles has made their acquisition of the Pathé line of more than passing significance.

INCORPORATED.

The Baby Grand Talking Machine Co. has been incorporated in Delaware to engage in the manufacture of talking machines and accessories. Capital stock, \$250,000. The interested parties are: F. R. Hansell, Philadelphia, and George H. B. Martin and S. C. Seymour, Camden, N. J.

As a coin in the slot amusement device a New Jersey inventor has combined a phonograph and wireless telephone, the sounds from the former being heard in the latter at a distance.

This



On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

BUSINESS EXPANSION IN ST. LOUIS CONTINUES.

Talking Machine Jobbers Showing Customary Increases Over Previous Months Ranging from Fifty to One Hundred Per Cent.—Retailers Also Pleased with Outlook—Stix, Baer & Fuller's New Department—Australian Visitor at Silverstone's—Routh's Good Work.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9.—June proved to be an excellent month for the talking machine business in St. Louis, and on every hand you again hear comparisons with a year ago. All of the jobbers again are showing customary increases over like previous months, ranging from 50 per cent. of the old established jobbing businesses to more than 100 per cent. of the newer business; and better than that, there is a very general feeling, among retailers as well as jobbers, that there is going to be a corking fine business this fall and that the early winter and late summer months will not only make a fine showing for themselves, but that they will bring forth totals that, added to last year's totals for the war period dulness and divided by two, will make an increase for each month over the 1913 showing.

City retailers are making excellent gains and are ordering freely for fall delivery, while the country merchants are simply jumping ahead in their orders. The small machine season for the most part is past, especially that part of the season where the sale of these goods is urged for outing cabins, and again the high-priced goods are the sole object of the selling campaigns, and they are delivering the goods.

The recent receipt of the Style XVIII Victrola, to retail for \$300, has excited considerable attention here, and practically all of the dealers have received samples of the machine and are taking a great deal of satisfaction in showing it. The Stix, Baer & Fuller Dry Goods Co. got the first publicity from this machine in a retail way. Manager Noon had an excellent cut made from one of the catalog pictures and announced that the machine was on display, with the slogan, "Always First," prominently displayed, and an excellent recommendation for the new style as a high-grade musical instrument.

By the way, the Stix, Baer & Fuller department, since it was removed from its obscure station to the handsome quarters next to the piano department, has been fulfilling all expectations aroused in the minds of the firm. Manager Noon and the writer were sitting in the piano department when one of the young women customers of the record and music roll department came in to buy some rolls, accompanied by her elderly father, to all appearances a man of consequence. "I want to show what handsome talking machine rooms they have here," said the young woman to her parent, and they went through to the demonstration rooms, and on their

return the parent seemed fully satisfied with his trip. "That is the reputation we have built in a very short time," commented Mr. Noon.

This department has an addition to its stock of merchandise in the form of an excellent stock of Edison machines and records. The department was to have been opened July 1, but was delayed several days because the carpenters were somewhat behind with their work and did not get the record racks up in time. A free advertising campaign in the interests of the department is beginning at this writing, with the dual view of announcing the new line and general publicity for the department.

Sidney Baer, of the department store firm, who specializes somewhat in the musical department, has gone East for his vacation.

There is to be another department store in the talking machine field late this summer. The Nugent Department Store has placed an order for Edison machines, to be delivered early in August, and it is understood that other lines will be taken on.

President Silverstone is telling with a good deal of satisfaction of a visit he had a few days ago from T. E. Williams, of Adelaide, South Australia, an Edison jobber who came to St. Louis from the Edison factory. After his factory visit he was anxious to see the jobbing methods in actual operation to see if there were any pointers he might pick up. He was much interested in President Silverstone's recent publicity campaign, and took with him clippings of many of the Silverstone Music Co.'s advertisements, which he praised highly for their thoroughness and said that they would be very acceptable in his country, where the customer generally goes into things with the English thoroughness. Now Mr. Silverstone says that he is inclined to believe that he fared as well as Mr. Williams in their visit, for he gained many fine pointers and got a new angle on advertising.

The Edison laboratory demonstration crew is still working for the Silverstone Music Co. and is having no trouble in keeping date books well filled. A recent engagement was at a picnic given by the employes of the Election Commissioner's office at Smith's Mound, Ill. Notable here was a feat of dancing the Virginia Reel for forty minutes without a break in the movements by the skilful handling of the Edison disc records. This is believed to be an unparalleled talking machine dance feat.

An addition to the Silverstone force is Lessing Alch, the young son of E. M. Alch, well known here

as a piano salesman. He has chosen the talking machine line as his life's work and is beginning by spending this summer in the Silverstone repair shop, which is conducted under the personal direction of Mr. Silverstone.

Miss Elizabeth Spencer, one of the Edison record artists, was a caller at the Silverstone Co. early this month and sang with some of her own records in the recital hall. Miss Spencer was here visiting her sister, Mrs. Allen, a well-known hotel woman.

Mr. Fisher, of Fisher Bros., Beardstown, Ill., and W. N. Warren, of Paducah, Ky., both Edison dealers, were recently in this city.

The St. Louis delegation to the annual convention in Los Angeles were supplied with an Edison Disc to make music in their special car, called "The Tango," on their long trip across the continent.

Manager Irby W. Reid, of the Columbia warehouses, is one of those who are taking a good deal of satisfaction in the fact that business is developing according to his plans earlier in the year, and the increases so far scored justify his foresight.

R. W. Duffy, recently retail manager at the Columbia warehouses, has become talking machine manager for Coffman, Straus & Co., Louisville, Ky. He is succeeded at the Columbia warehouses by Harry T. Boxley, who has been manager of one of the Columbia retail branches.

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobber, reports steady gains in the sales during the entire year, and he says that the country business is steadily going forward to a musical instrument basis, such as has been apparent in the larger store for a long time. Mr. Rauth has been extremely interested recently in the individual advertising campaigns organized by his customers, especially in methods of setting before people the excellent service organized for the Victor lines and in inspiring the local dealer to make his warehouses worthy of this organization and in letting the people know what he is doing through the drawing of personal visits from all talking machine owners.

The talking machine department of the Famous-Barr Co. is undergoing some reconstruction to add to convenience of showing the dual lines, the Edison and Victor, which are handled there. Also to make for convenience of the customers and improved service by the sales staff.

Aeolian Hall has been doing some very high class advertising on behalf of the Vocalion and, judging by appearances, it has been bringing results. It is displayed with customary good taste.

Manager Levy, of the talking machine department, was one of the chief speakers at the banquet given at Cicardi's a few days ago as a "farewell" to Manager Alfring and a "hello" to Manager Ching. Mr. Alfring has gone to New York for duties at the Aeolian executive offices, while Mr. Ching comes from the Vandervoort music salon.

Victor Wholesale Exclusively

- ¶ The G. T. Williams Co. is concentrating its efforts solely on the requirements of the Victor dealer.
- ¶ This organization is prepared to work with the Victor dealer at all times, extend co-operation that will produce results, and in short, serve the dealer and his needs under all conditions.
- ¶ There are no side issues in this company to detract from the practical value of our service; no retail department to receive consideration, no other line of merchandise to be marketed.
- ¶ This company handles the Victor product at "wholesale exclusively" and the true meaning of this term will be readily recognized when you place your orders.

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 10.—The talking machine business in Philadelphia in June has duplicated its success of the first five months of the year, and there has been a tremendous business all around. In fact, there has been a general increase of 100 per cent. in June of this year over the June of last year, and with some of the dealers this per cent. has been even larger. There seems to be little complaint as to the record stock, but a number of dealers are short of machines.

The outlook is most promising for July, and there is not a dealer but expects the present month to show the same gain as did June over a year ago, and with the assistance that the manufacturers have given the dealers of late they have little complaint to come from that end of the business.

T. W. Barnhill, of the Penn Phonograph Co., left on Saturday last on a week's automobile trip, accompanied by a company of friends. Mr. Barnhill is an enthusiastic motorist and expects to spend his summer vacation in this way. Harry F. Miller, of the same company, will leave on Saturday of this week to attend the convention of the talking machine jobbers in San Francisco. He will go direct to Chicago, where he will meet a large delegation and will accompany them.

As to the business of the Penn Co., in June that firm nearly doubled its business over June a year ago, and it closed the biggest six months in its business. At the present time its stock of records is very large, but it finds itself, like others of the dealers, short of certain types of machines; in fact, some of the numbers are never uncased when reaching the store, but are shipped in the original package. The company is receiving a great many advance orders for machines, and it has advance orders at present many times greater than it had at the same time a year ago. It is very much gratified at the way its retail customers are ordering in advance.

The Pennsylvania Talking Machine Co., the handler here of the Columbia, reports that its business has been excellent and looks wonderfully good for the future. Manager Eckhardt has taken his family to the Marlborough-Blenheim at Atlantic City, where they will spend the summer. He does not expect to spend much time in the city during the next two months, feeling that after his strenuous winter he is in need of a long rest.

THE VICTOR USED IN PHILADELPHIA ON "FIELD DAY."

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 6.—Thousands of boys and girls from the graded public schools of this city gathered recently on the broad plain of Belmont Plateau, in Fairmount Park, to celebrate the annual "Field Day." All arrangements were in

ing hillsides formed a natural amphitheater for spectators, while on the level ground spaces were roped off for the mass drills and folk-dances, which were performed by the hundreds of classes in their respective turns.

A large Victor Auxetophone furnished the musical accompaniment for one large area; two special school Victors were successfully used in the other two areas, devoted to folk-dance work. The records used were the new "Venus Reigen" waltz (17766), made especially for the occasion; the "Larkspur Mazurka" (17557), and the "Here, There and Everywhere" march (16455), for mass drills. Two hundred and fifty Victors or Victrolas are playing a very important part in the physical education



Philadelphia Public School Children Entertained by the Victor.

charge of Dr. William Stecher, director of physical training, and his able corps of assistants. The slop-

of the Philadelphia schools, and their value in this special field has aroused the enthusiastic approval of leading men.

The firm has had such a large business that it has been compelled to turn down a lot of new business in order to take the proper care of its former friends. As Mr. Eckhardt puts it: "We are going right through the summer with the same high-gear tension that has been our condition during the winter months. And not only is the business of the firm satisfactory to a great degree in Philadelphia, but the Baltimore branch has shown an increase of more than 200 per cent. over last year, and in its Richmond branch the manager, James Cowan, is doing excellent work. He has a handsome store on Main street in that city in the warerooms of the Colonial Piano Co.

The Dictaphone business of the Pennsylvania Co. in June has also been phenomenal. It has

been at least 150 per cent. ahead of last year. Among the recent visitors to that department was Paul Hayden, the editor of the Dictaphone, the paper gotten out in the interests of that department of the Columbia. Mr. Hayden says that from all he can see Philadelphia is a "vivid spot" for the dictator. During the last month it had three men who were four-star men, getting the quote four times in succession. Its E. S. Ambler is one of its best boosters, and on the first day of the past June he received his quote through a sale of twenty-odd machines to the F. K. Mulford Co., the largest chemists in this State. Among the other leading firms in its territory to whom it sold dictating machines in June were: The Haines, Jones & Cadbury Co., plumbing supplies; the Electric Storage Battery Co., a substantial additional instalment; C. M. Plowman & Co., the Ivans Bakery Co., the Denney Tag Co. and the Pillsbury Flour Mills Co.

Thomas K. Henderson, who for six months has been in charge of the talking machine business of Story & Clark, has resigned his position with that firm, and has several offers in contemplation. Mr. Henderson is one of the most capable men in the talking machine business in this city, but he does not expect to be in any great hurry to make a new attachment, although several large concerns are negotiating for his services.

Harry S. Ziegler, manager of the retail department at Heppes, made a very attractive holiday display of machines in the window of that firm. They have been receiving heavy shipments of both records and machines and are well stocked up at present. As the rear passageway to their store has been undergoing repairs, all these machines and records had to be moved by the front entrance, and for a time they had a rather congested sidewalk, with more than 300 cases with Victrolas deposited there.

Messrs. Burkart & Blake, the biggest Philadelphia dealers in the Edison, have been doing a very fine business in June and are more than satisfied with their results. They have started July in a very encouraging way. They had as a visitor the past week Verdi E. B. Fuller, of New York and Orange, N. J., who is visiting the various agencies of the Edison and adjusting any matters that may be necessary. Mr. Blake expects to go

(Continued on page 50.)

*"Pen your orders
to Penn"*

*You are assured of a close co-operation
when you rely upon Penn Victor Service
for your supply of Victor talking
machines and supplies.*

*We specialize upon Victor machines and
records, offering a quick service in both.*

*Penn Phonograph Co., 17 South 9th Street
Philadelphia*

The Louis Buehn Co. Philadelphia

Exclusively WHOLESALÉ Victor Distributors

The discontinuance of our retail department was done for a purpose—so on July 1st we could start as “exclusively wholesale” Victor distributors. Our experience has proven that we can serve you much better by concentrating our energies and resources, thus providing an improved service which will be an expert service in every way.

This age of specialization requires close application to one policy and in sacrificing our retail trade, we do so with the belief that our future co-operation will be from one desire, that of reinforcing your efforts on the retail firing line by providing a complete line of ammunition.

With “wholesale only” over our door, we feel that not only will this new policy be appreciated by our present customers but the quality of Buehn Victor Service will be utilized by those Victor dealers who desire a service that will make good at all times, particularly in emergen-

cies when the receipt of either machines or records will save sales and make profits.

On record orders we fill from stock over 90% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

The LOUIS BUEHN CO.
825 ARCH STREET PHILADELPHIA

THE TRADE IN PHILADELPHIA.

(Continued from page 48.)

away on the 23rd of July on a two weeks' vacation at his own home at Buffalo, N. Y., and to their summer home on Lake Erie. On Monday of this week their repair man, Harry Wilson, went to the Orange factory to be gone a week to look over the new things at the factory and get a line on the Edison product better to help him in his work next season. Mr. Burkhart will not go on his vacation until fall and will take a hunting trip to Virginia.

Philadelphia experts interested in the development of the film have been for some time past working on a device to combine the phonograph with the projecting machine in order to produce the voice in conjunction with the action of the picture. It is aimed to overcome the many difficulties which hitherto have made perfect synchronization impossible.

INSPIRED PATRIOTIC FEVER.

Pasquale Martucci, who operated a tailor shop in Oxford, Mass., worked up his patriotism to a high pitch by keeping a talking machine playing Italian national airs for two weeks preparatory to leaving for Italy to join the army. Martucci is certainly up to date.

The trouble with many a self-made man is that he is not quite finished.

TO WHOLESALE EXCLUSIVELY.

The Louis Buehn Co. Announces That After July 1 the Company Will Sell Victrolas, Records and Supplies Only at Wholesale, Thus Becoming the Only Exclusive Victor Wholesale House in Philadelphia.

The following special announcement by the Louis Buehn Co., 825 Arch street, Philadelphia, Victor distributors, was mailed to the trade on July 1 and shows quite a radical change in policy:

"Beginning July 1, 1915, we will sell Victrolas, records and supplies only at wholesale. This will be the only exclusive Victor wholesale house in Philadelphia and the acknowledged standard of 'Buehn Service,' with the increased facilities we now have, will merit a support from dealers which we hope to receive in a large measure."

When interviewed regarding this change, Louis Buehn, head of the corporation, said: "For some time past I have considered the advisability of this move and inasmuch as conditions are pointing to specialization it is apparent that now is the best time for the move. There is no doubt in my mind but that the trade will welcome an exclusively wholesale Victor service, for it means an improved service in every detail.

"It is interesting to know that we are now filling 90 per cent. of all our record orders, while on foreign records we average practically 100 per cent. On machines and repair parts we are likewise filling practically all of our orders. Our one

aim now is to see how much better we can help the dealers and every ounce of our endeavor will be utilized for this one purpose alone."

Louis Buehn, president of the company, is too



Louis Buehn, President.

widely known in the trade to require much comment. He has been prominently identified with



Chas. Miller, Vice-Pres.

the trade for many years and is a man who has always considered his business first, both in relation to the customer and to Buehn service. That he continues to even augment this is shown by the new plan of dealer co-operation as outlined above.

The other two offi-

cial of the company are Chas. W. Miller, vice-president, and Frank B. Reineck, secretary, both of whom are specialists in the talking machine field. They have been associated with this house for a number of years and are thoroughly familiar with the far-reaching policies and co-operative plans of the Louis Buehn Co.



F. B. Reineck, Sec'y.

TAKES CHARGE IN PITTSBURGH.

L. Friedl, connected with the European department of the Columbia Graphophone Co. for some time past, has been appointed manager of the Pittsburgh, Pa., branch of the company. S. H. Nichols, who was formerly manager of this store, has relinquished the active direction of the store's interests in order to concentrate upon his broader and more important duties as district manager. Mr. Nichols' territory includes the Pittsburgh store and other cities in that vicinity.

CLOSED BIG JUNE BUSINESS.

"June business was far beyond our expectations, and was remarkable in many ways," remarked H. L. Willson, assistant manager of the Columbia Co., in a recent chat with The World. "The month showed a very large gain over last June and, as a matter of fact, practically equaled May business of this year, which is rather unusual, June being popularly considered a 'summer' month. Orders are being received from our dealers in a volume which closely resembles the fall seasons of a few years ago, and the outlook for the rest of this year is equally encouraging. The additions to our Bridgeport factories are progressing rapidly."

A BLACKMAN TIP

**"SATISFACTION AT BLACKMAN'S
COSTS NO MORE
THAN
DISSATISFACTION ELSEWHERE"**

(BLACKMAN)

If you are PARTICULAR about service and MUST HAVE
THE GOODS on time—there is ONE SAFE PLAN

MAKE BLACKMAN YOUR JOBBER



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

VICTOR DISTRIBUTORS





For quality, variety, activity and interest, the Columbia Double-Disc Record List for August 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

SERMONS BIG PUBLICITY FACTORS.

W. D. Wilmot Preaches in Prominent Churches in Fall River and Introduces the Edison Diamond Disc Phonograph to a Large Community—His Sermons Conceived Along Broad Lines That Are Uplifting and Helpful.

(Special to The Talking Machine World.)

FALL RIVER, MASS., July 6.—W. D. Wilmot, the well-known talking machine and sporting goods dealer of this city, has for his business slogan, "Constant Growth in Public Favor and Usefulness," and makes that slogan mean something through originality in his manner of doing business.

One of Mr. Wilmot's recent stunts has been to deliver a series of sermons in various local churches, having delivered three sermons to date and with others scheduled. The advertising value in Mr. Wilmot's church work lies in the fact that on the days he preaches the Edison Diamond Disc phonograph replaces the choir in that particular church and, in the hands of an experienced operator, plays the music incident to the service, leads in hymns, etc.

The prominent part taken by Mr. Wilmot and his Edison Diamond Disc phonograph during the services is indicated by the perusal of the accompanying program in connection with Mr. Wilmot's appearance in the pulpit of the Second Primitive Methodist Church on June 27, when Mr. Wilmot delivered an address on "The Golden Rule in Business: Help Yourself by Helping Others." The program was as follows:

1. Opening voluntary by the organist.
2. Hymn, "Nearer, My God, to Thee," Edison Diamond Disc phonograph.
3. Opening prayer, by Rev. T. M. Bateman.
4. Hymn, "Dreams of Galilee," phonograph.
5. Responsive reading, led by pastor.
6. Notices and announcements read.
7. Collection taken (Edison disc record, during offering).
8. Reading of Scripture passages from Old and New Testaments, where love thy neighbor or Golden Rule thought is found; W. D. Wilmot.
9. Hymn, "Dear Spirit, Lead Thou Me," Edison phonograph.
10. Reading by W. D. Wilmot of quotations from great teachers and philosophers, including Aristotle, Aurelius, Buddha, Cicero, Confucius, Epictetus, Elbert Hubbard, Ingersoll, Abe Lincoln, Mohammed, John D. Rockefeller, Seneca, Shakespeare, Socrates, Swedenborg, Tolstoi, Voltaire and Daniel Webster.

Quotations from above all bearing on love and service to other men, with inevitable rewards for the doer.

11. Hymn, congregational singing.
12. Address by W. D. Wilmot: "Help Yourself by Helping Others, or the Golden Rule in Business."

(Note—W. D. Wilmot has served six years as secretary and three years as president of the Fall River Merchants' Association.)

13. Hymn, "O, Love that Will Not Let Me Go," phonograph.

14. Discussion of the Golden Rule, led by W. D. Wilmot, who invited the pastor and the audience to ask questions of him.

15. Closing hymn, by the congregation.

16. Informal concert, Edison disc records.

Mr. Wilmot's addresses from the pulpits have received considerable attention from the local newspapers, which have reproduced the addresses in full in their columns.

The excellence of Mr. Wilmot's addresses, their freedom from anything that might be considered

as calling attention to his business or the goods he sells, make it impossible to condemn this highly original and effective form of publicity.

It has invariably been the case that, following the meetings, the members of the congregation have gathered around Mr. Wilmot and asked numerous questions regarding the Edison Diamond Disc phonograph, the Edison records and other similar matters regarding which their curiosity has been aroused, and the publicity has actually resulted in a number of sales.

PATHEPHONE CO. IN DETROIT.

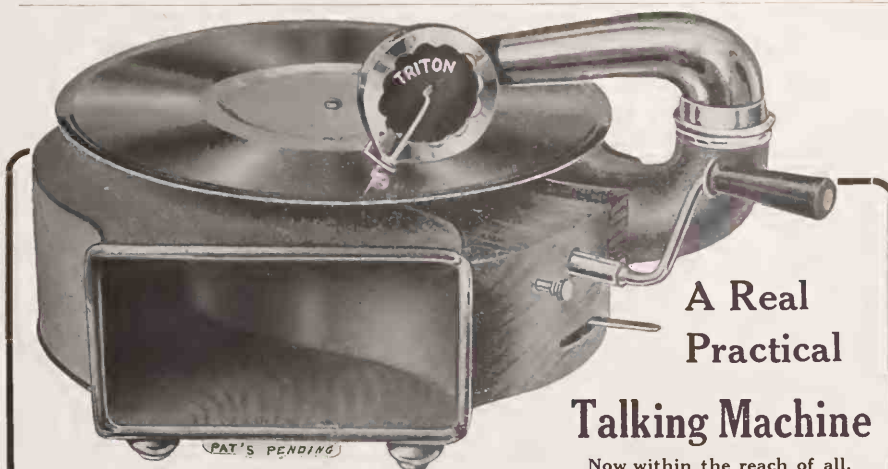
Organized to Sell Pathephones and Pathé Discs in State of Michigan with a Capital Stock of \$5,000—Lease Handsome Quarters.

(Special to The Talking Machine World.)

DETROIT, MICH., July 6.—The Pathephone Co. of Detroit has been organized to sell Pathephone and Pathé discs in the State of Michigan. The company will be retailer as well as distributor. The capital stock is \$5,000, all of which has been subscribed and paid in in cash. There are four stockholders, all holding an equal amount of shares—Ralph Peckham, Martin F. Milard, Colin F. Morrison and Harry C. Shea. The business will be conducted at 114 Farmer street, where the firm has taken a long lease. Several thousand dollars are being spent in remodeling the store, installing partitions, for demonstrating rooms and decorating. The store is

twenty by one hundred feet in size and will have four large booths divided by plate glass partitions, as well as a large reception room in the front, and shipping rooms in the rear. Mr. Shea will be the general manager of the business and will act as sales manager, while Mr. Morrison will be in charge of the store. Messrs. Peckham and Milard are leading master plumbers and will not be active.

Before investing in the new enterprise they visited in other cities where the Pathé Co. has distributors and were very much enthused. "If other cities can make a success of the Pathé agency, surely Detroit—the most prosperous city in the country—can," said Mr. Peckham. A complete line has been ordered from the factory and will arrive in time for the grand opening, which will take place about July 15. Mr. Shea, by the way, was formerly with Bayley's Music House as manager of the talking machine department, previous to which time he was for three years connected with the American Phonograph Co.



A Real
Practical

Talking Machine

Now within the reach of all.

THE TRITON PHONOGRAPH

Guaranteed to play all makes of needle disc records as perfectly as the highest priced machine. Sturdily made, compact, easily portable. Fine for summer use—camping, picnics, outings, summer cottage, etc.—for entertainment and dancing. Can supply a fine carrying case at low figures. The "Triton" is a \$10.00 retail value. Big discount on quantities. Write for particulars.

THE TRITON PHONOGRAPH CO., 41 Union Square, New York

FROM OUR EUROPEAN HEADQUARTERS

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

The Absence of Any Tendency Toward an Early Termination of Hostilities Is Developing Into a Serious Problem for Record Manufacturers—Fear Coming Season's Output Will Suffer Restriction Owing to the Labor Supply Failing—A Feeling of Optimism Prevails, However, and Everybody Is Hopeful Despite the Serious Conditions That Now Exist—Utilizing Talking Machine Factories for Munition Supplies—England's Export Trade Shows Steady Increase Despite Disturbing Elements—Hough's Progressive Ideas in Advertising—Interesting Budget of News for the Month.

(Special to The Talking Machine World.)

LONDON, E. C., July 3.—From all ports there is unfortunately little prospect of an early termination of hostilities, and people generally, not excluding Government officials, seem to have resigned themselves to the possibility of a very protracted war period, lasting anything up to three years. Without a doubt there is substantial foundation for such belief, and we must not therefore lose heart if luxury commerce suffers a setback. That we must expect as time proceeds, for the call of the country's interests is depleting to an ever-increasing extent the resources of the labor market which, in relation to gramophone workmen, is well nigh exhausted already. This aspect of the situation is expected to develop into a serious problem for record manufacturers, who fear that the coming season's output will suffer considerable restriction in consequence of the labor supply failing. In many departments female labor has proved satisfactory, but it cannot be utilized safely in the arduous operation of record pressing. This does not involve the necessity of prolonged experience, though a certain amount of skill is of course required. The exacting nature of the work, however, precludes the employment of any but the strongest, and certainly it is quite unsuited to the utilization of female labor. Male recruits are at a premium. It might be possible to secure the services of men "broke" in the war, a proportion of whom have lost a leg, but are otherwise physically fit. Making certain allowances, the work would just suit them, I should think, and maybe when the need arrives, as it soon will, manufacturers might do worse than give the experiment a good trial!

An Optimistic Note Heard.

In my round of the trade this month an optimistic note was struck by the majority of gramophone men with whom I conversed. Individual expressions of opinion are often misleading, and my conclusions are therefore based on collective thought in a broad review of the field. It is useless to disguise the fact that gramophone sales are not over-abundant generally. In some quarters quite a state of activity exists, which in itself is a pleasing com-

mentary upon the pessimistic attitude of the few who may be placed under the category of persistent growlers. On the other side it is satisfactory to find that while some traders, individually, may have been hit hard, in bulk quite a substantial trade still obtains. Below normal, maybe, yet, everything considered exceedingly good!

Pocket patriotism is at a big discount to-day, whatever—figuratively speaking—it may have been yesterday. After nearly twelve months of warfare England is at last awake. It is a long time, but was it not ever thus? History is affirmative in reply. We are to-day more than ever determined to see this conflict of might against right fought out to a successful conclusion. The gramophone trade is doing its bit, and gramophone machinery is sounding another tune in the production of shells and other munitions of war. H. M. forces count hundreds of talking machine men in its ranks, a large majority of whom are playing their part on the blood-soaked fields of Flanders or other war areas. Even to the extent of a depleted output the gramophone trade is patriotically subordinating its interests to Britain's needs. That is the first consideration, unquestionably. After which let us remember the financial requirements of the country must be met by each and all maintaining as far as is reasonably possible our commercial activity. It is not only necessary, it is a duty. It makes for "silver bullets" and final triumph!

From Gramophones to War Munitions.

"Somewhere in Middlesex," on the Great Western Line, a representative of the Daily Mail tells of a recent opportunity he had to observe one of Great Britain's new munition works in operation—a factory in which less than a year ago gramophones and their accessories were being made. (And are still being made.—Ed. T. M. W.) At the end of last year nothing more warlike than "Tipperary records" was turned out. To-day 4,000 men, women, boys and girls—twice the normal staff in male employes and 1,000 more women and girls than the fifty or sixty formerly employed—are at work there days, nights, Sundays and holidays. Among the articles now produced are cartridge cases, charges, lead cases for gun cotton, fuses, igniters, cordite reels, wooden rifle boxes, ammunition boxes, field hospital furniture and aeroplane parts. Tens of thousands of pounds' worth of new machinery has had to be installed. Several 900-ton "punch presses" were imported from the United States. They convert heavy brass discs into cartridge cases for sixteen-pounders almost by the pulling of a lever. But the company found, to its great satisfaction, that much of its existing mechanical equipment was suitable for the making of munitions.

Export Trade Shows Increase.

Notwithstanding submarines, mines and other

ship-wrecking elements, our export trade shows a satisfactory increase month by month. This is as much true of gramophone exports as of ordinary commerce. Unfortunately many orders for machines and parts are held up for want of supplies. A substantial oversea trade is nevertheless being maintained, large shipments to the British Colonies especially predominating. On the other hand, it is curious to record that gramophone consignments from America to England are for some reason slow of delivery. The explanation may be found in the congested state of our railways or partial shortage of labor to promptly handle the shipments as they arrive from the States. As far as I know the fault does not rest on your side, but maybe you could throw some light on this important subject?

"A Good Soldier and Friend."

It is with deep regret that the death in action of R. V. Graham, son of Jake Graham, of Liverpool, was recorded in last month's World. "A good soldier and a friend" is the expression of his company officer in a letter to Mr. Graham, to whom The World begs to tender its respectful sympathy.

Brown Bros.' Report.

The annual report of Messrs. Brown Bros. for the year ended December last shows a profit of £27,221, after making certain allowances for depreciation of plant, etc. A dividend of 7½ per cent. on the ordinary shares is recommended.

Since the commencement of the war over 200 of the company's employes have joined the army!

A Pleasing Bill of Fare.

A glance through the Zonophone monthly program of musical fare is always a pleasing instruction in the ever-varied moods of public taste. In brief, Zono records are abreast of the times. The last phase being fox trots, no time has been lost by the company in offering an abundant supply. Zono fox trot records are now trotting into big sales! Other popular issues in great variety are itemized on the current list, and it only remains to add that only live dealers get it. See the point?

Progressive Ideas on Advertising.

With J. E. Hough, Ltd., the time for instituting progressive ideas and business-stimulating plans is ever present. Particularly in the direction of publicity is this borne out. Of late new thought has guided the composition and production of their advertisement and general publicity matter, which merits a well-deserved eulogy without, I think, disparagement of the firm's previous effort in this direction. Brightly written and forcibly designed, yet withal pleasing to the eye, the new Edison Bell and Winner record copy is the work of an old press colleague of mine, Stuart Griffin, whose knowledge of the gramophone industry and its particular requirements makes for the best possible foundation of success in his new sphere of activity.

"RENO"

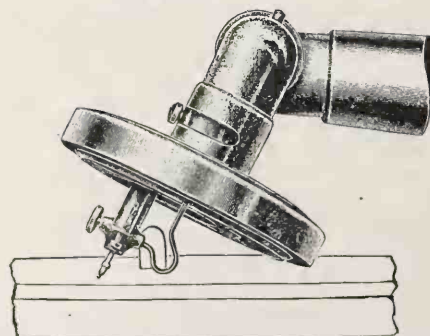
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64*
PAGE CATALOGUE



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

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 52).

Experiencing Satisfactory Business.

W. H. Reynolds, Ltd., of 45 City Road, London, manufacturers of the by now famous Reno sound boxes and a hundred-and-one parts for all kinds of gramophones, is experiencing a very satisfactory demand for his various lines. The factory has of late been considerably extended, but its resources are largely utilized for Government work, hence some little delay in the production of the ordinary talking machine goods has been unavoidable. Recent arrangements, however, are expected to neutralize any restriction of output within the near future. As an old naval man, Mr. Reynolds very naturally gives first consideration to the needs of old England and, while apologizing for any delay in delivery of goods, he relies with confidence upon his customers' temporary indulgence. The which, I feel sure, will not be withheld.

Partnership Dissolved.

The partnership hitherto existing between H. E. Hessel and T. Gilberg, trading as the Utility Trading Co., 21 Paper street, London, has been dissolved. All debts by T. Gilberg.

"Hits" from London's New Revues.

Oversea dealers who are interested in "His Master's Voice" records will learn with great pleasure of the issue of practically all the "hits" from London's new revues and musical plays. And without a doubt they are splendid records. George Grossmith, the Gaiety Theater idol, is to be heard in good form on new "H. M. V." discs of "Tonight's the Night," and I learn that the records have proved a big draw. That excellent organization, the Mayfair Orchestra, contributes waltz and other selections from "Betty," a pleasing comedy now being played at Daly's. "Watch Your Step," "5064 Gerrard," "The Passing Show of 1915" include many popular numbers which "His Master's Voice" is in a position to expatiate upon to the full satisfaction of any who care to listen. Of the recording I need scarcely speak. Let it suffice to say

that only perfect records are allowed to leave the "H. M. V." factory.

The company, by the way, is not content merely to issue records; it believes in the power of wide publicity to insure a big demand, and it is publicity of choice production, executed in a brilliant and highly attractive manner. Each announcement to the trade of the above records is accompanied by window streamers, beautifully designed showcards, lists, etc., many produced in two or three color printing of the best class. With these sales-aids in support of records which might almost be left to sell without extraneous aid, it is not surprising that even in these times "H. M. V." agents are busy.

Royal Warrants Canceled.

The disgrace of alien firms being allowed to hold warrants of royal appointments is, I am glad to learn, gradually being removed. Recent Gazette announcements advise that royal warrants have been canceled in the following cases: Julius Blüthner & Co., pianoforte manufacturers; Carl Bechstein, Ltd., pianoforte manufacturers; Schott & Co., music publishers. These announcements have given great satisfaction in British musical instrument trade circles.

Formalities Cause Annoyance.

Some little resentment has been aroused this side by the formalities imposed by the Russian Government on the would-be traders with that country. A certificate of origin signed by the Russian consul must accompany each parcel or consignment, the fee for which is 9s. 7½d., in addition to 3s. 9d. charged by the London Chamber of Commerce for a similar service. Small consignments cannot bear this expense and consequently it is said that a number of British firms have had to decline certain Russian orders. Under the circumstances one might reasonably anticipate some revision of this regulation or, better still, a reduction of the fees.

Music Out of Doors.

This month's Columbia supplement gives a hap-

pily suggestive list of records suitable for music out of doors.

Bonci's Records.

Referring to the Grand Opera season at the Regia Theater, Turin, before Italy joined the Allies, Musical Opinion gives details of the most popular productions, and then adds: "But Bonci's singing in 'Ballo in Maschera' brought the best receipts." Bonci is, of course, the world's leading exponent of the *bel canto*, the lyric tenor as compared with the dramatic tenor, and in consequence the artist's Columbia records, standing as the supreme examples of the great voice, are always in demand. His 10-inch records, double-sided, at 8s. each, are, of course, the most popular, the prime favorites being, perhaps, the "Rigoletto" and "Tosca" selections.

Harry Lauder's Recruiting Band.

Harry Lauder's recruiting band of Scottish pipers is paying a fortnight's visit to London, commencing June 14. This famous band is represented by exclusive records on the current Columbia list, so that the visit to London is a timely one.

Sings "The Joy Bird."

"The Joy Bird," a pleasing ballad that has secured no little success, is one of the songs in which the famous New Zealand soprano, Rosina Buckman, is featured on Columbia this month. Miss Buckman is just now very much in the public eye by reason of a constant run of concert appearances following closely upon her signal triumphs in opera at the Shaftesbury and previously at Covent Garden. The tuneful "Happy Summer Song" completes the combination of this very desirable record.

Columbia Paragraphs.

Bransby Williams, that king of character-actors, whose "Spotty" on a recent Columbia record has passed into a classic, is represented by a new record on the No. 11 Columbia Supplement.

The brave work of our Australian troops at the
(Continued on page 54.)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

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

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

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

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

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

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

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

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

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

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

Agencies

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

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

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

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

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

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES

REGISTERED



TRADE MARK

TO OVERSEA'S BUYERS

We manufacture Records and Gramophones of the highest quality and can quote prices to compete in any market in the world. Send for lists of records containing over 700 titles, and our 1915 catalogue of 26 new models of Gramophones and Cabinets. All the latest English and American Songs are on our List.

Address inquiries to:

Export Manager, INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

**YOU ARE
PAYING
TOO MUCH FOR
GRAMOPHONES
AND RECORDS.**

**A GLANCE
AT OUR
CATALOGUES
WILL
CONVINCE
YOU.**

FROM OUR LONDON HEADQUARTERS—(Continued from page 53).

Dardanelles will center particular interest on Australia's national song, issued on Columbia this month. This anthem, "Song of Australia," is stirringly declaimed by Lloyd Johnson, supported by a strong quartet. It has won considerable praise from the musical fraternity.

The distinguished work of David Bispham has been so long a feature of Columbia records that there must be a wide circle of admirers to welcome his new record this month. One of the selections he sings, the old Scotch melody "Loch Lomond," has received much timely and favorable advertisement of late because our Scotch troops have used it so freely.

"The Arcadians" Successes.

The successful revival of that melodious musical comedy "The Arcadians" gives special point to the issue of vocal numbers by the original singers on Columbia this month. To get the inimitable "Peter Doody" in the person of Alfred Lester singing "Always Merry and Bright" in record form is something for which we ought to feel profoundly thankful in these days. But when, in addition thereto, we have the delightful soprano voice of Miss Florence Smithson to charm us with the harmonies of "The Pipes of Pan" and three other delightful new numbers we should feel blessed indeed.

this science has been formulated and developed to a high degree of accuracy. The man who would be progressive must master it to keep up with the age.

There is a story told of a doctor being called to treat a shoemaker who was thought to be dying. The shoemaker craved salmon. The doctor thought the man was in such a desperate state that he might as well let the fellow have what he wanted, as at the worst the salmon would kill him a few moments earlier only. However, to the doctor's surprise the salmon cured him.

Later the doctor was called to cure a blacksmith suffering from the same complaint. As the salmon had been so efficacious in the case of the shoemaker the doctor thought it would be equally so in the case of the blacksmith. The result, though, was different. The blacksmith died. So the doctor wrote down in his memorandum book, "Salmon cures dying shoemakers, but not dying blacksmiths."

"What is sauce for the goose is sauce for the gander" is not true in the business world. You can't cure the blacksmith with the same medicine that cures the shoemaker.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

If all men were alike salesmanship would not be an art.

You know you must handle the quick-tempered man with gloves; the lethargic person you must urge to action. This much the novice knows. But mankind is not divided simply into the quick and the slow. There are many types and variations.

The art of analyzing character scientifically is not as simple as the alphabet.

Before you can properly judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be remarked.

The value of such study you must feel. If you are looking for commercial or professional success master it. It will repay you largely.

Equally important is the third success injunction, KNOW YOUR BUSINESS.

This means more than know your job, though you should make sure you know that first. After that, however, you should get busy, and know the job above yours. Yes, even the job above that. For the fellow just above you may not be able to fill the job above him. If you can, there is your chance.

While it is THE DOING that counts in the BATTLE FOR SUCCESS, it is not The Doing that starts the BATTLE FOR SUCCESS. It is your preparation to do the things that should be done when the opportunity arrives that makes you "make good" at the supreme moment.

So-called "luck" in advertising is usually nothing more than a blending of a good article, good judgment, good copy and a good medium, says Fame.

KNOWING BEST HOW TO HANDLE THE OTHER FELLOW.

Most Successful Men Owe Their Success Largely to Skill in Handling Men—Different Temperaments Must Be Treated Differently—Character Analysis Is Necessary.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands of dollars have been lost by not knowing the other fellow and by putting him in the wrong place.

Thousands of dollars have been expended by fond parents in their attempt to make doctors and lawyers of sons that nature never intended for such professions.

Thousands of hours of honest effort have been wasted by those who have been advised to go into lines of business for which they had no ability.

Thousands of lives have been ruined by persons of jarring temperaments marrying.

Thousands of parents have quarreled with their children and turned them adrift—simply because they did not understand their children.

Thousands of children have quarreled with their parents for the same reason.

Thousands of men on the road fail as salesmen simply because they don't understand the other fellow.

Thousands of merchants become bankrupt because they do not understand men and women.

Instead of securing and retaining patrons, through their want of tact they lose those who come to them with trade.

We put the question to you, Mr. Employer, how can you handle the men under you if you do not understand them?

We put the question to you, Mr. Salesman, how can you sell the goods to persons you do not understand?

Since the greatest statesmen and the greatest professional men owe their success largely to their skill in handling men and women, can you afford to be without this knowledge?

Can directors of banks and railroads and corporations, in whose power it lies to select men for executive offices, afford to put the wrong man in the high place?

Such a mistake may involve a railroad or corporation in bankruptcy because of the incompetency of the man selected. A man may be elected president of a bank who is by nature a defaulter.

There was an excuse for this before character analysis had become a science. Now, however,

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

Manufacturers of

Coliseum Records, Gramophones and Accessories

Specialties

NEEDLES, MOTORS,
SPRINGS

for all makes of machines

CABINETS, TONE
ARMS, SOUND BOXES

We are the oldest established firm specializing in all replacement parts for Gramophones and Phonographs, and are in a position to supply any gear of any standard make on the market. We have a special plant, dealing with wheels of odd manufacture, which can be turned out in a few hours' notice.

NOTE! FOREIGN AND COLONIAL BUYERS are you Stocking COLISEUM RECORDS,—IF NOT, WHY NOT?

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.



Two new selections by Ferrari-Fontana are in the Columbia August list; also new selections by Alice Nielsen, Felice Lyne, Morgan Kingston; also the best mid-summer song hits, latest dance numbers, band and orchestral novelties—recordings for every occasion to meet every demand for music. **No chance at all of missing a sale!**



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

Columbia Graphophone Company
Woolworth Building, New York

U. S. COURT DECIDES IN FAVOR OF THOMAS A. EDISON, INC.

Judge Learned Hand of U. S. District Court Dismisses Complaint of Victor Talking Machine Co. Against Thos. A. Edison, Inc., for Infringement of Patent

The patent suit instituted last year by the Victor Talking Machine Co. against Thomas A. Edison, Inc., charging infringement of certain patents was decided in the defendant's favor last month by Judge Learned Hand, of the United States District Court, who dismissed the complaint in the following opinion:

UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK.

VICTOR TALKING MACHINE COMPANY
Against

THOMAS A. EDISON, Incorporated.
Learned Hand, D.J.

Patent 785,362 being withdrawn I have only to consider patents 814,786 and 1,060,550. The plaintiff urges that the "reorganized" machine infringes claims 16, 23 and 37 of patent 814,786 and claims 39 and 42 of patent 1,060,550. Claim 23, of patent 814,786, if considered verbally, is clearly not applicable; the "bent pivoted tube" is especially designed not to carry the sound-box in substantial alignment with the tapering portion of said arm. Therefore claim 23 may be disregarded at once; because where so many claims are put into a patent each element in a given claim must be supposed to be especially necessary to the combination. In such a patent there is little room for latitude of interpretation. In claim 16 the term, "sound-tube," used in the claim should be confined to the movable section 29, which is called a "sound-tube" on page 2, lines 49, 50, 64, 70 and 93, and which is used in that sense in a number of the claims. The defendant has no "sound-tube" because it has no such element as Johnson's disclosure, the whole organization of its machine being quite different and being derived from another part of the art, that is, from the solid horn art.

If, however, that part of the solid horn which comes above the record be deemed the "sound-tube" so that the defendant infringes, then the claim in my judgment presents no patentable novelty over the prior art. I shall assume for the moment and until I take up claim 37, that the Clark patent, 759,348, and the Lake patent (1902) Brit. 785, show a sound-tube with an end piece, to which the sound-box is rigidly attached, but which itself moves freely upon two axes, vertical and horizontal; the proof of that I shall give later. If so, it was not patentable to give to the sound-box that double motion when annexed to a solid horn. Johnson's own patent, 785,363, which was in the office at the same time as the patent in suit would have been a good reference otherwise upon this very point. Moreover, Johnson's patent, 634,944, shows the horn bent through ninety degrees to meet the sound-box with a solid connection. Surely it was not invention to make the straight tube of Clark and Lake into a bent tube like Johnson, 634,944, or to vary the bend into a semi-circle as the defendant has done. In the patent in suit the joint between the sound-tube and semi-circular part may well be patentable, but the defendant does not use it or anything like it. The bend in its tube is a twist in the solid metal, which puts the sound-box in the same vertical plane with the horn, when the tube is in a straight line with the horn, but which has no functional significance. At least I am not willing to attribute invention to that particular feature, and that is the only feature which is new. Therefore, I think that claim 16 must be limited to the disclosure as shown where there is a separated horn of which one part is a sound-tube in the sense mentioned in the patent.

Claim 37 contains an element described as "a hollow sound-conducting arm movable in a plane parallel with" the record support. The phrase, "sound-conducting arm" or "tube" is used in the patent interchangeably with "sound-tube" to mean the element, 29, distinct from the horn proper (page 2, lines 27, 41); but it may be (page 1, line 18) that this use is not throughout as consistent as in the case of the "sound-tube." However that may be as mere matter of terminology, the element must be limited to the organization disclosed or it is invalid, because if the element include the whole of a solid horn,

as it must to cover the defendant's device, it is invalid under Clark, supra, and Lake, supra. Here there is a hollow sound-conducting arm in the sense of a horn which moves parallel with the record. The sound-box has a vertical movement about the horizontal pivot, i, which permits the box to move from or to the record independently of the horn, sufficiently to remove the stylus. However, the plaintiff urges that as the Clark and Lake patents are clearly for a feed machine, the sound-box cannot therefore move freely laterally across the record as the defendant's does and as the plaintiff's does. That in all feed machines there must be some play which permits a slight amount of accommodation to the grooves of the record all agree. The whole phonograph art shows this, but it is urged with some plausibility that such slight accommodation as this should not be confounded with a deliberate adaptation for tracking through the guidance of the record alone. Hence it is insisted that patents like von Madaler (1899), British, 23,497, and the Macdonald patents are not applicable, and that there must be understood in the patent in suit a machine made like the original Berliner machine, where the stylus drifts freely in a lateral plane.

The organization of Clark's machine leaves no doubt in my mind that a lateral movement was contemplated about the vertical pivot, j, within the sleeve, m. Figures 5 and 9 show how this is to be done, the pin, j, being that on the upper end of which the guide arm, D, was fastened. The disclosure page 1, lines 45-70, leaves no doubt as to the patentee's purposes, the phrase, "universal joint," line 60, being wholly unambiguous. Just how much play was permitted depended upon the relative lengths of m and k within the joint, and of their difference in caliber, but the degree of motion is not a patentable detail. The fact that the defendant's universal joint is a ball and socket is irrelevant.

Lake's patent (1902), British, 785, illustrates precisely the same thing and quite as clearly, not, as the plaintiff thinks, confusedly. Thus the patentee says, page 5, lines 1-3, that the device "permits a very slight motion in the horizontal direction, to the tubes of the diaphragm as arranged in Figures 15 and 16. This horizontal movement is just sufficient to permit the ball to follow smoothly the path of the spiral groove." All the defendant has done is to allow this play in a "horizontal direction" to be large enough "to permit the ball stylus to follow smoothly the path of the spiral groove." The fact that it allows the stylus to follow a spiral groove which was of altogether different threading from that which the feed was meant to accommodate cannot have any bearing upon patentability. The plans are shown and all that need be done is to proportion the parts m and k so as to allow enough play to accommodate for whatever the total difference is between the feed and the record. No patent can reside in the mere size of these parts. Unless therefore claim 37 is limited to the disclosure, it will meet these two patents and it will be invalid. Therefore, I find no infringement of patent, 714,856. Patent, 1,060,550, was in the office more than ten years and the claims in suit were interjected into the application after the patent had been once allowed, and after the defendant's machine had appeared upon the market. Just how it can happen that a patentee can hold an invention secreted for so long and can then adopt it so as to cover the subsequent art does not appear. The result is, assuming that the claims do not constitute a new invention, that the patentee has got from eight to nine added years to his monopoly from the time when he would otherwise have been obliged to leave the art unhampered. To let him reserve his patent till the trade independently develops and then to pounce upon it for a full term would seem to violate the conditions upon which his grant depends and to convert the system into a mere means of checking industry. This is especially true where as here a fundamental patent like the Berliner protected the whole invention until 1912. The case certainly suggests a purpose to monopolize that invention still further by reserving in the Patent Office patents upon other similar machines known long before.

Whether this be true or not, the practise is so obviously mischievous that the courts should discourage it as much as possible, as well as the practise which permits forty-eight claims upon a simple and perfectly obvious machine like this. Such claims violate the very purpose of any claims at all, which is to define the forbidden field. In such a waste of abstract verbiage it is quite impossible to find any guide. It takes the scholastic ingenuity of a St. Thomas with the patience of a yogi to decipher their meaning, as they stand.

Claim 39 is certainly not infringed because the tapering sound amplifier has no "free swinging movement." On the contrary it is rigidly controlled during its operation by the feed mechanism. The disclosure is of a freely floating horn and it is only a literal reading of the claim which can cover any part of the "reorganized" machine but the little adjunct tube which carries the sound-box, about which more in a moment. If, however, we disregard the limitation of the claim and consider it as covering the tapering portion, we find that portion, anticipated by Jeffries (1900), Brit. 16,897, von Madaler (1899), Brit., 23,497, and Lake, supra, in all of which a tapering horn moves exactly as the tapering part of the defendant's horn moves in the "reorganized" machine, and has a sound-box which can be raised up and down into and out of co-operation with the record. Therefore, the claim cannot safely be allowed an expansion which it would, as matter of interpretation, be absurd to permit, that is, to disregard the freely swinging movement. If, on the other hand, one were to disregard the other element of the claim, i. e., the taper in the arm and apply it to the adjunct tube which swings freely, one would get no further than Lake, supra, which, as I have shown at length, has a free swing in all directions dependent in amount upon the proportion of the elements, m and k. Therefore, even with a latitude of interpretation which would be wholly unwarranted in view of patent as a whole, the claims cannot be regarded as infringed.

Claim 42 differs in that the element of free swing is eliminated and the condition of parallel motion is substituted. This difference makes the claim more verbally applicable to the defendant's "reorganized" machine than claim 39, though here, too, the disclosure must be disregarded altogether. If, however, the claim be interpreted to cover a feed control tapering horn, then von Madaler, supra, and Lake, supra, at once become good references, because the tapering part of the defendant's horn is under feed-control like them. If, again, as in claim 39, the taper of the horn be disregarded, notwithstanding the words of the claim and it apply to the adjunct tube, then Lake, supra, is as good a reference as upon claim 39. The only change in consideration of these two claims is that Jeffries, supra, does not apply to claim 42.

It hardly seems necessary to consider the defendant's "normal" machine, except to note how far beyond any possible scope of the closure the plaintiff is willing to press the literal interpretation of the claims.

Blagden, 671,305, does not seem to me to be apposite to this patent, because the member which moves laterally parallel to the record is not the tapering horn. This patent is derived from the broken horn art, not from the solid horn. Edison's original patent does not seem to me very relevant either to claim 39 or 42.

In all this art there was no room for any great pioneer invention in the mere relations of the horn to the sound-box or its connections. The great invention was the floating of the stylus upon the face of the record and that was Berliner's discovery. A mere glance at the defendant's machine shows that its original organization proceeded upon wholly different lines. When the Berliner patent expired I see no reason in law or morals why they should not have availed themselves of an attachment of the floating sound-box type to play Berliner records in the Berliner fashion. They, with the rest of the world, were the beneficiaries of that disclosure. While the floating sound-box was somewhat crudely devised by Berliner, the pregnant idea became public, and I cannot see how the defendant has borrowed anything from the plaintiff, except the semi-circular twist in its tube. However, amid the wilderness of words I have tried to find and tread a path of logic, though the simpler way might have been to rest the case upon broader lines. The bill is dismissed with costs.

SHIP IMMEDIATELY—RUSH—TO-DAY SURE

Every wire or special we receive demanding a quick shipment is a test of our efficiency as Victor Distributors. We receive thousands of them in the course of a year's business. Our response earns us each year a big increase. You Victor Dealers who need and appreciate a Victor Service That Serves get in touch with us immediately.

**THE OLDEST VICTOR DISTRIBUTORS
IN THE SOUTHWEST**

Schmelzer Arms Co.

**1214-16-18 GRAND AVENUE
KANSAS CITY, MO.**

NEWS FROM TALKING MACHINE CENTERS IN CANADA.

Lindsay's Striking Window Display—W. T. Ott Returns from Panama—Delmar Co., of Montreal, Incorporates—Columbia Co. Reopens Victoria Street Store in Montreal—Robert Shaw Tells of Conditions in Manitoba, Saskatchewan, Alberta—Sells Phonola Patent.

(Special to The Talking Machine World.)

MONTREAL, CAN., July 3.—C. W. Lindsay, Ltd., recently had one of the most striking window displays of Victrolas, covering all models, ever on view. Their show windows are the best in the local piano world, and in this instance they gave their whole space to the display. Real artistic taste was shown in the arrangement of machines and supplies, and was the subject of much admiration.

The Edison distributors of Vancouver, B. C., are running a series in the daily newspapers entitled "Summer Letters," the whole being devoted to the furtherance of the Edison product and the idea of popularizing this machine as an outdoor enjoyment as well as an inside.

Extradition papers have been sent by the Toronto police to the British Consul in Panama, who will act for the local authorities in the case of W. T. Ott, arrested in a South American republic (as reported in these columns recently), at the request of the Provincial and local police. He will be brought back to Toronto to stand trial for forgery. Ott was accountant in the Toronto offices of the Columbia Graphophone Co.

The London, Ont., store of the Nordheimer Piano & Music Co., Ltd., has added a talking machine department.

E. A. Stevenson, who has had many years' experience in wholesaling and retailing Columbia graphophones and records, has joined the selling staff of the Nordheimer Piano & Music Co.'s talking machine department in Toronto.

Former Chief John Thompson of the Toronto fire department was lately presented with a Victrola and an illuminated address by the members of the department.

A couple of Montreal talking machine dealers are advertising the "Marvel," one at \$12.50 and the other at \$12. On inquiry, information was furnished to the effect that a good number of these machines had been sold.

The Delmar Co., Ltd., Montreal, has been incorporated with a capital stock of \$50,000. Its charter includes the right to manufacture, buy, sell, deal in phonographs and the like, and records to be used in connection therewith.

N. G. Valiquette, Ltd., 477 St. Catherine street East, one of Montreal's leading retail furniture emporiums, has just concluded arrangements

whereby it will feature the Columbia line, and is showing a complete range. It has in stock upward of 4,000 records.

The R. S. Williams & Sons Co., Ltd., Toronto, has closed a long lease of a store at 19 King street, East Hamilton. The building will be entirely remodeled and will embody six talking machine demonstration rooms, each 8 by 10 feet, sound-proof, and finished in different woods to be in keeping with the styles of machines displayed. Adjoining these is a commodious record stock room, accommodating 100 feet of record shelving.

For the convenience of its patrons living in the central and western portions of the city the Canadian Graphophone Co., Montreal, Columbia distributor for the Province of Quebec, has reopened its Victoria street store, where there is now on display the full line of Columbia instruments. In order to fasten the address of its new store on the minds of the public, the firm included a supply of needles, bought some time ago, while they lasted, with each record purchased at the opening of the new store.

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, has just arrived in Toronto.

The retail house of Thomas Claxton, Ltd., has taken on the representation of the Columbia, and reports some nice sales of Grafonolas and high-priced records.

Miss Maggie Teyte, the famous singer and Columbia artist, while in Winnipeg recently, paid a visit to the warerooms of the Winnipeg Piano Co. with her accompanist, Mr. Waller, of the Boston Opera Company.

So popular are Columbia Grafonolas in the West that Robert Shaw, who has charge of Manitoba, Saskatchewan and Alberta for Columbia lines, reports that he is still over a hundred machines behind. He has made special intercessions in behalf of his customers, however, and manufacturing headquarters assure him of early deliveries of everything on order. Mr. Shaw, who is familiar with the talking machine industry from its inception in Canada, is consistently enthusiastic as to the mission of Grafonolas.

A. B. Pollock, president of the Pollock Manufacturing Co., Ltd., of Berlin, Ont., has returned from New York, where he concluded the sale of the

United States patents of the new Phonola, that his firm is bringing out. Reference has already been made in these columns to this new Phonola, which embraces an entirely new idea in the sound producing world. It is the invention of A. H. Welker, the secretary-treasurer of the company, who has made a special study of tone reproduction and acoustics. The pipe organ principle is applied in a manner that amplifies and purifies the tones being reproduced, and the series of chambers employed are determined by scientific calculation.

The Phonograph Shop in Ottawa has sold to one gentleman three different Edison Disc phonographs. First it sold him an Edison A200 for his country home, an Edison A150 for his city home, and now an Edison B60 for his son, who is going to the front. He has also spent over \$200 in Edison records, making over \$700 business with this one firm alone. Nor is this an isolated case, as the Phonograph Shop has a couple of sales to several different people, and has another man who has invested over \$500 in its goods. These transactions indicate the development of phonograph business among persons able to buy high-class types.

IMPORTANT FACT WELL PRESENTED.

"Economy in needles is extravagance in records" is one of the arguments used by the Silas E. Pearsall Co., Victor distributors, 16 West Forty-sixth street, New York, of which Thomas F. Green is general manager. This is a unique way of presenting the important fact to the owners of talking machines that needles should be used only once, and it has been shown that a short snappy statement of the character above is often times better than a volume of "reason why" copy.

Business with this well-known Victor distributor is reported to be in excellent shape by Mr. Green and it is interesting to learn that the shipping department of the concern has earned a new record for itself, not only in the quickness of sending the goods out, but in the completeness of the orders, all of which adds further prestige to the value of "Pearsall Victor Service."

FLOWERY TUNE.

On Friday, Miss Lillian Plant and Eugene Weed were married at Westfield, Mass. The best man, Old Wally Eaton suggests, should have been Henry Blossom and Flora Mae Holly should have been flower girl. And Robert Hoe should have turned on a Mary Garden record, bought from Sol Bloom.

If somebody had to write an account of the wedding, it should have been Elliott Flower or Charley Field.—New York Tribune.

FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

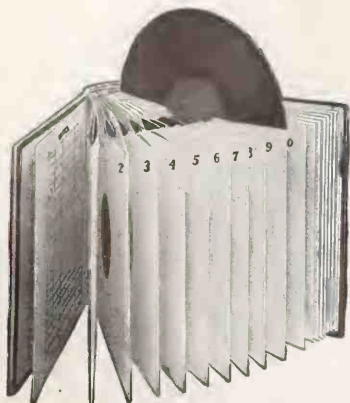
These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

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

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

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

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.



SOUTHERN CALIFORNIA NEWS ITEMS.

Great Activity in Musical Circles—National Federation of Musical Clubs Holding Annual Convention in Los Angeles—Other News.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., July 6.—Los Angeles is now busy entertaining the National Federation of Musical Clubs convention and a great many musicians of note from every part of the country are in the city. A great deal of publicity has been given to this convention by the local papers, and this has had a good effect on business, especially during the last two weeks has it been noticeable.

The scarcity of talking machines and records has been a great trial to all local dealers, but the situation is getting better slowly, and all the jobbing houses promise a full stock before August 1.

The Wiley B. Allen Co. is contemplating several changes in its talking machine department which, when completed, will give it one of the finest departments on the Coast. According to the plans the entire ground floor will be devoted to demonstrating and showrooms, with the exception of a small space allotted to the Lindsay Music Co., which handles small goods and sheet music only. This is more than double the space occupied by the talking machine department at present.

Sherman, Clay & Co., Victor wholesale dealers, were able to get but two of the new model Victrola XVIII. Not being able to supply all the Victor dealers, Mr. Ruggles, the manager, had to resort to a drawing, in which Barker Bros. and the Wiley B. Allen Co. were the lucky winners.

F. H. Thomas, of the F. H. Thomas Music Co., 691 Boylston street, Boston, Mass., Edison dealer of that city, is in Los Angeles for a short stay.

Mr. Guyette, manager of the talking machine department for the Broadway Department Store, is very much pleased with the showing made by the Sonora talking machine during the last month. The Broadway is the exclusive agent for this machine and is looking for a steady increase in sales for it in the future.

Herman J. Efker, for four years president and general manager of the Music Co., Tucson, Ariz., has purchased the T. T. Gardner Music Co., of Gardena, Cal. Mr. Gardner, who has been identified with the talking machine business in and around Los Angeles for several years, is retiring from business. The new house will be known as the Gardena Music Co.

Mrs. Frances Elliott Clark, head of the educational department of the Victor Talking Machine Co., is in the city attending the convention of the National Federation of Musical Clubs. Mrs. Clark expresses herself as very well pleased at the number of Victrolas now being used in the

When delivering your talking machines use the

LANSING KHAKI MOVING COVER



No. 3 Strap

Heavily Padded and Quilted
(Made in two grades)

Write for booklet

E. H. LANSING
611 Washington St., Boston, Mass.

public schools in Los Angeles. Mrs. Clark, as chairman of the public school music department of the federation, presided at the morning session June 26, at which meeting she read an excellent paper on "Recent Developments in Public School Music." In her paper Mrs. Clark called particular attention to the following interesting facts: "At the present time so many new and advanced ideas are being put into use in so many places that it amounts almost to complete revolution in the purpose and methods of teaching music in the schools. Sight reading has again come into popularity, but the processes are so much improved as to be scarcely recognizable. Rote singing is being put in its proper place. Good tone quality occupies first place as an indispensable requirement in any organized system. The talking machine has brought into the schools a hitherto impossible joy and value of hearing much of the very best music, interpreted by great artists, thus making it possible for the first time in the world's history to really use the great cultural and intellectual value of music in the process of regular education. Largely because of this wider knowledge of the

music itself more time is left for the technical study." Mrs. Clark is very enthusiastic over southern California and intends to prolong her stay as long as possible.

H. W. Johnson, who has been connected with the Victor department of the George J. Birkel Co. for quite a number of years, has recently had a streak of extra good luck. A lady customer of Mr. Johnson's recently died and in her will remembered him to the extent of several thousand dollars. We are unable to give the exact amount, but from a reliable source we understand that it was a very tidy sum. Mr. Johnson's friends were both surprised and pleased at his good luck. Report has it that he is in a quandary as to which girl's proposal to accept. However, leave it to "Hank."

PROGRESSIVE.

"I hear your daughter is making great progress with her music."

"I'm afraid she's overtrained. She won't play anything now that sounds the least bit like a tune."

To secure those Victor machines and records for your summer business you need the Pearsall Service.

MOST of the summer business is "quick" business; people make up their minds to buy on the spur of the moment, and profits are made only if you have the goods in stock. They won't wait for you "to get them." Look over your stock now and test Pearsall Service with an order for both machines—all types—and records. Let us show you that Pearsall service means more profits for you.

Silas E. Pearsall Company

16 West 46th Street, near Fifth Avenue
NEW YORK

GREAT TRADE ACTIVITY PREVAILS IN DETROIT.

Jobbers and Dealers Tell of Progress—Labor Well Employed and Able to Spend Money for Talking Machines—Association to Consider the Question of Sending Records Out on Approval—Expansion of Old and Forming of New Concerns—Other News of Month.

(Special to The Talking Machine World.)

DETROIT, MICH., July 8.—There isn't a single talking machine dealer in Detroit who hasn't a lot of nice things to say about business for the month of June. Sales increased over the same month last year and were a great deal better than May of this year. One of the best arguments to prove that talking machine business in Detroit is above the average is that more jobbers have been visiting here during the past thirty days than ever before. Jobbers who heretofore have never solicited Detroit business came several times to get acquainted with local dealers with the end in view of ultimately working up a clientele. A number of these jobbers seen by The Talking Machine World correspondent stated that Detroit was the only city in the Middle West that was doing any "real business." One thing is pretty certain—any jobber getting "in right" with Detroit dealers can be sure of good-sized orders at least once a month.

Detroit banks have never had as much money as they have to-day. There is no such thing as the word "unemployed" for anybody who is willing to work. Factories in all lines are just as busy as they can be. The motor car factories will turn out about 800,000 cars this year and are now planning on over a million cars during 1916. Most of them are way behind in orders. Henry Ford comes out with the announcement that he will build an immense factory in West Detroit, employing 32,000 men. He has purchased some 2,000 acres of land and plans to sell each workman enough ground to build a home and have a good-sized garden. He also says that every man employed there will receive \$5 per day on the same plan as is now in vogue at the Ford Motor Co. plant in Highland Park. It is expected that when the new West Detroit plant is operating our city's population will increase 100,000; all of which means greater prosperity, more homes and the sale of more talking machines.

The Detroit Music Trades Association held its last summer meeting June 8 at the Hotel Charlevoix. The next meeting will not be until September. At the June gathering the question of sending records out on approval was discussed for the third time. A committee consisting of Messrs. Denison (Columbia), Rupp (Grinnell Bros.) and Brown (Wallace Brown Edison

Shop) were instructed to thoroughly consider the matter and to make some definite report at the September meeting. Following adjournment the members walked to the new J. L. Hudson music store, where Manager E. P. Andrew took them for a complete tour of inspection.

A. A. Grinnell, treasurer of Grinnell Bros., returned July 6 from a two months' Pacific Coast trip. C. A. Grinnell, accompanied by Mrs. Grinnell, left July 1 for a six weeks' Western trip. He will attend the annual convention of the talking machine jobbers at San Francisco, as well as the piano merchants' convention and the Shriners' Convention at Seattle. He will be back in Detroit about August 20.

Jacob Oppenheim, proprietor of the Woodward Talking Machine Shop, 2982 Woodward avenue, reports good success with Columbia machines and records. He is getting a great deal of the North Woodward trade, which formerly went to the downtown stores.

Wallace Brown, the local Edison dealer, says that June was a "crackerjack" for business. June 7 was his lucky day—he sold seven machines, two of them being for \$200 cash each. He says that the Edison advertising and demonstrating campaign in the moving picture theaters and on the pleasure boats is bringing good results. A great compliment was paid by a leading advertising expert to Wallace Brown, who said: "I think the Wallace Brown Edison Shop has the best advertising copy of any dealer in the country. It is the best written copy and the best arranged copy I have ever seen for a talking machine dealer." (Yes, Wallace Brown writes his own stuff. He used to be in the newspaper business.)

Rudolph Wurlitzer, of Cincinnati, Victor jobber, was in town the last week in July with his family, who were on their way to Harbor Beach, Mich., where they have a summer home. He called on E. K. Andrew, of the J. L. Hudson store; Max Strasburg, and Manager Rupp, of the Grinnell store.

Max Strasburg, who handles Victor and Columbia goods, says that May showed a 22 per cent. gain, and that June was also a good month. "We are very busy selling \$25 machines for summer homes," he said. "We are also shipping and packing a lot of machines for owners who want them



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.

sent to their summer places." W. B. Keith, sales manager of the Max Strasburg shop, and who has been in the business for thirteen years, leaves July 12 for his summer cottage at Algonac, Mich., where he will remain until August 2.

Charles K. Bennett, now manager of the Eclipse Music Co., of Cleveland, Victor jobbers, was in Detroit June 14 in search of business. Mr. Bennett was formerly with the Victor Co. at Camden, N. J.

Stanford B. Curry, formerly with the Jenkins Music Co., of Kansas City, is now with the J. L. Hudson talking machine department as salesman.

Miss Ethel Lawler, who has been associated with Max Strasburg for the past fifteen years, left June 9 on a trip through Northwest Canada, Seattle, Los Angeles, San Francisco and other points West. She will be home July 15.

Both Grinnell Bros. and the J. L. Hudson Co. deserve great praise for the attractive displays in their windows over July 4. Both displays were very appropriate and attracted a great deal of attention.

The J. L. Hudson store has recently purchased a new automobile delivery car, exclusively for the use of the talking machine department.

H. Ballagh, of the Hudson talking machine department, owing to ill-health is spending a few weeks in the country.

The Board of Education of Detroit has been receiving bids on forty-eight Victor school talking machines for use in connection with its public playgrounds. All bids have been referred to Ira W. Jayne, superintendent of the Recreation Commission, handling the playgrounds.

The Highland Park store of Grinnell Bros., Woodward and Pasadena avenues, Detroit, has opened for business in charge of G. T. Johnston, who has been with the firm for some time.

The Saginaw, Mich., store of Grinnell Bros. has moved after thirteen years to 114 North Baum street. E. L. Jones is manager.

The Ecco Talking Machine Co., of Detroit, has been organized with a capital stock of \$6,000 to manufacture a ten dollar talking machine. The principal stockholders include two very prominent young Detroit business men, Horace J. Caulkins, Jr., and F. Harold Bourke. The third stockholder is Charles E. Poyer, of East Orange, N. J. Of the \$6,000 capital stock, \$3,000 has been paid in cash.

R. B. Alling, manager of the Phonograph Co., of Detroit, Edison jobbers, has joined the Detroit Board of Commerce, comprising over 4,000 leading business men.

Pending the completion of its new twelve-story building at Michigan and Shelby streets, the People's Outfitting Co. has moved to Michigan and Cass streets. This concern handles Victor goods.

Joe Adcock, of the W. E. Metzger Co., Victor dealers, says that since moving into the new location at 501 Woodward avenue, he has been selling more high-priced goods. He says that every month shows nearly double the amount of business of last year.

Mr. Dealer—for your benefit we maintain two of the largest stocks of Victor and Edison Cylinder Machines, Records and Supplies. Our prompt shipments will convince you that we have both goods and service. With seventeen railroads, four express companies, and the boat service of the Great Lakes, our facilities for prompt service are perfect. Try us and be convinced.

*Victor and Edison
Cylinder Distributor*

W. D. ANDREWS

BUFFALO, N. Y.



Music lovers want music in summer as well as in winter. Therefore, don't change gears—keep in high—forget that you have always heretofore gone into second at this season.



(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

TALKERS POPULAR AS GIFTS.

Prominent Persons Receive Presents of Victrola and Grafonola—Interesting Review of Business Conditions—Trade Uneven in Cincinnati with Trend Showing Steady Increase.

(Special to The Talking Machine World.)

CINCINNATI, O., July 8.—All reports agree that June was a favorable month for the talking machine dealers, the results as a whole being satisfactory. There is some complaint from the firms which use the talking machine as a side line, they find the situation in many respects similar to the piano trade, which falls off with the coming of the hot weather.

Talking machines are now the proper gifts, according to the pace set in this city during the past month. The police chiefs of the country enjoyed their convention here so much that they decided to give Colonel Coplan a testimonial of their esteem. It was a Grafonola. On Saturday night the law students who were a part of Attorney Frank Gusweiler's "quiz" class last year gave him a dinner. The guest was presented with an electric Victrola.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., speaks of the local situation as follows:

"The month of June was as changeable in business as it was in its weather. Splendid business alternated with stagnation, and the net result was very satisfactory. It is impossible to account for the conditions, as the best business days were often the most rainy and stormy. Certain facts, however, stand out, and these should be most encouraging to the salesmen and dealers. They are the splendid record sales, which were without doubt the largest that have ever been made at this time of the year, and the uniformly good demand for the higher-priced machines.

"The largest sale of the year in the retail record department was made during the month of June, which is supposed to record the lowest ebb of the record trade. Several of the new Victrola XVIII were sold, as well as Electric XVI's, and so you see that we can well claim that there is no longer a season when the talking machine dealer can say that his business is dead.

"Machines are plentiful, and it is likewise certain that many dealers are taking full advantage of this fact and pushing their business with results. We are filling immense orders, and with dealers continuing active there is no reason to look for abatement at this time or later in the summer. In fact, if we can go by past experience, there is every reason to look for constantly improving sales during the balance of the year. The demand exists, and the only matter that is undecided is the financial conditions that we will have to meet. What these conditions will be we can only surmise, but the fact remains that the greatest demand ever known for a specialty exists in the case of the Victrola, and it is for the individual dealer to reap the harvest."

Manager Whelen, of the local Columbia store, when asked about June business, stated: "Business the latter part of the month was exceptionally good and the net sales exceeded June of last year. The first of the month was a little slow in the retail department, but the wholesale steadily increased throughout the month. From all indications, the net results for the entire year will soar way ahead of last year, and in anticipation of this we are piling up orders for fall delivery, and the way in which the dealers are responding to our request for future shipment orders goes to show that they, too, are looking for big business. The factory is making preparations to supply the demand, and there is no doubt but that the demand is increasing daily. It is a surprising fact that the greatest demand this summer has been for the larger type machines, while heretofore the summer demand has been for the smaller types."

A. Thallmayer, special foreign representative of the Columbia Co., visited the Cincinnati store the latter part of the month. Mr. Thallmayer is making a tour of the United States, booming foreign records and investigating the foreign situation.

S. H. Nichols, district manager of the Columbia Graphophone Co., visited the Cincinnati store during the past month. Mr. Nichols was formerly manager of the Cincinnati store and is quite a favorite among the Cincinnati trade.

Mr. Byars, of the talking machine department of the Aeolian Co., found the June situation a rather interesting one, the month starting off quietly and

ending with a satisfactory flourish. He and his assistants sold quite a number of small Grafonolas for camping purposes. The Vocalion, he finds, is attracting much interest from owners of other machines, and reports meeting with good success in selling those who have made a study of the several machines.

There is reason to believe that the Starr Piano Co. will have a talking machine department before the end of another month.

INTERESTING CHURCH RECITAL.

R. H. Sadler, Jr., gave a recital on the new Edison Diamond Disc phonograph at the First Baptist Church, Laurel, Md., on June 29, and aroused the greatest enthusiasm. He prepared a very interesting program, which was interspersed with selections on the piano and by numbers given by a local soprano. The records were heard distinctly throughout the entire edifice. The last piece on the program was "The Star Spangled Banner," sung by Thomas Chalmers and chorus, on the Edison phonograph. All lights were turned out as soon as this piece started. Then, when it was all dark, a large American flag was thrown over an easel previously provided for the purpose, and while the record was still running an electric flashlight was thrown on the flag. This produced a fine effect, the flag appearing to rise out of the darkness, which of course brought very generous applause, as the flag of our country generally does.

BUSINESS SURPRISINGLY GOOD.

"We have found general business surprisingly good for this time of the year," said Philip A. Ravis, vice-president of the New York Album & Card Co., 25 Lispenard street, New York, manufacturer of Nyacco disc record and photo albums.

"We are working our factory to capacity at the present time and will continue to do so during the entire summer. Many of our dealers are placing advance fall orders and the outlook indicates a banner fall and winter season for the end of this year."

The man whose conversation is heavy should be careful about dropping a remark.

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.

11 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Regina-phones;
Coin-operated Mandolin Orchestras; 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
Feise
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

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

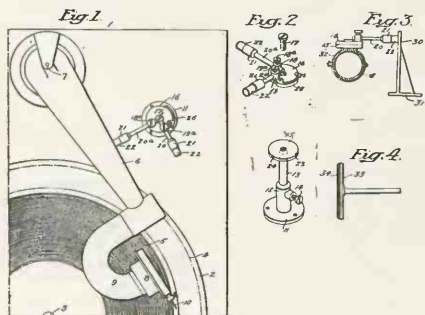
(Specially Prepared for The Talking Machine World.)
WASHINGTON, D. C., July 3.—STOP FOR TONE ARMS OF TALKING MACHINES.—Gerhard Busch, Philadelphia, Pa. Patent No. 1,141,437.

One object of this invention is to provide a relatively simple, inexpensive and conveniently operated device for limiting the movement of the tone arm of a talking machine relatively to a record disc on the rotary plate or table thereof in order that said arm may be prevented from moving beyond that point at which the reproducer needle, carried by the sound box on said arm, will strike said disc immediately adjacent the beginning of the record thereon.

A further object of the invention is to provide a stop which will limit the movement of the tone arm to such a point as will cause the reproducer needle carried thereby to engage the record disc between the edge and the beginning of the record groove with a view to preventing the sound-box being moved into a position in which the needle may drop beyond the edge of the record, as well as to avoid the loss of time otherwise incidental in properly starting the talking machine.

The invention also contemplates a novel form of a stop for the tone arm of the talking machine which shall be adjustable to cause it to properly position such arm for records of a number of different diameters, and that regardless of whether said tone arm is movable solely in a horizontal plane or whether it is moved in both horizontal and vertical planes while being brought to a position in which the machine is ready for operation.

Another object of the invention is to provide a device of the character described which, in addition to being adjustable to suit it to tone arms of various heights above the surface of the talking



machine casing, shall also include means whereby its arm-engaging abutment or abutments may be conveniently adjustable to cause them to stop such arm with the reproducer needle in the desired position relatively to a record disc.

Fig. 1 is a plan of a portion of a talking machine showing the invention as applied thereto; Fig. 2 is a detached perspective view of certain of the parts of the invention; Fig. 3 is a side elevation of a slightly modified form of the stop, and Fig. 4 is a side elevation of a special form of arm-engaging member.

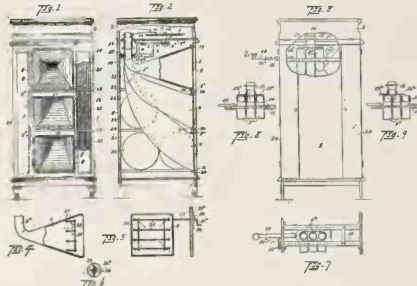
SOUND-REPRODUCING MACHINE.—Charles W. Walker, Chicago, Ill. Patent No. 1,139,987.

The primary object of this invention is to provide a generally improved sound-reproducing machine having improved amplifying means whereby the quality of the reproduction may be improved and regulated at the will of the operator and while the machine is in operation. In carrying out this object the inventor provides for a plurality of graduated amplifiers or horns having their open ends arranged at one side of the cabinet and their neck portions movably supported and adapted to be brought into and out of communication with the common sound-conduit of the sound-reproducing means whereby one or more amplifiers may be brought into use and the volume or strength of the tone regulated as desired. For example, in the present embodiment of the invention the amplifiers or horns have their open ends superimposed

and are graduated from top to bottom for the production of a mild, medium or strong tone, respectively, or by bringing two of such amplifiers or horns in communication with the sound-conduit a blended or intermediate tone will result.

A further object of the invention is to provide means whereby the reproduced sound issuing from the amplifier may be modified, controlled and directed at the mouth or open end of the respective amplifier and as issuing from the open side of the cabinet.

Referring to the drawings forming a part of this specification, Fig. 1 is a front elevation of the improved sound-reproducing machine of the cabinet type, a portion of the walls of the latter being broken away for the purpose of clearer illustration



of the parts. Fig. 2, a similar view of the same, partly in section and partly in side elevation. Fig. 3, a rear view of the same, a portion of the rear wall being broken away for the purpose of clearer illustration of the parts. Fig. 4, a side elevation of an amplifying horn provided in its mouth or open end with sound-modifying and deflecting elements. Fig. 5, a front elevation of the same. Fig. 6, a view of the handle operating and adjusting mechanism used in connection with the sound-modifying and deflecting elements shown in Figs. 4 and 5. Fig. 7, a top plan view of the mechanism for movably supporting and adjusting the neck portions of the amplifiers or horns with respect to the common sound-conduit communicating with the sound-reproducing means. Fig. 8, a rear view of the same, showing an adjustment whereby the sound-waves from the common sound-conduit communicate directly with the neck portion of the second or intermediate amplifier. Fig. 9, a similar view showing an adjustment in which the sound-waves communicate with the neck portions of two of such amplifiers.

TALKING MACHINE.—William H. Camfield, Newark, N. J. Patent No. 1,138,843.

This invention relates to an improved talking machine of either the disc or cylinder type in which a casing with a lid is used, and the invention is designed to provide for the winding of the motor of the machine by the moving of the lid.

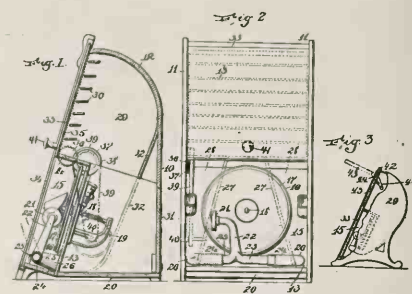
The machine has a connection between the winding means of the motor and the lid, so that when the lid is operated the winding means is actuated to put the motor under tension to play the succeeding record.

The invention permits the use of a light weight or spring as motive power, as the automatic winding of the motor at each operation of the lid necessitates only enough power to play one record.

To more fully perfect the machine a construction is devised in which the parts are so disposed that the lid must be operated to give access to the record and must be again operated to uncover the horn, in this way insuring a winding of the motor at the installation of each record.

The invention further provides for an improved talking machine in which the arrangement of the parts allows the base of the machine to be small so that it can be placed on an ordinary stand or table, but at the same time allows a comparatively long sound-passage or horn, which is desirable to secure clear and loud reproductions from the record.

A still further object of the invention is to provide a horn, which is contained within the casing of the machine but which avoids the motor in order to prevent the noise of the motor from being heard during the reproduction by the machine. This is preferably accomplished by forming the sound-



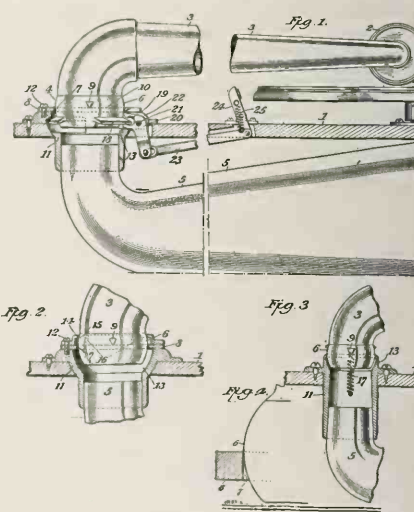
passage into two channels between its outlet end and its reproducer end to form a space in which the motor is placed. This arrangement also permits the inspection of the motor while the machine is operating. It will be further understood in this invention that the motor is in a casing formed by walls of the horn passages, and the casing thus formed provides a convenient position of the motor of the talking machine and at the same time does not interfere in any way with the transmission of sound through the horn passages.

Fig. 1 is a vertical section through the center of Fig. 2, illustrating the new form of talking machine. Fig. 2 is a front view of the machine shown in Fig. 1. Fig. 3 is a side view, partly broken away, showing a talking machine with a modified form of lid.

TALKING MACHINE.—Walter Hyer Pumphrey, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,139,224.

The object of this invention is to produce a mounting for the tone arm employing a minimum number of parts, of extremely simple construction, which may be manufactured at a comparatively low cost and quickly assembled.

A further object is to arrange the parts in such relation as to make them readily accessible and



facilitate their removal for purposes of examination or repair, etc.

A further object is to minimize friction in the mounting without in any way interfering with or limiting the freedom of movement of the tone arm.

In the drawings Fig. 1 is a longitudinal section illustrating the application of the invention to a well-known type of talking machine, employing a disc record and a concealed horn. Fig. 2 is a similar view, showing the use of a ring for retaining the tone arm in position. Fig. 3 is a sectional view, illustrating a modified form of mounting. Fig. 4 is an enlarged detail view.

STYLUS-POSITIONING AND CIRCUIT-CONTROLLING MEANS FOR SOUND-REPRODUCING MACHINES.—Chas. W. Ebeling, Wheeling, W. Va. Patent No. 1,138,646.

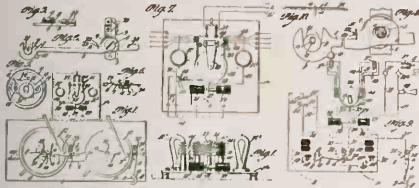
The present invention relates to improvements in a stylus-positioning and circuit-controlling means

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

for sound-reproducing machines, one object of the present invention being the provision of means which will properly guide the stylus to the phonic groove of the record at the initial rotation of the sound record carrier, said means being automatically released and moved out of the path of the stylus and from above the record to simultaneously close an electric circuit for electrically connecting a telephonic transmission means including the reproducer of the sound-reproducing machine.

The present invention is especially applicable to sound-reproducing machines used in connection with motion picture projectors, and more particularly to the structure set forth in co-pending application filed even date herewith, serial No. 798,295, and also the main invention as shown in the application for patent of Harrison W. Rogers, filed February 7, 1913, serial No. 746,890, the present mechanism being the result of experimenting with the mechanisms set forth in the above two applications, it being necessary only in the present instance to attach a device at the center of the record in combination with a pivoted arm capable of a slight sliding movement adjacent the record, the arm and the means carried by the record co-operating to move the stylus toward the beginning of the phonic groove during the initial starting of the record and to release the stylus-guiding arm at such point so that it is automatically swung out of the path of the record and from thereabout to automatically close the circuit to the telephonic-transmission device of the sound-reproducing machine.

In the drawings Fig. 1 is a top plan view of the complete mechanism for guiding the stylus and controlling the circuit. Fig. 2 is a top plan view on an enlarged scale of the stylus-controlling and guiding arm. Fig. 3 is a section taken on line 3—3 of Fig. 2. Fig. 4 is a view similar to Fig. 2 on an



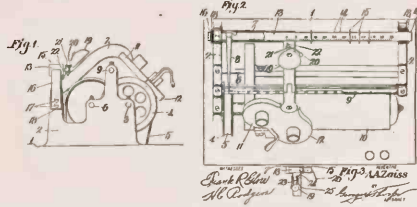
enlarged scale, with the pin head removed to show the elongated slot to permit the longitudinal movement of the stylus-guiding arm. Fig. 5 is a top plan view of the record-carried means for actuating and releasing the arm. Fig. 6 is a section taken on line 6—6 of Fig. 2. Fig. 7 is an enlarged top plan view of the selecting switch for the talking circuit and the solenoid for actuating the same. Fig. 8 is a front elevation thereof looking in the direction of the arrow Fig. 7. Fig. 9 is a diagrammatic view of the electrical circuit used in connection with the present invention and including the electrical circuit controlled by a moving film in a projector. Fig. 10 is a sectional view of a record disc upon its carrier illustrating the method of insuring the proper positioning thereof upon the carrier and also its positive rotation with the carrier.

COMMERCIAL TALKING MACHINE.—Alma A. Zaiss, Kansas City, Mo. Patent No. 1,139,947.

This invention relates to talking machines of that class known generally as dictating machines or commercial phonographs, and has for its object to produce means to be used upon such a machine, when used for transcribing purposes, for the purpose of indicating to the typist the point at which an error appears on the record cylinder, so that she may "listen" at that point and then make the required correction, it being noted in this connection that the preferred signal will be an audible signal, but that, in any event, it shall be of such character that there will be no necessity for the typist to glance at the talking machine while transcribing therefrom, it being obvious that the necessity for frequently glancing at the talking machine or an index sheet is troublesome and, of course, results in diminishing the amount of work turned out.

At present it is customary for the dictator to have handy, when dictating, an index sheet marked

to correspond with the scale on the dictating machine, by preference, so that when an error is made its point on the scale of the machine is noted and the dictator makes a mark at the corresponding point on the index sheet or its equivalent. When the record cylinder is turned over to the transcriber the index referred to accompanies it so that the transcriber may ascertain, by inspection of the index, just where errors have been made and then use the reproducer to ascertain what correction is to be made at any particular point, and in transcribing it is necessary for the typist, as herein-



before stated, to keep close watch on the index sheet and the index finger of the machine, to avoid the necessity of transcribing the error and perhaps rewriting the page.

The preferred construction of this invention embodies an audible signal—such as a bell—and means for operating the signal at the point or points where an error or errors occur, the audible signal thus saving the typist the annoyance of repeatedly glancing away from her typewriter to the index finger and index sheet containing the marks made thereon by the dictator.

Fig. 1 is an end view of a part of a commercial talking machine embodying the invention. Fig. 2 is a top plan view of the same. Fig. 3 is a fragmentary view showing an electrically operated bell, as distinguished from the mechanically operated bell of the preceding figures.

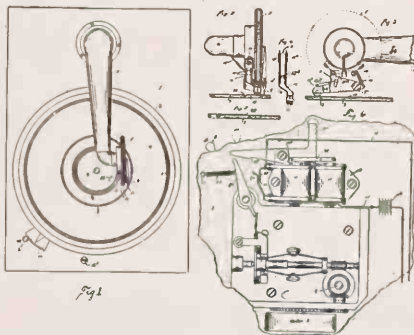
AUTOMATIC STOPPING DEVICE FOR PHONOGRAPHS. Edward C. Walter, New York. Patent No. 1,141,507.

The object of the invention is to provide means for automatically stopping a phonograph or a machine of like character, which means is entirely automatic in its action.

Another object is to eliminate all mechanism which requires setting by an operator.

Another object is to provide a structure which will not interfere in any way with the operation of the machine, which will be of neat appearance, and which can be manufactured at low cost.

Another object is so to construct the device that it will be self-adjusting for different lengths of needles and for different thicknesses of records.



Another object is to provide manually operated means, in addition to the automatic means, for causing arresting operation of the machine.

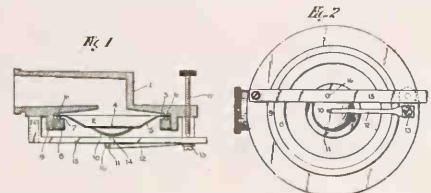
In the accompanying drawings: Figure 1 is a view in plan of a phonograph showing a tone-arm, a reproducer mounted thereon, a revolving disc and record, and starting and stopping devices; Fig. 2 is a fragmentary view, in front elevation and partly in section, of the tone-arm and reproducer with the automatic device attached; Fig. 3 is a fragmentary view, in side elevation, and partly in section, of the parts shown in Fig. 2; Fig. 4 is a detail view in plan of the plates and the arms carried thereby, and showing the overlapping portion and the cushions; Fig. 5 is a fragmentary view in sec-

tion of a record, showing a mechanism-controlling ridge; and Fig. 6 is a fragmentary view in plan of the under side of the top of the cabinet, showing the lower end of the starting and stopping lever, the magnet and its connections, and the motor.

SOUND RECORDING DEVICE. Thomas A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,142,507.

This invention relates to devices for recording sound and is an improvement on the structures described in applications Serial No. 556,469, filed April 20, 1910, and Serial No. 566,069, filed June 9, 1910, both applications being entitled Sound Recording Apparatus.

The objects are the provision of an extremely



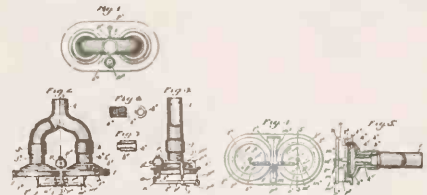
sensitive sound recorder of simple construction, one which may be readily manufactured, and which is intended to record sounds both weak and strong more truly than has heretofore been possible.

In order that a clearer understanding of this invention may be had, attention is hereby directed to the accompanying drawings, forming part of this specification, and in which Figure 1 represents a vertical central cross section through a sound recorder embodying one form of the invention, and Fig. 2 is a bottom plan view thereof.

SOUND REPRODUCING OR RECORDING MACHINE. George H. Underhill, Boston, Mass. Patent No. 1,141,672.

This invention relates to phonographic apparatus, being more particularly concerned with improvements in the sound reproducing and sound recording mechanism thereof.

The present application is a divisional of prior



co-pending application, Serial No. 212,079, filed June 11, 1904.

This invention will be best understood by reference to the following description, when taken in connection with the accompanying illustration of one specific embodiment selected for illustrative purposes only.

In the drawings, Figure 1 is a plan showing one form of sound box constructed according to the invention; Fig. 2 is a front elevation thereof, partially broken away; Fig. 3 is a section of the line 3—3, Fig. 2; Fig. 4 is a view looking from beneath the sound box as seen in Fig. 2; Fig. 5 is a section on the line 5—5 in Fig. 4; Fig. 6 shows one form of the removable throat; and Fig. 7 is a different form thereof.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co., 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

RECORD BULLETINS FOR AUGUST, 1915.

VICTOR TALKING MACHINE CO.

- 35468 The Peasant Girl Waltz Medley (Rudolph Friml) Victor Military Band 12
The Magic Melody Fox Trot, including "The San Francisco Fair" from "Nohody Home" (Jerome Kern) Victor Military Band 12
35469 Those Charlie Chaplin Feet—Medley One-step Victor Military Band 12
My Little Dream Girl—Medley One-step Victor Military Band 12
"GEMS" FROM TWO NEW MUSICAL COMEDIES. 35471 Gems from "Nohody Home"—Chorus, "Any Old Night"; Duet and Quartet, "You Know and I Know"; Solo and Quartet, "In Arcady"; Chorus, "The Magic Melody"; Finale, "At that San Francisco Fair" Victor Light Opera Company the Madam Goes Away"—Chorus, "When Love Comes Stealing In"; Quartet, "Quiet Little Evenings at Home"; Duet, "I've Just Been Waiting for You"; Finale, "Good-bye Everybody" Victor Light Opera Company
17799 Another Record by THE FAMOUS BROWN BROTHERS. Chicken Reel Comedy Medley (Saxophone Sextet), "Poet and Peasant," "Chicken Reel," "Virginia Lee" "Bull Frog and the Coon" Six Brown Brothers 10
I Wonder What Will William Tell One-step (Jos. M. Daly-Thos. S. Allen) (Banjo, Piano and Drums) Van Eps Trio 10
POPULAR SONGS FOR AUGUST. 17809 Are You the O'Reilly? (Blime Me, O'Reilly, You Are Lookin' Well) (Pat Rooney-New Version by Emmett) Billy Murray 10
The War in Snider's Grocery Store (Hancock-Macdonald-Carroll) Billy Murray 10
17721 In the Land of Love with the Song Birds (with bird effects by Joe Belmont) (F. Wallace Rega) Albert Campbell-Henry Burr 10
The Dress My Mother Wore (Marion Sunshine-Henry J. Marshall) Henry Burr 10
17812 Open Up Your Heart (Let Me and You) Wolfe Gilbert-Dave Lee James Reed-J. Harrison My Hula Maid (with mandolin) Winter Garden's Passing Show of 1915 (Harold Atteridge-Leo Edwards) James Reed-J. Harrison 10
17813 Jane (Halsey K. Mohr) Peerless Quartet If We Can't Be the Same Old Sweethearts, We'll Just Be the Same Old Friends (Joe McCarthy-James V. Monaco) Irving Kaufman 10
17810 My Little Girl (Lewis-Dillon-A. von Tilzer) Albert Campbell-Henry Burr There's a Little White Church in the Valley (Jeff Branan-Arthur Lange) Peerless Quartet
17811 One Wonderful Night (You Told Me You Loved Me) (Keithley-Lyons-Jones) Lyric Quartet You for Me in the Sumertime (Roy Ingraham) Lyric Quartet
BLUE LABEL RECORD. 45064 Will-o-the-Wisp (Benjamin-Spross) (Harp accompaniment by Francis J. Lapatino) Florence Hinkle 10
Spring Song (Frühlingslied) (Oscar Weil) In English Florence Hinkle 10
PURPLE LABEL RECORD. 60136 Fair Moon, from "H. M. S. Pinafore" (Gilbert-Sullivan) Baritone Solo in English George MacFarlane 10
17781 On, Wisconsin!—March (W. T. Burdette) Victor Military Band 10
Pasadena Day March (Marco Vessella) Vessella's Italian Band 10
17794 The Pineville Band (Rural Monologue with violin Specialty) Charles Ross Taggart At the Country Fair (Rural Monologue with Violin Specialty) Charles Ross Taggart 10
17785 Serenade (Franz Drdla) Vessella's Italian Band La Manola—Spanish Serenade (Richard Eilenberg) Patrick Conway, director Conway's Band 10
17786 I Am Coming Home (Revival Hymn) (Rev. A. H. Ackley, B. D. Ackley) Homer Rodcheaver He Knows the Way (Revival Hymn) (A. H. Ackley) Homer Rodcheaver 10
17784 Album Leaf (Violin, Flute, Cello and Harp) (Richard Wagner) Florentine Quartet Twilight (Crépuscule) (Violin, Cella and Harp) (Massenet-Hubay) Venetian Trio
Two Movements from Grieg's Peer Gynt 35470 Peer Gynt Suite No. 1—Part 1—"Morning" (Edvard Grieg) Victor Concert Orchestra 12
Peer Gynt Suite No. 2—Part 2—"The Death of Ase" (Edvard Grieg) Victor Concert Orchestra
NEW EDUCATIONAL RECORDS. 17686 (1) Poppy Lady (2) The Tulips (3) Marguerites from "Lits and Lyrics" (Songs of Child World No. 1) (Riley-Gaynor) Soprano Solo with Piano, Flute and Violin Olive Kline 10
(1) The Wood-pecker (2) Robin Red Breast (3) The Owl (4) The Boholm from "Songs of Child World Nos. 1 and 2" (Riley-Gaynor) Elsie Baker 10
17793 II hianco signo (D'Arcadelt—1514-1575) from "Echos du Temps Passé," Vol. 1 (with Lute and Harp) in Italian Raymond Dixon 10
Mon coeur se recommande à vous (Orlando de Lassus—1520-1594) from "Echos du Temps Passé," Vol. I (with Harp and Lute) in French Raymond Dixon 10
17717 Airs Sung by Ophelia, from "Hamlet" (Shakespeare-Traditional) ("13 Standard Songs of Shakespeare") (Harp accomp.) Olive Kline 10
Blow, Blow, Thou Winter Wind, from "As You Like It" (Shakespeare-Stevens) ("Novello Standard Glee Book") (with woodwind accomp.) Raymond Dixon and Male Quartet 10
55051 Stizzoso, mio stizzoso ("Unruly, Sir, Unruly") ("La serva padronna" (Pergolesi—1710-1736) (First Comic Opera) ("Anthology of Italian Song" Vol. 1) in Italian Lucy Marsh Funeste piaggie ("Ye Dismal Hillsides") ("Euridice" (Peri) (1600—First Opera Ever Produced) ("Voices from the Golden Age of Bel Canto") (with woodwind, brass and harp) in Italian Reinald Werrenrath 12
64416 The Braes o' Balquhider (Scottish Air) Words Robert Tannahill—Music, Highland Air, Soprano Solo, in English Alma Gluck 10
64433 Ben Bolt (Thomas Dunn English-Nelson Keass) Tenor Solo in English John McCormack 10
64496 Evening Song (Sidney Lanier-Henry Hadley) Tenor Solo in English John McCormack 10
64512 A Spray of Roses (Fred G. Bowles-Wilfrid Sanderson) Tenor Solo in English Evan Williams 10
74412 Largo (Handel) Violin Solo Maud Powell 12
74430 Samson et Dalila—Printemps qui commence (Delilah's Song of Spring Act I) (Saint-Saëns) Contralto Solo in French Julia Culp 12
74440 L'Africana—O Paradiso! (Oh, Paradise! Act IV) (Meyerbeer) Tenor Solo in Italian Martinielli 12
74441 Dem Unendlichen (To the Infinite) (Schubert) Contralto Solo in German; pianoforte by Arthur Arndt Margaret Oher 12
87213 La mia canzone (My Song to Thee) (Tosti) Tenor Solo in Italian Enrico Caruso 10
87219 Iris—In pure stulle (Life is Gaily Passing, Act I) (Mascagni) Soprano Solo in Italian Lucrezia Bori 10
87224 Drunten im Unterland—(Down in the Lowlands) (Unterländer Heimweh) (Schwäbisches Volklied) (Gottlieb Weigle) Soprano and Tenor Duet in German Alma Gluck-Paul Reimers 10
88530 Trovatore—Miserere (Ah, I Have Sighed to Rest Me) (Act V, Scene I) (Verdi) Soprano and Tenor Duet in Italian with Metropolitan Opera Chorus Emmv Destinn-Giovanni Martinelli 12
NEW DOUBLE FACED RECORDS. Made up of Single-Faced Records now in the Victor Catalogue. 35444 Gems from "The Sunshine Girl" (Raleigh-Wimperis-Reubens) Chorus, "When You Want a Cake of Soap"; Solo, "Ladies"; Solo, "A Tiny Touch"; Solo, "Take Me for a Walk"; Duet, "The Argentine"; Chorus, "Little Girl"; Chorus, "Get a Move On"; Chorus, "Here's to Love" Victor Light Opera Company
Gems from "The Lady of the Slipper" (Caldwell-McCarthy-O'Dea-Herbert) Chorus, "Games of Hallowe'en"; Trio, "Like a Real, Real Man"; Solo, "Bagdad"; Duet, "A Little Girl at Home"; Solo and Chorus, "Princess of Far Away" Victor Light Opera Company 12
35451 Gems from "Florodora" (Stuart) Opening Chorus, "Florodora"; Solo, "In the Shade of the Palm"; Sextet, "Tell Me Pretty Maiden"; Solo and Chorus, "I Want to Be a Military Man"; Finale, "The Island of Love" Victor Light Opera Company 12
Gems from "Erminie" (Jakobowski) Opening Chorus, "A Soldier's Life"; Solo and Chorus, "When Love is Young All the World is Gay"; Chorus, "Join in the Pleasure"; Solo, "What the Dicky Birds Say"; Chorus, "Lullaby"; Chorus, "Deign Pray to Cheer Each Heart"; Solo and Chorus, "Marriage is a Holy Union"; Finale, "Away to the Château" Victor Light Opera Company 12
35456 Risoletto—Bella figlia dell' amore (Fairst Daughter of the Graces) (Act III) (Verdi) in Italian Huquet, Zaccaria, Lanzitotti and Cigada 12
Trovatore—Miserere (Ah, I Have Sighed to Rest Me) (Act IV) in Italian with chorus Ida Giacomelli-Gino Martinez Patti 12

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY DOUBLE-DISC RECORDS. Two Coloratura Airs by Felice Lyne. No. Size.
A5686 Rinnetto (Verdi) "Caro nome" (Dearest name) Soprano Solo, in Italian with orch. accomp. Felice Lyne 12
Voc. di Primavera (Strauss) "Voices of Spring" Soprano Solo in Italian with orch. accomp. Felice Lyne 12
Operatic Arias by Edoarda Ferrari-Fontana. A1731 Pausiaci (Leoncavallo) "Un tal gioco" (Such a game's not worth the playing). Tenor Solo, in Italian with orch. accomp. Edoarda Ferrari-Fontana 10
Tristan Had Isolde (Wagner) "Noto regira e a me" (Well, do I know the queen). Tenor Solo in Italian with orch. accomp. Edoarda Ferrari-Fontana 10
Two Ballads by Alice Nielsen. A1732 From the Land of the Sky-Blue Water (Cadman) Soprano Solo in English with orch. accomp. Alice Nielsen 10
By the Waters of Minnetonka (Liedra) Soprano Solo in English with orch. accomp. Alice Nielsen 10
Reduced Prices on Alice Nielsen's English Recordings. A5245 Annie Laurie (Words by Scott) Soprano Solo in English with orch. accomp. Alice Nielsen 10
Kathleen Mavouneen (Crouch) Soprano Solo in English with orch. accomp. Alice Nielsen 10
A5401 Goodbye (Tosti) Soprano Solo in English with orch. accomp. Alice Nielsen 12
A5425 Sweet Genevieve (Tucker) Soprano Solo in English with orch. accomp. Alice Nielsen 12
In the Gloaming (Hart) Soprano Solo in English with orch. accomp. Alice Nielsen 10
A5299 Old Folks at Home (Swanew River) (Foster) Soprano Solo in English with orch. accomp. Alice Nielsen 12
Bonnie Sweet Bessie (Gilbert) Soprano Solo in English with orch. accomp. Alice Nielsen 12
A5283 The Last Rose of Summer. Soprano Solo in English with orch. accomp. Alice Nielsen 12
Home, Sweet Home (Payne) Soprano Solo in English with orch. accomp. Alice Nielsen 12
A5669 Low Back'd Car (Lover) Soprano Solo in English with orch. accomp. Alice Nielsen 10
Oh, I'm Not Myself at All (Lover) Soprano Solo in English with orch. accomp. A. Nielsen 12
A5670 Love's Old Sweet Song (Molloy) Soprano Solo in English with orch. accomp. Alice Nielsen 12
Remedem's Stream (Gatty) Soprano Solo in English with orch. accomp. Alice Nielsen 12
A1143 Decline Nellie Gray (Hart) Soprano Solo in English with orch. accomp. Alice Nielsen 10
You're the Flower of My Heart, Sweet Adeline (Armstrong) Soprano Solo in English with orch. accomp. Alice Nielsen 10
BLUE LABEL DOUBLE DISC RECORD. A1735 Because (D'Indralet) Instrumental, cello, violin and piano. Taylor-Hackel-Berge Mother Mabree (Oloct and Ball) Instrumental Trio—cello, violin and piano. Taylor-Hackel-Berge 10
DOUBLE DISC BLUE LABEL RECORDS. A1741 Sweet and Low (Darby) Columbia String Quartet 10
Goodbye, Sweet Day (Vannah) Violin, Flute, cello and harp accomp. Columbia Mixed Quartet 10
A1744 La Traviatienne (Zeller) Nightingale Song. Soprano Solo, orch. accomp. Grace Kerns 10

- Among the Lilies (Czibulka) Soprano Solo, orch. accomp. Grace Kerns 10
DOUBLE-DISC RECORDS. A5684 In the Clock Store (Orth) Descriptive sketch... Prince's Orchestra 12
Chinese Wedding Procession (Hosmer) Prince's Orchestra 12
A5685 Spanish Serenade (Friml), Prince's Orchestra 12
Serenade from "Les Millions d'Arlequin" (Drigo) Prince's Orchestra 12
A5692 Love's Garden of Roscs (Wood) Tenor Solo, orch. accomp. Morgan Kingston 12
Avourneen (King) Tenor Solo, orch. accomp. Morgan Kingston 12
August Dance Records. A5689 Irish Waltz (Medley of Irish Melodies) (Arr. by Maurice Smith—Waltz... Prince's Orchestra. 12
Geraldine Waltz (Lodge) Prince's Orchestra 12
A5687 Nohody Home (Kern) Magic Melody—Fox Trot Prince's Band 12
Georgia Grind (Dabney)—Fot Trot Prince's Orchestra 12
A5688 My Bird of Paradise Medley (Berlin-Gottler)—One-step Prince's Band 12
Paprika (Nelms)—One-step Prince's Band 12
A5690 A La Carte (Holzman)—Paul Jones Prince's Band 12
Marigny (Sarahl and Candioli)—Parisian Tango Prince's Band 12
A5691 At a Georgia Camp Meeting (Mills)—(Cake Walk) Prince's Band 12
Leo Feist Medley (Feist)—One-step Prince's Band 12

- DOUBLE-DISC RECORDS. Two Novelty (Marimba) Recordings. A1728 Italian Echoes—Two-step Marimba Selection... Played by Cardenas Quartet 10
Senorita—Two-step Marimba Selection... Played by Cardenas Quartet 10
Accordeon Solos by Guido Deiro. A1739 I Don't Care (Deiro)—Polka. Accordeon Solo. Guido Deiro 10
Il Pianto (De Ronco). Accordeon Solo. Guido Deiro 10
A Famous Sacred Duet by Well-Chosen Columbia Artists. A1740 There Shall Be Showers of Blessings (McGrannahan) Tenor and Baritone Duet, orch. accomp. Henry Burr and Gwilym Miles 10
How the Gates Came Ajar (Eastburn) Tenor Solo, orch. accomp. Henry Burr 10
Two Gems of Orchestral Composition. A1767 Canzonetta (D'Amrosio) Prince's Orchestra 10
Birds of Spring—Mazurka Prince's Orchestra 10
A1762 Milwaukee Light Guard March (Hempsted) Prince's Band 10
On Wisconsin (Purdy) Prince's Band 10
Midsummer Song Hits. A1768 In Matteevan (H. Von Tilzer) Baritone Solo, orch. accomp. Arthur Fields 10
Hop a Jitney With Me (Donovan) Tenor Solo, orch. accomp. George O'Connor 10
A1769 Darkies' Serenade (Johnson-Glogau-Piantadosi) Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10
When Sunday Comes to Town (H. Von Tilzer) Baritone Solo, orch. accomp. Arthur Fields 10
A1771 You for Me in the Sumertime (Ingram) Soprano and Tenor Duet, orch. accomp. Ethel Costello and Henry Burr 10
Mother, May I Go In to Swim? (Carroll) Soprano Solo, orch. accomp. Ada Jones 10
A1773 When the Bells of Shandon Ring Our Wedding Chimes (Helf) Baritone and Tenor Duet, orch. accomp. Herbert Stuart-Billy Burton 10
Dancing 'Neath the Irish Moon (Puck) Orch. accomp. Peerless Quartet 10
A1774 Dearie Girl, Do You Miss Me? (Whitney) Tenor Solo, orch. accomp. Henry Burr 10
Jane (Mohr) Tenor Solo, orch. accomp. Wil Robbins 10
A1772 When I Leave the World Behind (Berlin) Tenor Solo, orch. accomp. Sam Ash 10
When the Lusitania Went Down (McCarron and Vincent) Baritone Solo, orch. accomp. Herbert Stuart 10

EDISON BLUE AMBEROL RECORDS.

- LATEST LIST ISSUED. CONCERT. 28209 Before the Dawn (G. W. Chadwick) Tenor Solo, orch. accomp. Paul Althouse 10
28210 O Lord, Be Merciful (Homer N. Bartlett) Soprano Solo, organ and orch. accomp. Marie Rappold
REGULAR LIST. 2631 America (My Country 'Tis of Thee) Mixed Voices, orch. accomp. Metropolitan Quartet 10
2651 Andante in F (Molique) Flute with orch. accomp. Weyert A. Moor 10
2637 Auntie Skinner's Chicken Dinner (Morse) Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10
2636 Desperate Desmond—Drama (Rehearsing the Orchestra) Vauzeville, Speciality, Fred Duprez 10
2641 I Didn't Raise My Boy to Be a Soldier Medley—One-step (For dancing) Jaudas' Society Orchestra 10
2648 Indiana (Magnolia Miller Rowland) Tenor Solo, orch. accomp. Walter Van Brunt and Chorus 10
2653 King of the Air March (Carl Everlo) Xylophone, orch. accomp. Charles Daab 10
2638 Land of My Dreams and You (H. Sullivan Brooke) Tenor Solo, orch. accomp. Walter Van Brunt 10
2646 Laughing Love (H. Christine) Whistling Solo... Charles Crawford Gorst 10
2632 Listen to That Dixie Band (Geo. L. Cobb) Tenor Solo, orch. accomp. Irving Kaufman and Chorus 10
2635 Little Grey House in the West (Herman Lohr) Tenor Solo, orch. accomp. Emory B. Randolph and Chorus 10
2643 Love is King of Everything (Jack Vernon) Tenor Solo, orch. accomp. Reed Miller 10
2647 Oh, How That Woman Could Cook (Grace Le Boy) Comic Song, orch. accomp. Maurice Burkhardt 10
2642 Oh Maritana—Maritana (W. Vincent Wallace) Cornet and Trombone Duet, orch. accomp. Louis Katzman and Simone Mantia 10
2639 Only Girl—Waltz Hesitating (Victor Herbert) For Dancing... Jaudas' Society Orchestra 10
2650 On My Way to New Orleans (Albert Von Tilzer) Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10
2646 Pick a Chicken—One-step (Mel. B. Kaufman) For Dancing... Jaudas' Society Orchestra 10
2649 Song of the Chimney (Grad Song) (Lola Carrier Worrell) Contralto Solo, orch. accomp. Beatrice Collin 10
2652 Star Spangled Banner (Dr. Samuel Arnold) Baritone Solo, orchestra accomp. Thomas Chalmers and Chorus 10
2640 There Must Be Little Camps in the Brim (Jack Foley) Tenor Solo, orch. accomp. Billy Murray 10
2644 United Service Passing in Review... Sousa's Band 10
2633 Valcartier—Canadian March (Frederick I. Pearsall) Sodero's Band 10
2632 When the Pafnodils are Blooming (Ed. Cuthbertson) Mixed Voices... Metropolitan Quartet 10

\$ \$ \$ \$ \$ \$ \$ \$ \$

\$ \$ \$

\$ \$ \$

\$ \$ \$

\$ \$ \$

\$ \$ \$

READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER

373 Fourth Avenue

New York City

THE TALKING MACHINE WORLD.

"THE HIGHEST CLASS TALKING MACHINE IN THE WORLD"



A Wonderful SONORA Victory

The only Phonograph to be Awarded a Gold Medal of Honor and a Perfect Score, or 100% for
Tone Quality

BY THE JURY OF AWARDS AT THE PANAMA-PACIFIC EXPOSITION

A Stronger Endorsement of SONORA
TONE QUALITY could not be desired

TONE is the essence of a phonograph and every dealer will recognize how easy it will be to sell a Sonora with this endorsement back of it.

SONORA DEALERS will consider themselves very fortunate before this year is out because there are some great things coming out in the Sonora line in the very near future. Don't wait until your competitor shows you how good a proposition the Sonora is.

An energetic and progressive Sonora dealer is not given any competition in his immediate vicinity. This is an invaluable asset.

It means that all re-orders resulting from an initial sale must come to you.

Write for New Catalogue and Dealers' Proposition

Wholesale Distributors

C. W. SNOW & CO.
SYRACUSE, N. Y.

H. S. MEISKEY CO.
LANCASTER, PA.

E. S. ADAMS
NORWALK, CONN.

W. F. MARTIN
339 So. WABASH AVENUE
CHICAGO, ILL.

SONORA PHONOGRAPH COMPANY
344 GEARY STREET
SAN FRANCISCO, CAL.

SONORA Phonograph Corporation

57 READE STREET

Manufacturers

NEW YORK CITY