

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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



**The best-known trade mark in the world**

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

# Leading Jobbers of Talking Machines in America

## 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 JOBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.  
THE EASTERN TALKING MACHINE CO.  
177 Tremont Street BOSTON, MASS.

## PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS  
STEINWAY PIANOS—LYON & HEALY  
"OWN MAKE" BAND INSTRUMENTS  
Sherman, Clay & Co. San Francisco Portland  
Oakland Los Angeles

## 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

## CHASE & WEST DES MOINES IOWA

Machines Everything  
Records in stock all  
Cabinets the time.



WHOLESALE TO IOWA TRADE  
Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor Business.



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., 132 Peachtree 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., 1375 Euclid Ave.
- Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
- Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
- Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
- Hartford, Conn., Columbia Graphophone Co., 719 Main St.
- Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
- Lincoln, Nebr., The Grafonola Company, 1036 O St.
- Livingston, Mont., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 933 Canal St.
- New York City, Columbia Graphophone Co., 89 Chambers St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
- Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
- St. Louis, Mo., Columbia Graphophone Co., 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 Shipments and Low Freight Rates.  
WALTER D. MOSES & CO.  
Oldest Music House in Virginia or North Carolina.  
RICHMOND, VA.

1856 WURLITZER 1914

## VICTOR DISTRIBUTERS 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.

PERRY B. WHITSIT L. M. WELLER

## PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

## 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 January 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. 10. No. 12.

New York, December 15, 1914.

Price Ten Cents

## ST. LOUIS ASSN. ON FIRM BASIS.

Trade Organization Now Affiliated with Missouri Retail Merchants' Association and Enjoys All the Facilities of That Body.

(Special to The Talking Machine World.)

St. Louis, Mo., December 7.—The St. Louis Talking Machine Dealers' Association has succeeded in getting on a firmer foundation than was anticipated in last month's report. After the plan was completed five of the talking machine dealers had arranged to join the Missouri Retail Merchants' Association and to be appointed on a talking machine committee which would enable them to use the association equipment and to call the other dealers into conference with them. The larger association decided that it would be better to carry out the original plan and establish a special membership for the talking machine dealers on a basis of employees, and so all of the dealers have become identified with the larger association and now there is no question about the use of the office staff and equipment. The workings of this office staff have been a constant surprise to the members.

When the need of a resolution or other agreement is felt the members thresh it out in a meeting, the professional and expert secretary of the larger association disappears for a moment while an assistant takes up his work and returns with a resolution properly dictated, typewritten, and if it is such a resolution that each member would have a copy, the required number of copies are ready before the meeting adjourns. Each employe of the larger association is an expert in some line, and when work along that line is required that employe is at hand and they are quick to point out faults of proposed movements. For the present the association will devote its efforts to strengthening price and return terms, which are being well received by the trade and which, dealers say, are not causing any loss of trade and promoting a better understanding between all dealers. The Missouri association, which is the parent body, includes practically all of the large department stores, and it is through this association that the railroad fares for out-of-town customers are refunded under certain conditions.

## SEMI-ANNUAL COLUMBIA CATALOG

As Ever, More Complete and Interesting Than Previous Issues of Similar Volume—Emphasizes Growth of Record Library.

The Columbia Graphophone Co. issued last week its regular semi-annual catalog of Columbia records, listing all the records issued up to date. This publication, which is the most important book issued by the company, is similar to the previous edition of the Columbia record catalog, as the company found, by making inquiry of its dealers throughout the country, as that the form and design of the last semi-annual catalog was perfect in every detail and did not permit of any practical improvement.

The catalog is divided into three parts: First, a partial list of grand opera and concert selections; second, a general catalog of double-disc records, alphabetically arranged; third, a list of special school series records. The method of indexing followed in this catalog includes numerous cross-indexing and listing, enabling the record purchaser to locate a record with maximum convenience and ease. The system of indexing is so complete that each record is listed under six to eight different headings.

The growth of the Columbia record library is concretely set forth in this new publication, as a number of prominent and renowned artists have their first Columbia recordings listed in this edition. More than eight pages of the catalog are devoted exclusively to Columbia dance records,

these records including selections for all the modern dances, and well illustrating the progress being achieved by the Columbia Co. in this particular field.

## HERE'S THE ORIGINAL TURKEY TROT.

National Dinner Birds Dance to Music of Phonograph and Gobble for More.

(Special to The Talking Machine World.)

BOISE, IDAHO, December 9.—Pleasure seekers on the mesa recently witnessed a genuine turkey trot. One of a group of equestrians was Probation Officer Lowe, of the Juvenile Court.

One of Mr. Lowe's special duties is to see that turkey trotting is not permitted in the city, it being against the ordinance, but despite the fact that this turkey trotting was outside the city limits, Mr. Lowe concluded that he had better inspect it. He is now glad he did so, for he has come to the conclusion that the turkey is the most maligned bird on earth, that genuine turkey trotting is not vulgar in the least, but is quite a dignified pastime.

This particular turkey trot was held at one of the country homes in the mesa close to town. The house has a large loggia, which is screened in and extends across the entire side of the house. On this loggia was stationed a large phonograph, to the music of which a group of friends were dancing.

Crowded close to the side of the loggia was a flock of forty or more turkeys, glossy and sleek, in prime readiness for the table.

"The turkeys apparently were fascinated by the catchy ragtime music," said Mr. Lowe, "and they moved about in the funniest way imaginable. They would one-step to the right, then turn their heads, craning their long necks to see what the other fowls thought of their behavior. Then they would one-step to the left, again craning their necks, sometimes giving a little hitchy jump in between and an occasional 'cluck.'"

"You can imagine," said Mr. Lowe, "the effect of some forty or fifty turkeys all going through these peculiar motions to the music of 'Too Much Mustard' and 'Your'e Here and I'm Here.' The minute the music would stop those turkeys would get up the greatest gobbling you ever heard and keep it up until the phonograph started again. I could imagine something of what they were saying expressing their delight at the new style of music. I suppose."

## MAY BE MEMORY CHAMPION.

Friends of Hyman Landau, Talking Machine Man of Wilkes-Barre, Pa., Declare He Has Best Memory in the City—Proof Submitted.

(Special to The Talking Machine World.)

WILKES-BARRE, PA., December 8.—In a proposed contest to decide what man has the best memory in the city of Wilkes-Barre, Hyman Landau, of the Landau Music & Jewelry Store, is supported by many of his fellow citizens, who declare that he will carry off the honors in that line very easily.

Mr. Landau is credited with being able to give without hesitation the number of any record in the catalog of the Victor Talking Machine Co. once he is acquainted with the name of the selection desired. It is stated that a customer entered the Landau store recently and gave a list of records desired. Mr. Landau did not have to look up a single number, but when he came to a certain selection informed the customer that he had already purchased that record before. The customer denied the fact, but was persuaded to call up his home and found that the talking machine man was right.

Mr. Landau's chief competitor for the memory prize is John T. Lenahan, one of the most noted criminal attorneys in the State and also a former Congressman, who is credited with a remarkable memory regarding legal matters.

## GOOD PROSPECTS IN COLORADO.

Denver Houses Giving Over Additional Space to Talking Machine Departments and Big Shipment of Records Is Received in Grand Junction—Knight-Campbell Co.'s New Rooms.

(Special to The Talking Machine World.)

DENVER, COL., December 7.—The present talking machine business and the outlook in that line in this city is of a most satisfactory character and there is little doubt at present that with the holiday business already in sight the total for the month of December will, with the majority of concerns, prove considerably in excess of the sales volume for the same period of last year.

Several of the local dealers have made special preparation to feature the talking machine trade for the holidays, among them being the Knight-Campbell Music Co., which only a week or so ago completed and threw open to the public sixteen commodious and handsome demonstrating rooms for Victrolas. The extra rooms have been badly needed to handle the increasing Victor business of the company.

Another house which has made recent improvements in its talking machine department is the Denver Music Co. Several new demonstration booths have been added to the company's department on the second floor of its building, which now embraces over 12,500 square feet of floor space.

The H. W. Vorbeck Music Co., of Grand Junction, Col., has installed a big stock of Victor goods to take care of holiday demands, and only recently received the largest shipment of Victor records which ever went to that city.

## NEW QUARTERS IN LAKEWOOD, N. J.

George Hurlburt, Victor Dealer, Now Located in Larger and More Convenient Store.

(Special to The Talking Machine World.)

LAKEWOOD, N. J., December 7.—George Hurlburt, the successful talking machine and piano dealer of this city, is now located in a handsome new building on Second street. The new structure, built of stucco, occupies the site of Mr. Hurlburt's former store, and, in addition to affording additional floor space for display of the line, has been designed to meet the particular requirements of the talking machine and music business.

The equipment of the new store includes modern indirect lighting system, three attractive demonstration booths for the talking-machine department, a new set of record racks with an up-to-date filing system, and other features that make for convenience and efficiency. In addition to Victrolas and records, Mr. Hurlburt also handles the Hallet & Davis Co. line of pianos, and a large assortment of toys.

## MUSIC TO SOOTHE JURORS.

Washington Judge Sends Graphophone to Men Locked Up.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 5.—A jury sitting in a murder trial in Criminal Court No. 1 here, and which was locked up last night until Monday morning, got a fit of the glooms to-day and sent word to Chief Justice Covington that they wanted to do something to occupy their minds. Chief Justice Covington expressed sympathy with the jury and sent word that he would do something.

This evening the Chief Justice sent the jury a graphophone and a set of records and to-night from the court house window there is floating out all kinds of tunes, and the members of the jury are doing all kinds of two steps and can-cans in the corridors of the City Hall.

The easier it is to get a man to make a promise the harder it is to get him to make good.

## MANY NEW TALKING MACHINE DEALERS IN DETROIT.

Leading Lines of Machines Well Represented in That City and Vicinity—Steadily Increasing Number of Piano Houses Handling Talkers—December Business Exceeding Expectations—Some Elaborate Window Displays—Revival of Interest in Small Styles.

(Special to The Talking Machine World.)

DETROIT, MICH., December 7.—F. A. Denison, for the past three years manager of the Columbia store in Baltimore, has succeeded K. M. Johns as manager of the Detroit store, Mr. Johns going to the Chambers street store in New York. Mr. Denison's first month here was a record breaker, and an augury for a prosperous future. November business exceeded the November business of last year by \$8,000, and exceeded the December business of last year by several thousands, thus making it the biggest month in the history of the Detroit branch of the company.

The new styles of the machines, of which the improved sounding board is the feature, are going exceedingly well, and this is largely the cause of the increase, though a certain contest system, inaugurated by Manager Denison, has a good deal to do with it. Mr. Denison each month offers prizes for the members of the sales force who make the best records in certain respects, the conditions being altered each month. In November the man who showed the largest percentage of increase won a new hat. This month a certain figure has been set for each man to try for, the estimate being based on past performances, and if he reaches it, he will win a pair of shoes. S. E. Lind won the new hat in the last contest. Mr. Denison says he expects to pay for about ten pairs of shoes on the holiday month, if early indications are any criterion.

"December will be a wonder, if we can get the goods to fill the dealers' orders," he said. "We are having the orders of up-State dealers shipped direct. I think Detroit and Michigan constitute a great field for the Grafonola business. We handle only a part of Michigan, the Western part of the State being in control of the Chicago branch, yet we have done more here since I came than we did in Baltimore, where we controlled three States. Detroit people seem to have money and be willing to spend it."

Four new Detroit accounts were opened by Manager Denison in November, and twenty in the smaller cities of the State. Of the Detroit accounts, that of J. Henry Ling is the largest, he putting in a special department, with seven demonstrating rooms, and handling only the Grafonola line. Though Mr. Ling handled the Columbia for the greater part of November, the contractor, who did the remodeling of the fourth floor, did not get the work done until December 1, so the for-

mal opening of the new department had to be postponed. Formal invitations were sent out, and on December 5 the new Grafonola store was introduced to the public.

R. B. Barclay, a Columbia traveling man, was present, and will remain at the Ling store throughout December, to pilot the venture through its first holiday trade. Miss Sarah Moorhouse is office manager of the department and in charge of the records, of which a complete catalog has been installed.

Besides the seven demonstrating rooms, there is a large reception room, decorated in Japanese style, with bamboo chairs, ceiling and other effects. A sure-enough Japanese girl served tea there at the opening. In one corner is a Grafonola grand.

The other Detroit accounts opened by the Columbia Co. are the Noble Piano Co., which operates two stores; the Cable Piano Co., which also handles the Victrola line, and the Highland Park Furniture Co., which has a large and modern store in the suburb Henry Ford has made famous.

Wallace Brown, manager of the new Edison Shop, and Max Strasburg, manager of the Victrola Shop, who are old-time friends, exchanged pleasantries when the last issue of the Talking Machine World reached them. "The story was all right except the headline," said they both. The headline stated that it was the Max Strasburg Co. which has opened the new Edison shop. "The headline was in the biggest type, so a good many people got the idea that I had taken on the Edison line," remarked Mr. Strasburg. "Well, let them think it. No harm done. Edison is a great man, and I should have been much pleased to meet him, as the headline says I did.

"Mr. Strasburg is all right. We have no objection to honoring him. But we have the Edison, and we did a very flattering business with them for an initial month," said Mr. Brown. "It seems to be regular trade, too, not a holiday rush, for we have sent out all the machines as soon as we sold them, and have yet to store away our first one for a Christmas present. I think we will get plenty of such orders later, however."

December has opened up well for the Edison shop, both in machines and records.

Max Strasburg stated that his business for November was 25 per cent. better than in November of last year. This fact, taken in connection with the experience of the Grafonola store, indicates that Detroit is every bit as prosperous as

she has been pictured. While there are a good many men out of work, business does not seem to be affected by that condition. It is believed that most of the idle men have come here from other cities. It became known a few weeks ago that the city was to begin a number of large public jobs this month, in order to keep Detroiters employed throughout the winter. These contracts will aggregate \$5,000,000 in value, and unemployed men from other cities immediately headed for Detroit to try to get work. But those jobs are for men who engage in summer vocations and ordinarily would be out of work in winter.

General business is so good that the business and professional men feel no need of retrenching. It is the business and professional men, principally, who patronize the down town talking machine stores. They are buying more liberally than ever before, showing that they have confidence in the business situation.

"Last December will be hard to beat, for we had a remarkable month," said Mr. Strasburg. "But we hope to put the holiday record of last year into the shade."

Elaborate window displays are a feature of this year's holiday talking machine business. Grinnell Bros., Victor jobbers, have devoted an entire window to them. Summerfield & Hecht have a window of their big store fixed up with a Grafonola display. The W. E. Metzger Co. has a Victrola display in its show window, in which a miniature ebony minstrel is attached to one of the machines by a wire and dances to the music. This always has an appreciative audience. The Story & Clark Piano Co., which has taken on the Edison line, also gives the talkers liberal space in the windows. So does Frank J. Bayley.

An unexpected turn to the trade here is a revival of interest in the small styles, in quarters where the prevailing demand has been for the expensive ones. The secret is in the growing use of talking machines for dancing purposes. A family may have a \$200 machine in the library, but it is considerable of a task to move it upstairs to a ball room, or to any other room that might be used for dancing. A small machine, easy to tote around the house, therefore, is in demand.

More and more do the piano houses realize the necessity, or at least, the advisability of handling talking machines to round out their business. Two years ago only Grinnell Bros. and the Cable Piano Co. had talking machine lines. Since then the J. L. Hudson Co., Frank J. Bayley, J. Henry Ling, the Noble Piano Co., the Story & Clark have added talking machine lines, all but the last named being prominent members of the Detroit Music Trades' Association. A number of smaller piano stores also have taken on talkers.

## Service Is the Paramount Asset of a Victor Distributor

The factory controls the Prices and Terms.

The distributor controls his Service.

This is the reason we have endeavored to make

### EASTERN SERVICE THE BEST EVER

And we believe we have succeeded, and will convince you if you will give us the opportunity. A trial order will do.

Will you do it?

Thank you.

When may we expect it?

## EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR





**Victrola IV, \$15**  
Oak



**Victrola VI, \$25**  
Oak



**Victrola VIII, \$40**  
Oak



**Victrola IX, \$50**  
Mahogany or oak



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

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

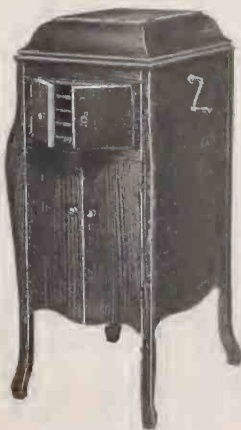
It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor dealers everywhere.

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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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



**Victrola X, \$75**  
Mahogany or oak



**Victrola XI, \$100**  
Mahogany or oak



**Victrola XIV, \$150**  
Mahogany or oak



**Victrola XVI, \$200**  
Mahogany or oak

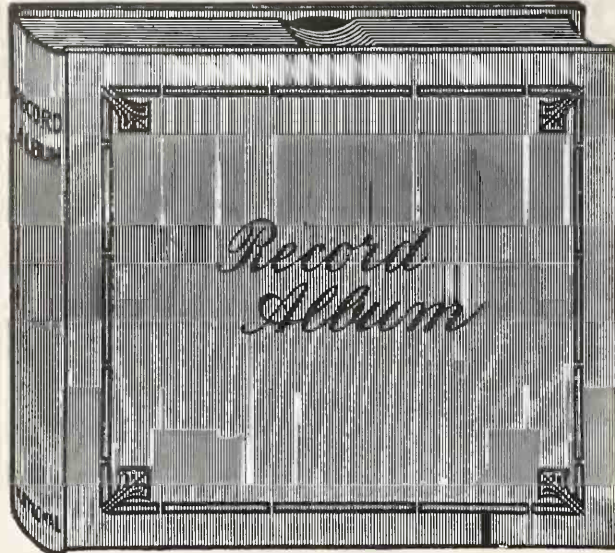
# FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

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

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI.

We also make Albums containing 17 pockets, and with the indexes these Albums make a complete system for filing all disc Records.



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

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

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

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

## ATTRACTIVE WINDOW DISPLAY IN LOS ANGELES.

Exhibition of Complete Line of Edison Disc Phonographs in Big Show Window of Barker Bros., That City, Serves to Halt Passing Throng and Results in Many Sales.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., December 4.—A recent window display by Barker Bros., this city, featuring their talking machine department, has attracted much attention. This display occupied the entire

company recently made of fifteen large motor trucks loaded with Edison Disc phonographs, featuring the arrival of an entire carload of Edison goods.

The business of this company has shown a

## E. P. H. ALLEN WITH EDISON STAFF.

E. P. Huyler Allen has recently been added to the sales force of the Thomas A. Edison, Inc. Mr. Allen's association in the musical business has been of such an extensive nature that he is well qualified to fill the position he now holds. He is the former general sales manager of the Keen-O-Phone Co., of Philadelphia. Mr. Allen has been connected with



Display of Edison Disc Phonographs in Show Window of Barker Bros.' Store, Los Angeles, Cal.

space of two of the largest show windows with a main frontage of 28 feet, and an additional frontage of 24 feet facing the main entrance to the store on one side, and the entrance to the talking machine department on the other. It was a splendid follow-up to the impressive parade which this

phenomenal growth under the management of J. W. Boothe, who has shown marked ability in its handling. From present indications a heavy Christmas trade is anticipated.

Barker Bros. handle the Victor, Edison and Columbia lines including both machines and records.

piano concerns for a number of years—namely, the Aeolian Co., Lauter Piano Co. and Schubert Piano Co. Mr. Allen's success with the new Edison diamond disc has already been very marked, and he is greatly encouraged with the reception that the Edison disc is being given by the trade.





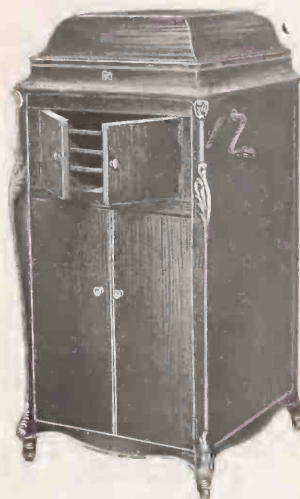
**Victrola XI, \$100**  
Mahogany or oak



**Victrola VI, \$25**  
Oak



**Victrola IX, \$50**  
Mahogany or oak



**Victrola XVI, \$200**  
Mahogany or oak

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

That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

So don't lose sight of the value to you of the Victor holiday advertising and “Will there be a Victrola in your home this Christmas?”

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



#### Victor Distributors

- |  |  |  |
|--|--|--|
| Albany, N. Y..... Finch & Hahn.                    | Detroit, Mich..... Grinnell Bros.                | Omaha, Neb..... Nebraska Cycle Co.             |
| Altoona, Pa..... W. F. Frederick Piano Co.         | Elmira, N. Y..... Elmira Arms Co.                | A. Hospe Company.                              |
| Atlanta, Ga..... Elyea-Austell Co.                 | El Paso, Tex..... W. G. Walz Co.                 | Peoria, Ill..... Putnam-Page Co., Inc.         |
| Phillips & Crew Co.                                | Galveston, Tex..... Thos. Goggan & Bro           | Philadelphia, Pa..... Louis Buchn.             |
| Austin, Tex..... The Talking Machine Co. of Texas. | Honolulu, T. H..... Bergstrom Music Co., Ltd.    | C. J. Heppe & Son.                             |
| Baltimore, Md... Cohen & Hughes, Inc.              | Indianapolis, Ind... Stewart Talking Machine Co. | Penn Phonograph Co., Inc.                      |
| E. F. Droop & Sons' Co.                            | Jacksonville, Fla... Florida Talking Machine Co. | The Talking Machine Co.                        |
| H. R. Eisenbrandt Sons.                            | Kansas City, Mo... J. W. Jenkins Sons Music Co.  | H. A. Weymann & Son, Inc.                      |
| Bangor, Me..... Andrews Music House Co.            | Lincoln, Neb..... Ross P. Curtice Co.            | Pittsburgh, Pa..... C. C. Mellor Co., Ltd.     |
| Birmingham, Ala. Talking Machine Co.               | Little Rock, Ark... O. K. Houck Piano Co.        | Standard Talking Machine Co.                   |
| Boston, Mass.... Oliver Ditson Co.                 | Los Angeles, Cal... Sherman, Clay & Co.          | Portland, Me..... Cressey & Allen, Inc.        |
| The Eastern Talking Machine Co.                    | Louisville, Ky..... Montenegro-Riehm Music Co.   | Portland, Ore..... Sherman, Clay & Co.         |
| M. Steinert & Sons Co.                             | Memphis, Tenn... O. K. Houck Piano Co.           | Richmond, Va.... The Corley Co., Inc.          |
| Brooklyn, N. Y.. American Talking Machine Co.      | Milwaukee, Wis... Badger Talking Machine Co.     | W. D. Moses & Co.                              |
| Buffalo, N. Y.... W. D. Andrews.                   | Mobile, Ala..... Wm. H. Reynolds.                | Rochester, N. Y... E. J. Chapman.              |
| Neal, Clark & Neal Co.                             | Montreal, Can.... Berliner Gramophone Co., Ltd.  | The Talking Machine Co.                        |
| Burlington, Vt... American Phonograph Co.          | Nashville, Tenn... O. K. Houck Piano Co.         | Salt Lake City, U... Consolidated Music Co.    |
| Butte, Mont..... Orton Brothers.                   | Newark, N. J..... Price Talking Machine Co.      | San Antonio, Tex... Thos. Goggan & Bros.       |
| Chicago, Ill..... Lyon & Healy.                    | New Haven, Conn. Henry Horton.                   | San Francisco, Cal. Sherman, Clay & Co.        |
| The Talking Machine Co.                            | New Orleans, La... Philip Werlein, Ltd.          | Savannah, Ga..... Phillips & Crew Co.          |
| The Rudolph Wurlitzer Co.                          | New York, N. Y... Blackman Talking Machine Co.   | Seattle, Wash..... Sherman, Clay & Co.         |
| Cincinnati, O... The Rudolph Wurlitzer Co.         | Emanuel Blout.                                   | Sloux Falls, S. D... Talking Machine Exchange. |
| Cleveland, O..... The W. H. Buescher & Sons Co.    | C. Bruno & Son, Inc.                             | Spokane, Wash... Sherman, Clay & Co.           |
| The Collier & Sayle Co.                            | I. Davega, Jr., inc.                             | St. Louis, Mo..... Koerber-Brenner Music Co.   |
| The Eclipse Musical Co.                            | S. B. Davega Co.                                 | St. Paul, Minn.... W. J. Dyer & Bro.           |
| Columbus, O..... Perry B. Whitsit Co.              | Chas. H. Ditson & Co.                            | Syracuse, N. Y.... W. D. Andrews Co.           |
| Dallas, Tex..... Sanger Bros.                      | Landy Brothers, Inc.                             | Toledo, O..... The Whitney & Currier Co.       |
| Denver, Colo.... The Hext Music Co.                | New York Talking Machine Co.                     | Washington, D. C.. Robert C. Rogers Co.        |
| The Knight-Campbell Music Co.                      | Ormes, Inc.                                      | E. F. Droop & Sons.                            |
| Des Moines, Ia... Chase & West Talking Mach. Co    | Silas E. Pearsall Co.                            |  |
| Mickel Bros. Co.                                   | Benj. Switky.                                    |  |



**We have set just one limit on the Columbia program for 1915—a minimum limit of 100% increase of Columbia record business. Watch it! But watch it from the inside.**



*(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**

### NO LULL IN PITTSBURGH TRADE.

Talking Machine Dealers of That City Have About All They Can Do to Meet Holiday Demands—Some Attractive Christmas Displays—What Various Houses Report.

*(Special to The Talking Machine World.)*

PITTSBURGH, PA., December 11.—The talking machine outlook is the source of much satisfaction to Pittsburgh dealers, many of whom are experiencing a period of the greatest activity in their history. While the piano trade has fluctuated greatly during the past few months, the talking machine business has shown a marked and uniform increase, reaching its climax in the present holiday season. This growth is explained as one result of existing industrial and financial conditions, which have caused a greater number of people to defer the purchase of a piano and seek instead a high-grade talking machine at a much lower investment.

All of the stores were early in taking on a Christmas season appearance, and some of the best effects yet secured in window displays are now in evidence. The S. Hamilton Co. has a striking "Made in America" exhibit. It contains the De Luxe Grafonola, labeled "Made in Bridgeport, Conn."; a Style XVI Victrola, labeled "Made in Camden, N. J."; and an Edison diamond disc, labeled "Made in Orange, N. J." Attractively arranged with American flags and the usual Christmas decorations, this exhibit is one of the most timely and appropriate in the city. The Schroeder Piano Co. shows to excellent advantage the new 1915 model Grafonola, while the Henry Co.'s window is attracting considerable attention with a disc record display, having as its theme, "It's a Long, Long Way to Tipperary."

Manager Norman H. Cook, of the Boggs & Buhl talking machine department, reports business as ex-

ceptionally lively, in both machines and records. Two salesladies have been added during the past week.

The Kaufmann Bros. Victrola department is doing a full capacity business and Manager H. N. Rudderow is exceedingly gratified over the quality and quantity of holiday trade up to the present date. The department's seven demonstration booths are occupied by customers almost continuously. During the past month the sales of records have ranged from 125 to 212 daily.

Although the Lechner & Schoenberger talking machine department has just completed its second month's business, Manager Hartley reports that a very substantial trade has already been established. The new department, which has been made one of

the most attractive in the city, has come in for a large share of the fine holiday trade. Manager Hartley expresses great faith in both of his lines, the Edison and the Columbia, and is very enthusiastic over the future of the newly established business.

The Schoen Music Co. reports that the outlook for its talking machine department is exceedingly bright since the recent removal of the establishment from the Northside to 620 Penn avenue, in the center of the most active business section. Beside the Columbia line, the company is now successfully featuring the Reginalphone. Some excellent sales of this instrument are expected during the next two weeks, in time for delivery before Christmas.

### MAKING PERFECT RECORDS.

Some of the Essentials Necessary Discussed by Redferne Hollingshead Who Has Had Much Successful Experience in Making Talking Machine Records.

Redferne Hollingshead, who has made some exceptionally good records for Thomas A. Edison, Inc., contributes to the Canadian Journal of Music his experiences in having his voice recorded. He says:

"I have found that several essentials are imperative to the singing of perfect records. In the first place, the production of tone of the singer must be free and open, absolutely devoid of throatiness. The forward nasal resonance, diaphragmatic breathing, flawless diction—all these are absolutely necessary. A flaw that will pass unnoticed in concert becomes intolerable after its nth repetition in the same place in the machine. The successful singer of rec-

ords must also remember that personality, or stage presence, which is so often such a big factor in the success of concert singers, is here not at all in evidence. The singer must depend on artistry of the very highest type. He must be sure his tone is brilliant, resonant, and withal, sympathetic.

"To insure this his breathing must be well sustained and diaphragmatic. He must, in a word, use intelligence and expression far more faithful, if possible, than when he appears in public. With all these essentials, I see no reason why our concert singers should not find record making as pleasant and satisfying work as concert singing.

"In conclusion, I might say that if there is one vowel which should be avoided by the singer who would make a successful record it is the 'e' vowel, sung tightly on the teeth so as to produce a hard, piercing tone. If the singer will use the French 'e' or 'eh' instead, he will gain invariable success; provided, of course, he follows the dictates of 'Bel Canto.'"

## DITSON *Victor* SERVICE

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

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

**OLIVER DITSON CO., Boston, Mass.**



**TRADE CONDITIONS IN CINCINNATI.**

Ten Cent and Post Card Records Appear to Worry the Regular Dealers—General Business Very Satisfactory—John Shillito Co. Opens New Department—Dealers Well Stocked with Goods—News of the Month.

(Special to The Talking Machine World.)

CINCINNATI, O., December 8.—Local retailers have another cause for complaint. Consumers during the past few weeks have been able to pick up records suitable for use on the Victrola and the Columbia instruments for 10 cents a throw. And it seemed that the news spread like leaves before a storm, for a tremendous sale of the cheap article has taken place.

"Little Wonders" is the name of the record which is being sold at a five and ten-cent store, and while not a well finished article, the cheapness and the novelty of the plates have resulted in an unusual sale.

Then, too, some owners of machines, having friends in Germany, are talking about a postal card record, some of which have reached this city. They cost 10 cents and this novelty, when once properly introduced, will also have quite a run here.

The Victrola line is now domiciled in the music department of the John Shillito Co. The first announcement was made just a week ago. The company, through the Krell Piano Co., was considering such a line for months, and it was a fight between the two prominent houses of the company. The matter of payment of stock is said to have won. The goods are coming into this market from a Chicago house. The entrance of the Shillito concern into this field has caused the H. & S. Pogue Co. to give more publicity to its department. The situation here to-day is that the talking machine is receiving more publicity than pianos.

"Business is not really what it should be, and yet we have left November so far behind that we have about cleaned out our stock," said Mr. Whelen when asked about present conditions. Mr. Whelen, manager of the local Columbia store, further stated that "December is starting in as a close second, and if we can get the goods which we badly need we will make last December results look like thirty cents. The demand is spreading out through the entire territory and while the smaller dealers are crowding in their orders, the larger dealers profited by experiences of former years, when the demand was heavier than the supply and stocked up beforehand. The factory, in order to save time, is shipping direct to the dealers, but even so our shipping facilities are taxed to the limit."

The local "Dictaphone" headquarters at the Columbia store are busy working on new prospective sales, but the dictaphone is holding its own in the busy holiday rush handling correspondence with speed and accuracy in a way that makes its use invaluable to dictaphone users.

S. H. Nichols, who was recently appointed district manager, spent a few very pleasant days in the Cincinnati Columbia store. Mr. Nichols was the former manager of the Cincinnati store preceding Mr. Whelen, the present manager, and it was like "old times" to have him back, if only for a few days.

**SUITABLE NEWLY-WED RECORDS.**

Hearts and flowers, Roses, roses everywhere,  
The Bells, O promise me, For all eternity,  
A perfect day, In the evening by the moonlight,  
Dear Louise, You're just too sweet to live,  
Silent night, Sweet spirits hear my prayer,  
Ah so pure, You've got to get under, Get out  
and get under, Love me and the world is mine.  
Scenes that are brightest, A dream, Every little  
movement, Below the Mason-Dixon line.  
Draw me nearer, Close to thee, In happy moments.  
Beautiful isle of somewhere, Happy days, Call me  
your darling again, Where the Robins nest again,  
We have much to be thankful for, Some day, I here'll  
come a day, Afterwards, And a little child shall  
lead them, Baby Rose, When it's apple blossom time  
in Normandy, Old Folks at home, Where the morning glories  
twine around the door, Bake that chicken  
pie, Good-bye sweet day, Home, sweet home.

**PROSPERITY REIGNS IN CLEVELAND.**

Both Wholesale and Retail Stores Very Busy —Many New Dealers for the Leading Lines May Break Last Year's Holiday Record.

(Special to The Talking Machine World.)

CLEVELAND, O., December 7.—The activity manifest in the wholesale and distributing talking machine stores is reflected in the very prosperous business in all the Cleveland retail establishments.

Increasing sales, of both Victrolas and records, is impelling the business to much larger than the normal volume of the Eclipse Musical Co. Demand for Victor goods from local dealers, and from all sections in this territory, are reported good, and indicates, Mr. Towell says, a large holiday trade.

G. R. Madson, manager of the Columbia store, reports the sales of Grafonolas and records as very satisfactory, largely of the higher grade instru-

ments. The Columbia dealers are all doing fine business.

The Edison distributors for this territory, the Phonograph Co., is daily increasing its sales and extending its business throughout this section. Mr. Bloom, of the company, is highly pleased with the present and prospective business.

The Collister & Sayle Co.'s sales indicate a large increase in the wholesale department. Mr. Dorn says the holiday trade will prove as satisfactory as usual.

At the exclusive wholesale and distributing Victor store of the W. H. Buescher & Sons Co., on Chestnut street (entirely separate and distinct from its retail store), a good and growing business is reported. The store is larger, suitably fitted up, and carries a larger stock of Victor goods.

In a line-up of the retail trade, indications are that this season's holiday business will exceed that of last year.



UNION No. 1  
Patent No. 776-672, others pending.

PRICES:  
Gold plated, Nickel or oxidized ... \$2.50.

**4 Easy Sellers—**



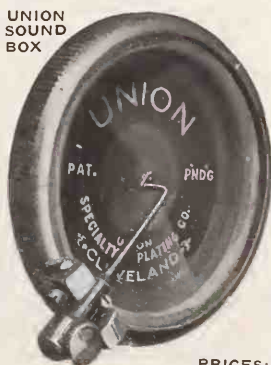
UNION MODIFIER  
Pat. Pend.

PRICE.  
Gold plated, nickel or oxidized...\$1.00

THE upper illustration shows UNION No. 1, for playing Columbia and Victor records on Edison Machines. UNION No. 1 contains the UNION Modifier feature. The second illustration shows the UNION Modifier, a quick-selling device, giving Edison, Victor and Columbia owners absolute control over the volume of sound.

**UNION TALKING MACHINE SPECIALTIES**

AT the right is the new UNION Sound Box, just out, taking Fibre or any make of needle. It is the latest improvement in sound reproduction, and fits all Disc Machines. Ask for quantity prices.



UNION SOUND BOX

The UNION Needle Box shown below fills another long-felt want.

Write to-day for descriptive folders and prices on these six easy-selling specialties.

All persons selling goods infringing our patents are liable to suit for such infringement.



LIST PRICES SHOWN HERE

UNION NEEDLE BOX for Edison Machine.

USUAL DISCOUNT TO DEALERS

PRICE:  
Finished in Mahogany, Circassian Walnut or Fumed Oak, any finish, 60c.



**Increase Your Sales**

HERE are two quick-selling specialties that appeal to your customers:

**UNION TALKING MACHINE SPECIALTIES**

UNION No. 2 (upper illustration) plays Edison Records on Victor Machines. No alteration is necessary. Price, gold-plated \$9.00, nickel, \$8.00, with Diamond Point.

UNION No. 3 (lower illustration) plays Edison Records on Columbia Machines without altering machine in any way. Price, gold-plated \$9.00, nickel \$8.00, with Diamond Point. Sapphire Point, \$1.50 less.

Liberal discount to jobbers and dealers

Our tone arms and sound boxes are the best on the market.

ASK FOR QUANTITY PRICES



*The* **TALKING**  
**MACHINE**  
**WORLD**

*For the  
 makers &  
 sellers of  
 talking  
 machines*

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

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, Manager.  
 Representatives for Germany and Austria: VERLAG NEC SINIT, Berlin C. 19, Ross-Strasse 6, Germany. GEO. ROTHGIESSEK, Director.  
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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, DECEMBER 15, 1914.

ANOTHER Christmas is almost here with all its influences, which tend to soften and to expand mankind along gentler lines!

The Christmas spirit is a buying spirit—a softening spirit—a spirit which tends to cause happiness everywhere, and talking machine men have reason to feel reasonably happy for the measure of prosperity which they have enjoyed during the present year.

It naturally follows that the cruel war which is devastating Europe must affect the people in all lands, and many business enterprises in America have been frightfully curtailed in output by reason of existing conditions in Europe. But the talking machine trade has been singularly blessed. It has shown an increase in the manufacturing output, for the records of 1914 will show the most fruitful year which the talking machine industry has ever enjoyed. Talking machine dealers have also had their full share of prosperity, and when we compare the conditions existing in the manufacturing and retailing departments of this industry with those which exist in other lines, it must be conceded that we have much for which we should be thankful.

EVERY phase of the talking machine industry has shown a distinct advance over previous years. From the financial stability of the trade down to the development of the best selling ability of the retail salesman there is a better feeling existing to-day.

Men are perhaps in closer touch with their business than ever before. They understand it better—realize its possibilities, and it must be conceded that the most important problems of the trade, such as quality of product—perfection of advertising, and other similar phases of the industry—have received careful attention this year. And, judging from indications, the thought and consideration given these problems have produced results commensurate with the outlay.

There is certainly an element of progressiveness infused into the work of talking machine men which is distinctly noticeable, and while complaints regarding general business conditions have been frequent and widespread, and there has been a material shrinkage, the talking machine trade has stood up under storm and stress, and has come out victorious. That fact in itself should prove inspiring, and the men who accomplish real success are those who have confidence in the business, in which they are engaged and confidence in the business conditions of the country. Without doubt the few remaining days of the year will be used by talking machine men to excellent advantage, and there will be a good many holiday sales yet closed which will help out materially the business of the year.

THE musical standing of the talking machine has received a greater impetus during the past year than ever before. It has become a greater force in the musical life of the nation, and as an educational factor and as an aid in the school room it is steadily acquiring greater power.

Record music is making America more and more musical every day. In fact, it is contributing more to the musical entertainment of our people than any other single element. In the schools in every city throughout the land pupils to-day in folk dancing and calisthenics step to the measure of record music. Classes march from the building or to the assembly hall to the tune of stirring marches. Music lessons are conducted with the children listening to records, and studying the printed pages of music at the same time from their school books. The regular grade teacher is being assisted in her literature work. Analyses of songs, with vocal illustrations, teach enunciation, phrasing and expression. Analysis of the modern symphony orchestra, with the children learning the individual tone qualities of each instrument, serious study of opera, librettos and scores, all testify to the truth of the statement that records are a necessity.

The result of this is far-reaching. It is compelling dealers and salesmen to become acquainted with musical literature, with the operas, and to become acquainted with the record stock, and it is all working out to higher and better things.

FROM a commercial viewpoint the talking machine is moving steadily ahead, and the advertising end of the business has more than kept pace with the rapid strides in publicity made by the talking machine product of the past year.

The advertising of the talking machine manufacturers is generally commended by advertising experts as symbolic of the very highest type of modern publicity, and in view of the constant, forceful and impressive national and newspaper advertising carried on by the manufacturers, it is not to be wondered at that the sales of talking machine records during 1914 have reached the high water mark, notwithstanding the serious shock which general business has received through the European war.

Business methods—plans—systems—have improved. The small dealers are beginning to learn that selling talking machines is a business, and they have been aided by the manufacturers and jobbers, who have given them valuable personal co-operation. In fact, the talking machine industry is composed to-day of an energetic body of men who represent modern business progressiveness, and their advance is certain and sure.

NOW and then clouds appear upon the trade horizon, but these are quickly dispelled. The business has stood up splendidly under the attacks which have been made upon it. Dealers of standing appreciate more and more that price maintenance means business stability, and that the manufacturer, who has spent time and money to create a demand for his products, does not seek a special privilege when he makes contracts to prevent retailers from slashing prices which are known to be fair.

Price maintenance is a trade principle in which every talking machine dealer should be interested, for price maintenance means that uncertainty and haggling are eliminated, likewise unjust discrimination among customers.

It likewise guarantees to the purchaser a standard of quality, and when you come to analyze it, what other way is there in which a full standard of value can be secured everywhere in the retail world than through a uniform selling price?

As it stands to-day in many trades, the transaction of buying and selling is a contest of wits. The seller gives in many instances as little value and gets as much money as he can. Within ample limits the seller might legally lie with impunity, and, almost without limits, he might legally destroy, by silence, a really good bargain. But that condition is wrong, because it creates a widespread system of cut-throat prices which in the end does not deceive anyone. When one price is established by the manufacturer, the unscrupulous merchant is forced to abandon his plan of the substitution of cheap and inferior products for the standard articles.

THE practice of price-cutting on standardized articles would mean ultimately depreciating a name to an alarming extent which had become fixed in the public mind as a standard.



What is price-cutting for? It is simply a baiting to attract persons to the store by giving the idea that it is enabled to give lower prices than others, and to prove it, puts forth a standardized article at a cut rate. That is the department store plan, and the business of many department stores has been built up by price baiting, and it seems but a logical sequence that department stores should be anxious to offer, provided, the law would not prevent them, standard talking machines at cut rates, because that would cultivate the idea that readers of the advertisement would be impressed with the ability of the department store to supply cut rates on other lines of merchandise than those advertised.

The talking machine trade should oppose strongly any attempt at price-cutting by men who have not the welfare of the trade at heart.

Furthermore, if it were possible to engage in price-cutting on standardized machines generally, it would depreciate the business and the profits of every man selling talking machines. It would in a little while demoralize the business to such an extent that the regularity of the business would be destroyed. Its profits would become lessened and its stability weakened. There is no other end ultimately to the price-cutting of a standardized article.

We believe that price maintenance is the foundation upon which the security of this industry rests. Shatter the foundation and the edifice crumbles.

This thought should be impressed upon the minds of every reader of *The World*, because we are all vitally interested in seeing the direction along consistent lines, so that the trade and the public are amply protected in every way.

SO far as we know never in the history of commercial advertising has there been such supplementary work as has been put forth by the Victor Talking Machine Co. in its recent holiday campaign for dealers in the cities of New York and Chicago. Full page advertisements have appeared in all of the dailies of these cities, not merely once, but in some instances a number of times, containing the names and addresses of Victor dealers within the metropolitan zones indicated.

These pages and others which immediately followed were

gotten up in a most attractive manner with portraits of the world's leading artists who sing for the Victor, thus combining the artistic side and suggesting the talking machine as a holiday gift.

This is really the finale of the national campaign of the Victor Co., the crux of which has been, "Will There Be a Victrola in Your Home This Christmas?"

WHEN the great Edison plant, covering almost a square mile of ground at Orange, N. J., was a mass of flames on the fateful night of December 9, Thomas A. Edison stood nearby and saw the work of years wiped out by the devastating flames.

The famous inventor has been termed the greatest living American, and his greatness was never evidenced in a more striking manner than at this critical time. When the leading men of his town were crowding about him, expressing their sympathy, he said with cheerful voice: "I'll start all over to-morrow. There will be some rapid mobilizing here when this debris cools off and is cleared away. I'll go right to work to build the plant over again. It is just a temporary setback; don't forget that."

There is revealed a will power—a spirit which never downs—and Thomas A. Edison and his business associates have lost no time in perfecting plans for a newer and greater Edison plant. Fire and destruction can only temporarily halt the onward march of such an indomitable will.

The entire sympathy of the trade will be enlisted in behalf of the company which has suffered so greatly, and that sympathy can be expressed in no better way than in putting up with unavoidable delays and inconveniences until the time arrives when the Edison Co. can complete its plans for regular output of stock.

It seems particularly unfortunate, just at this time, when the plant was rushed with holiday orders, that such a terrible calamity should occur, but the Edison enterprise is composed of men who will speedily work out of the present distressing conditions and will, ere long, be able to supply the needs of the Edison representatives.

Depend upon it all that can be, will be done.

## EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

### Dealers of New York and New Jersey

We can assure you prompt and efficient service and deliveries by reason of our being the nearest distributors to the Edison factory, and therefore in a position to keep our stocks complete and up-to-date at all times.

## Eclipse Phonograph Company

A. W. TOENNIES & SON  
Edison Distributors

203 Washington St.

Hoboken, N. J.



A200



A150



A250

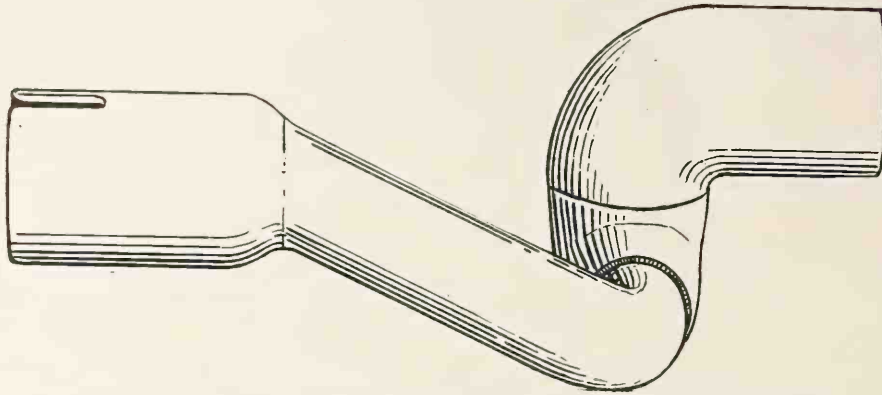


A80

## DEALERS, ATTENTION!

We are showing an attachment that we manufacture to go on the Edison Talking Machine which enables one, with the aid of a Pathé Soundbox, to play the wonderful Pathé Discs and puts the unlimited Pathé repertoire at everybody's disposal.

SEND US \$1.75 FOR A SAMPLE ATTACHMENT,  
or else mail your order for a dozen at \$18.



## BETTER REPRODUCTION!

In our opinion, by means of our attachment, you can get as perfect a reproduction on the Edison machines of Pathé Discs as you can on the Pathé machine itself.

This gives you the widest choice among the Pathé records, with their incomparable fine Band and their low-price Operatic discs.

**F. C. KENT CO., 81 Columbia Avenue, Newark, N. J.**

# A NEW IDEA

## Attachments for Edison Machines

We now place before you the opportunity to please the taste and supply every whim of your customers by means of our attachments to be used on the Edison disc machines with the Pathé Sound Box. This gives you an entrée into the vast repertoire of the Pathé disc records.

### YOU CAN PLAY PATHÉ DISCS ON THE EDISON MACHINES

in this way better than Pathé can play them on their own instruments. You can now have the finest operatic or the most popular selections in your place.

THE LAST WORD IN ATTACHMENTS—We have perfected an attachment to be used on the Victor and Columbia machines to play both the Edison and Pathé records perfectly.

#### —PRICE—

Sample attachment with sapphire for Victor and Columbia machines	-	\$3.00 each, net
Sample Edison attachment	-	\$2.00 each, net
Sample Diamond Point for Edison attachment	-	\$3.00 each, net
Edison attachment with sapphire to play Pathé Record	-	\$2.50 net

## THE UNION SPECIALTY & PLATING CO.

409 Prospect Ave., N. W. Cleveland, Ohio



# Pathé Frères Phonograph Co.

Cable Address:  
 Pathephone, New York  
 Telephones 1980 Greely  
 1981

29-31-33 West 38<sup>th</sup> St.

Pathephone  
 Pathegraph  
 Pathe Discs

New York, December 12, 1914

## TO TALKING MACHINE DEALERS

Gentlemen:

Pathé Frères goods have been on the market several months, have been well received, and have had unbiased complimentary judgment passed on them. A number of dealers have been established, but we are ready for more. We will give exclusive agencies and liberal territories to the right parties and make it worth their while to handle our goods.

Whether a man sells competing phonographs or not is of no interest to us. Pathé Frères goods sell on their own merits and will sell in competition with the best.

Our records can be played on other machines. The attachments that are now being made are cheap and simple.

Pathé Frères Operatic records range from \$2.00 to \$2.50 and are double faced. We would recommend that you send for record #X2058, "Celeste Aida" on one side and "Song of Triumph" from "The Prophet" on the other, sung by Leo Slezak, the world's most famous German tenor, or #X2016, "La Boheme" on one side and "The Girl of the Golden West" on the other side, sung by Giorgini, of the Metropolitan Opera House, New York; Covent Garden, London; and La Scala, Italy, who toured the United States last year with Tetrizzini and Titta Ruffo.

For Band records try our #2151, "American Parade" on one side and "Le Cimbre" on the other side, or ask for our catalog and select anything from it. We will send you any record with our compliments, upon request.

Be successful by being up-to-the-minute.

Yours very truly,

PATHE FRERES PHONOGRAPH CO.

# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., December 9.—Despite the fact that many lines of business are more or less hard hit by the present conditions, it is a fact that almost every talking machine dealer in the city and environs, as well as many of them through New England, are going to show a surprisingly good business. Some localities are to do better than others. For instance, outside of Boston such cities as Lowell, Lawrence, Fall River and New Bedford, cotton industrial centers, where business is booming owing to war orders, dealers are making most encouraging reports. On the other hand, there are other cities whose industries are not profiting by the war where it is very hard to get business, and where, too, collections are slow for those concerns which sell on time payments.

The war tax stamps are playing their part in the sending of talking machine goods, and the rush for stamps by all the Boston houses was so great on the first days of the month that the Federal authorities found it difficult to satisfy the demand. Where possible the local stores have laid in a large supply, but this is true in only a few cases. Inasmuch as the parcels post system is exempt from the stamp tax the new arrangement is going to largely increase the business by these carriers, and even in these few days the parcels post system has been taken advantage of by some houses to an extent hitherto unknown.

#### Increases Sales Space.

Harry Rosen, whose store in School street is one of the most conveniently located ones downtown, has seen his business grow so that he has been forced to add to his suite of rooms, and carpenters are now at work tearing out partitions and making a general rearrangement by which Mr. Rosen will have quarters more than twice as large as those he now has. Also on the floor above he has several other rooms and into these he has moved his Edison department. The repair room, stock room and other departments will be installed there. Three new men which Mr. Rosen has taken on are A. W. Buttermann, Harry A. Brigham and Mr. Haskell, formerly with the Columbia people.

#### Distinguished Visitors.

Edward D. Easton, president of the Columbia Graphophone Co., and George W. Lyle, the vice-president of the same concern were in town for a couple of days lately and they went over the local situation carefully with Manager Erisman. As it was their first visit here since the new Co-

lumbia store was made over they were deeply interested in all the details, and they expressed themselves as more than satisfied at the enlarged facilities for handling the large business. Since their visit the local business has grown even larger and within the past few days it has exceeded all bounds. Naturally, Manager Erisman is highly pleased over the outlook for the month of December.

#### Cleverly Arranged Victor Window.

Passers-by on Arch street in the downtown section of the city have been interested in the clever arrangement of the window of the M. Steinert & Sons establishment in that street. It was Manager Royer's idea that a fox would prove a drawing card by way of advertising the fox trots, several of which are among the Victor numbers. So he got a fine specimen of the stuffed variety and placed it in the window. On one side is a Victor machine and on the other a large card showing a couple dancing a fox trot, and to both of these the fox is attached by means of ribbons. Hanging to the fox's neck is the placard, "O, You Fox!" Manager Royer has heard lots of commendatory remarks for the enterprising scheme as a medium of advertising.

#### Pardee-Ellenberger Co. Activity.

Manager Silliman, of the Pardee-Ellenberger Co., Inc., reports business booming all along the line, which is to say that the Edison diamond disc business throughout his territory has reached very large dimensions. Mr. Silliman says that the only difficulty now being experienced is in getting the machines fast enough to supply the demand. Mr. Silliman and his son, Horace, were among those who went down to New Haven for the great game between Harvard and Yale.

#### More Artistic Window Arrangement.

The Boylston street windows of the M. Steinert & Sons Co. have been done over so as to admit of a more artistic arrangement. A high paneling of French gray and white now separates the windows from the rest of the store, and built high the paneling serves as a capital background of the Victor outfits. Just at this time the windows are hung with Christmas greens and the large wreaths of laurel tied with red ribbons lend quite a festive appearance to the Victor display.

#### Callers on the Eastern Talking Machine Co.

Arthur Fields, who wrote "Aba Daba Honey-moon" and who has just been appearing at Keith's Theater, has been a caller at the Eastern Talking

Machine Co.'s Boston headquarters. Another caller was Joseph Santley, who also has just been a Keith attraction. None of the star performers who appear at this handsome vaudeville house, which is only a block away, if they make records for the Victor ever miss an opportunity of calling on Manager Taft and the Eastern boys.

#### Visited New York Headquarters.

Manager Arthur Erisman, of the Columbia Co., was over in New York a short time ago conferring with some of the company's officers. Mr. Erisman has lately had a post card prepared by way of booming the foreign record department of his business and on one side is a list of the twenty languages records of which can be found in the department devoted to this line.

#### Reports an Excellent Business.

All the staff of George Lincoln Parker's Victor and Edison departments in the Colonial building are glad to again welcome John Alsen, who has been away seriously ill for several weeks. Mr. Alsen has many friends in the Boston trade who, too, are glad he is able to get back to work. Mr. Parker states that his November business in the Edison and Victor lines has been most satisfactory, and the prospects are good for a large December business judging by the way it has begun.

#### Developing the School Proposition.

Mrs. Henrietta Heaton, of the educational department of the Eastern Talking Machine Co., has been in the city for two weeks, making a survey of the school proposition. She gave a number of talks while here and visited any number of the more prominent educational institutions.

#### Noted Record Artists Visit Boston.

Harry Lauder, the great Scotch comedian, who has just finished a big engagement at the Shubert Theater, and John McCormack, the Irish tenor, who gave a recital at Symphony Hall, were visitors at the Eastern Talking Machine Co.'s local warehouses. In honor of their presence in this city, the Tremont street windows of the Eastern made an appropriate display of their records, one being confined to Lauder and the other to McCormack.

#### Scoring Splendid Success.

Thanks to business ability and a good personality, Mrs. Anna Jones has been making a splendid success of the talking machine department of the Shepard Norwell Co. in Winter street. Mrs. Jones has been with the department ever since it was opened about three years ago on the third floor of the Temple place side of the building.

## PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

The demand for Edison Diamond Disc Phonographs continues to grow by leaps and bounds. Our New England Dealers are becoming more enthusiastic over this wonderful line from day to day. One of our Dealers, in a small city, has just made the statement that he would not take five thousand dollars for his agency. If you will investigate the proposition, you will readily see why there is such a demand for this musical instrument.

We would be glad to interest you in an agency proposition in places not already thoroughly covered. We will co-operate with you towards making your department a success, and you will soon build a business that will be very profitable. The highest grade line of musical instruments and a weekly service on new records.

*Don't neglect this opportunity.*

**Real Music  
At Last**

## EDISON DIAMOND-DISC PHONOGRAPHS



# THE TRADE IN BOSTON AND NEW ENGLAND

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

and in that time the department has been enlarged several times. Mrs. Jones possesses a thorough knowledge of the talking machine business and in these three years she has been instrumental in selling a great many Victor and Columbia outfits.

## Talking Men Get Together.

Several inquiries have been made lately as to when the boys of the talking machine business are again going to get together. The beefsteak dinner of three years ago is pleasantly recalled by many, and there are lots of good fellows who'd be glad to enter into the spirit of another such time. Who'll volunteer to engineer it?

## H. A. Yerkes a Visitor.

H. A. Yerkes, the wholesale manager of the Columbia Co., was a Boston visitor within the past week. He was entertained by Manager Erisman.

## ENTERTAINS IMMIGRANTS.

**Eastern Talking Machine Co. Sends Victrola to Immigration Station in Boston to Furnish Music for Thanksgiving Day—Thoughtfulness Much Appreciated.**

(Special to The Talking Machine World.)

BOSTON, MASS., December 9.—The Eastern Talking Machine Co. at 177 Tremont street, through the instrumentality of William J. Fitzgerald, the manager of the wholesale department, sent down a Victor outfit to the immigration station the day before Thanksgiving for the benefit of the immigrants who were detained there. The instrument gave the greatest satisfaction and immediately Commissioner H. J. Skeffington sent a letter to Mr. Fitzgerald, which read as follows:

"The undersigned wishes to express our appreciation of your courtesy in loaning for the benefit of the detained immigrants at this station one of your Victor machines, together with a choice selection of records. It was a happy combination of circumstances that brought the machine in time for use on Thanksgiving Day. For while the celebration of this festival in the usual spirit was hardly to be expected in the case of persons involuntarily detained, it should be said that the entertainment provided by your Victor served in some measure to impress upon the immigrants the significance of the day, and greatly added to the enjoyment of the occasion. When the facts were explained to the immigrants assembled they expressed their feelings in a rising vote of thanks, which it is a pleasure at this time to convey to you. Your kindness was not only appreciated by the immigrants, but will be felt by others during the coming months."

## WM. H. GREEN APPOINTED MANAGER.

(Special to The Talking Machine World.)

WORCESTER, MASS., December 8.—William H. Green, who has been employed by the Atherton Furniture Co., of this city, has been appointed manager of the talking machine department of this house. This concern handles the Columbia graphophones and the Edison diamond disc outfits, and with both of these the house has been very successful. Mr. Green is starting on a campaign which promises well. The department is well equipped for the display of machines, and two small booths play an important part in demonstrating goods.

## BIG PURCHASE OF RECORD ALBUMS.

(Special to The Talking Machine World.)

BOSTON, MASS., December 7.—H. Rosen, of the School street talking machine headquarters, has just made a large purchase of record albums from a Boston stationery house. Mr. Rosen says this is the largest purchase of albums ever made by a Boston dealer. It is his intention to interest the trade in these albums, which are of the standard improved loose-leaf kind, some for the 10-inch and others for the 12-inch records. In a leaflet which Mr. Rosen has put out six reasons are given why this particular holder should be used.

## STIMULATING SALES ACTIVITY.

**Special Rewards for Sales Force Who Made Largest Records of Sales.**

(Special to The Talking Machine World.)

WORCESTER, MASS., December 4.—At the Denholm & McKay Co.'s large store a prize selling contest lately was undertaken which has resulted most encouragingly for all concerned. It was continued from the 10th of one month until the 13th of the next, and the prizes offered were of generous cash amounts and were offered to the clerks of the store in the departments making the greatest gains in percentage over the business of last year for the corresponding period. Out of the fifty-two departments of this big store the talking machine department led with an increase of 170 per cent. This is certainly "going some" for alleged hard times. As one of the men said: "We hustled some to do it, believe me." The manager of the talking machine department at this establishment is William F. Howes, who formerly was manager of a similar department at Houghton & Dutton's, Boston. He assumed his present position last April, and in that time he has made some splendid strides in his department.

## NUTTING TO HANDLE "TALKERS."

(Special to The Talking Machine World.)

MANCHESTER, N. H., December 4.—W. L. Nutting, of this city, who has a well-equipped piano store at 4 Temple street, has decided to get into the talking machine game and he has taken on the Edison diamond disc line. Although having it but a short time, he has been able to interest a great many people in the proposition.

## BUILDING UP A GOOD BUSINESS.

(Special to The Talking Machine World.)

PORTSMOUTH, N. H., December 6.—Joseph M. Hassett is finding a good business in Victor and Edison goods. The conveniently located establishment at 115 Congress street has had many callers, including some of the best people of the city, within the past few weeks, most of them intent on purchasing for Christmas. Mr. Hassett's business in records alone has been extremely large.

## NEW MANAGER IN WORCESTER.

**C. H. Schaeffer Takes Charge of Barnard, Sumner & Putnam Co. Department—Other News.**

(Special to The Talking Machine World.)

WORCESTER, MASS., December 4.—C. H. Schaeffer has been appointed manager of the talking machine department of the Barnard, Sumner & Putnam Co. Although a comparatively new man to the talking machine business, he has been well coached by W. C. Clifford, who is well-known to the trade. This house carries the Edison diamond disc and Columbia outfits and the holiday business has thus far been excellent.

The Worcester Phonograph Co., of 11 Trumbull square, is meeting with great success with the Edison line, and it has been conducting some well-attended recitals among some of the leading clubs of the city.

The Marcellus Roper Co., of 284 Main street, which is considered the largest Victor dealer in this vicinity, is meeting with marked success, due in no small degree to the work of Daniel J. O'Neil, brother to the well known ambassador, "Doc" O'Neil.

H. R. Skelton, the hustling traveler for Thomas A. Edison, has been in town endeavoring to make the diamond disc outfits a household word throughout the city and environs. He spent two weeks in town and he says that the holiday business in Worcester promises to be large, and that there is likely to be a shortage in high-priced outfits.

## KEPT OPEN HOUSE DURING GAME.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., December 8.—The Pardee, Ellenberger Co., Inc., whose large establishment here is known throughout the State, kept open house the day of the big football game between Harvard and Yale. Practically all of the Edison dealers who happened into the city for the day paid their respects to the house and those who had not been there before were delighted to be shown about the establishment. Among those who were entertained by Mr. Pardee and his partner was F. K. Dolbeer and members of his family, and Manager Sillman, of the Boston store, and his son, Horace. After the game several of Mr. Pardee's more intimate friends were entertained at his hospitable home.

If your needles are  
made by Bagshaw  
—they are made right

We guarantee Bagshaw-made

Needles to be the best  
for any record

W. H. BAGSHAW

Established 1870

Oldest and Largest Manufacturer in the World

LOWELL

MASS.

Over 63 million talking machine needles shipped in ten consecutive working days to customers in the United States.

This is the world's record, and shows at a glance the magnitude of our facilities.

**HIGHER PRICED MACHINES HAVE CALL IN MILWAUKEE.**

One of the Features of a Lively Holiday Trade—Prospects of Big Business Gains Over Last Year—Billings & Sons Piano Co. to Handle Talking Machines—War on Transient Merchants—Shortage of Some Types of Machines Now Reported—New Dealers.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 8.—Milwaukee dealers are finding themselves in the midst of an exceptionally busy holiday trade. There was some doubt expressed earlier in the season as to whether or not this year's holiday business in the talking machine field would be quite up to normal, considering the depression experienced in some lines, particularly the iron, steel and heavy machinery business, Milwaukee's most important industry. The developments, however, have been so favorable that there is now every assurance that trade will show a substantial gain over a year ago. Practically all the leading houses experienced a good gain during November and conditions thus far in December have been entirely satisfactory.

There has been one interesting development in the trade thus far this season, and that is the increased demand for high priced machines. This seems to have been due to the fact that so many of the people who usually buy the cheaper machines have been out of work this fall and are finding themselves able to buy only the bare necessities. One would naturally think that the total business would show a falling off, because of the fewer sales of cheaper machines. Dealers and jobbers declare, however, that the sale of high priced goods has more than offset the decline in the demand for the more moderate priced equipment.

Dealers about Wisconsin and other territory tributary to Milwaukee jobbing houses have been buying freely this fall, according to the leading jobbers. Conditions in the smaller cities and towns and about the State in general are very satisfactory. Crops have been good and these are being disposed of at top-notch prices, with the result that there is plenty of money about the State, if people can be induced to part with some of it.

**To Open New Department.**

The Billings & Sons Piano Co., Milwaukee's latest piano house, which recently opened in its handsome new store in the new Miller building at 504 Grand avenue, is planning on taking up the agency for a well-known line of talking machines. The deal has not been closed at this writing, but it is practically certain that a talking machine agency will be established at the store.

Milwaukee talking machine dealers have been congratulating the piano houses on their success in having an ordinance introduced in the Milwaukee Common Council which aims to curb the operations of transient merchants in all lines of business. Many of the piano houses carry a talking machine line, so the interest has been general. The ordinance, which has been recommended for passage by the judiciary committee of the Council, provides that the transient merchant will have to submit to the city treasurer each morning a statement of his sales of the previous day and pay a fee amounting to 10 per cent. of the sales, the total fee to be paid not to be less than \$5 nor more than \$25.

**Shortage of Machines Reported.**

The shortage experienced in Victor machines in Milwaukee this fall is becoming a serious matter in some quarters, especially during the holiday season. Jobbers are being besieged by dealers for certain lines of machines, but they in turn are unable to have their orders filled by the Victor factory.

"We could do 400 per cent. more business if we could only secure enough machines from the Victor factory," said H. A. Goldsmith, secretary of the Badger Talking Machine Co., jobber in Wisconsin and Upper Michigan territory for the Victor goods. "The demand from dealers became

stronger this season than anyone anticipated, and we are finding it impossible to satisfy the trade. The shortage is especially felt in styles X, XI, XIV and XVI. The new type XIV Victrola is proving to be a popular seller, but we are not getting enough machines to meet the demands of the trade. The feeling in the trade about the State is much improved and dealers bought exceptionally well this fall. The outlook is certainly bright for a big business next year."

Harry R. Fitzpatrick, traveling representative of the Victor Talking Machine Co. in Wisconsin, northern Illinois and northern Michigan, is covering the trade in western Wisconsin at this writing. Mr. Fitzpatrick is finding himself handicapped by the shortage in Victor goods.

John McCormack, the popular Irish tenor, is scheduled to appear at the Pabst Theater on December 10, and Victor dealers have been swamped with orders for the McCormack records. The new McCormack record, "It's a Long, Long Way to Tipperary," has been proving especially popular.

**Operating Large Victor Department.**

The Hoeffler Piano Manufacturing Co., 306 West Water street, operating an especially large Victor department under the management of J. H. Becker, Jr., seems to have been one of the few Milwaukee houses which was fortunate enough to lay in a large stock of machines earlier in the season.

"The holiday business is even better than we had anticipated," said Mr. Becker, "but we are supplied with a fine stock of machines. We even stored a large number of the various styles, in order that we might be in readiness for the holiday rush. There is a brisk demand for styles IX and XI. The record business is also exceptionally good. We have nearly 100 Victrolas on our floor and in our demonstrating booths. Our new mailing envelopes, suggesting Victor records for Christmas, together with the colored Christmas list, which I prepared, are bringing excellent results. I believe that this sort of advertising is always satisfactory."

"Ragtime Rastus," a new dancing doll in the Hoeffler window, is attracting considerable atten-

# MIGHTY SCARCE, BUT

# VICTRO

## In mahogany and a

Stocks of Victrolas XVI at present in the hands of distributors are extremely low and a very acute shortage in this type is expected for the next sixty days. You will find it to your interest to consult us *now* regarding your holiday requirements.

Don't Delay. The Shortage Is Real, Not Imaginary.

PHONE, 7531 MADISON SQUARE

**BENJ. SWITKY, NEW YORK**  
Victor Specialist



tion. The mechanical toy fits any talking machine and dances automatically when the machine plays.

The wife of J. H. Becker, manager of the Hoefler Victor department, is recovering from her five months' illness.

#### Now in New and Larger Quarters.

The Roethe-Buelow Co., an enterprising talking machine house located on the Milwaukee south side, formerly at 395 Grove street, has opened in new and larger quarters at 396 Eleventh avenue. The company has been meeting with a steady increase of business and the larger quarters became necessary. The Roethe-Buelow establishment has been termed "the south side's handsomest talking machine store." The company handles the Columbia line and has been meeting with a fine business of late.

The Gensch-Smith Co., 730 Grand avenue, handling the Victor line, is now nicely settled in its additional quarters, which it recently secured, adjoining its store. The company's business during the month of November showed a decided increase over the corresponding month a year ago.

Milwaukee talking machine houses have advertised in the local papers more freely than ever this fall, and it is believed that the big increase in business which has been experienced is one of the direct results. The J. B. Bradford Piano Co., the Edmund Gram Piano House, the Badger Victrola Shop, the George H. Eichholz Co. and Gimbel Bros. and the Boston store, handling the Victor line, A. G. Kunde, carrying the Columbia goods, and the Edison Shop and the Flanner-Hafsoos Music House, selling the Edison line, have been carrying on an especially aggressive newspaper campaign with the best of results.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Piano House, is finding that his total business this season is showing a decided increase over the same period a year ago. The demand for the high priced Victrolas has been especially strong at the Gram house.

The Roethe-Buelow Co., 396 Eleventh avenue, made a sale of considerable interest recently, when it disposed of one of the \$500 Columbia machines

to Fred Oesterreich, a well-known manufacturer on the Milwaukee south side.

A. G. Kunde, 516 Grand avenue, Columbia jobber and dealer, has been receiving many inquiries from teachers and schools all over the State of late regarding the Columbia line, as a result of the successful demonstration of the Columbia machines before the annual convention of the Wisconsin State Teachers' Association, held in Milwaukee last month. General business at the Kunde store has been exceptionally good since the concern opened in its handsome new quarters.

The Edison people are also having their troubles regarding a shortage in some lines of machines, according to William A. Schmidt, manager of the

Phonograph Co., of Milwaukee, jobber in this territory for the Edison goods. The scarcity in the Edison field seems to be especially noticeable in the various oak styles of disc machines. Mr. Schmidt says that dealers in this territory have been buying much more freely than had been anticipated. The disc line has been placed with several reputable Wisconsin houses of late. Business at the Edison Shop, the leading downtown retail Edison store in Milwaukee, is very good at the present time.

Miss Henrietta Kane, formerly with the Koerner Bros. Piano Co., of Milwaukee, has joined the sales force at the Edison Shop, where she is meeting with much success.

#### HOW THE DEALER IS HELPED.

The Co-operation of the Victor Co. in Helping the Dealer Again Illustrated in Some Remarkable Advertisements in the New York Papers—Names of All the Dealers Given.

The Victor Talking Machine Co., on December 4 and 5, used a full-page advertisement in the local newspapers which marked an era in newspaper advertising in the talking-machine industry. This advertisement appeared in every New York evening newspaper on the 4th of the month, and was repeated in every local morning paper the day after. The size of the advertisement and its simultaneous appearance in all the local papers was sufficient in itself to attract the attention of the public, aside from the forceful copy used and the decidedly unique character of the text.

This full page was headed "Victor Supremacy," and the heading was followed by two short and pithy paragraphs calling attention to the fact that the world's greatest artists make records for the Victor Co., and emphasizing that the scope of the Victrola is unlimited. To support this text, a border was used portraying twenty-eight of the world-famous artists who record for the Victor library. This border was completed by an unusually sharp and clear cut of a Victrola XVI, with the internationally popular Victor trade-mark.

The unique and remarkable phase of this advertisement, however, consisted of the listing of all the Victor dealers in New York and vicinity, this list being the first one of its kind ever published. The publication of these names represented more than a mere list of representatives of the Victor Talking Machine Co., as it served to permanently impress the reader with the prestige of the Victor products and the remarkable popularity that they have achieved in the past few years. The sales value of the page is unquestioned, and the Victor Co. has been in receipt of congratulations from its dealers throughout the country, who regard the advertisement as a publicity and sales masterpiece.

The numerical strength of Victor representation in local territory may be gathered from the fact that 241 names were listed in the advertisement. Exactly 100 Victor dealers are located in the Borough of Manhattan, fourteen in the Bronx, and seventy-five in Brooklyn. The remainder of the list included Victor dealers in Staten Island, Queens, Westchester County, Newark, Jersey City and Hoboken, N. J.

The dealer who understands the power of advertising will not be a price cutter. He will be a conservationist, not a pirate. He will push his business on service lines. Service brings him the good will and fixed habits of satisfied customers.

# -WE HAVE THEM LAS XVI few assorted finishes

Fellow-Distributors will be accommodated with moderate quantities of Victrolas XVI on an exchange basis.

We foresaw the present shortage and are prepared to take care of dealers and distributors.

PHONE, 7531 MADISON SQUARE

**BENJ. SWITKY, NEW YORK**  
Victor Specialist



For quality, variety, interest and activity  
the Columbia Record List for January  
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

### OPENS HANDSOME DISPLAY ROOMS.

New Victor Rooms of Chas. E. Roat Music Co. Most Attractive — Flashlight of Photographer Brings Fire Department and Some Unexpected Publicity in Its Wake.

When the Charles E. Roat Music Co., of Battle Creek, Mich., completed its beautiful Victor display rooms it was so well pleased that it decided to let the trade see, through The Talking Machine World, what it had accomplished. Whereupon two members of the sales force, accompanied by E. T. Merchant, local commercial photographer, withdrew on an evening to the scene and proceeded to take



Handsomeness of Victrola Room of Chas. E. Roat Music Co., Battle Creek, Mich.

the above flashlight photograph. After taking the picture they were congratulating themselves on their success when—crash! a breaking of glass called them to the next room, where a fireman came wriggling through the transom window. Upon the main floor the situation proved still more humorous when it was learned that a passer-by, seeing the smoke from the flashlight, had turned in an alarm calling out four fire companies. The total damage was less than \$1.

The company's new display rooms, one of which is shown in the photo, are an excellent example of

the economy of space, a worthless basement being transformed into a valuable sales department. The rooms are so arranged that a customer may be shown all models of machines at one time and from one position without being inconvenienced or annoyed by outside influences. Rustic decorations and portraits of various artists form a decorative scheme pleasing to the eye, while a semi-indirect lighting system gives the rooms a soft, mellow glow in perfect harmony with the rest of the setting.

### SING A SONG OF BUSINESS.

Suppose we hadn't ever heard about this blooming war; suppose the cables had been cut that run from shore to shore; suppose that England, Germany and Russia and Japan and France had cut the cables off before the war began; suppose we never heard a word of shot and shell and flame—we guess the great United States would go on just the same.

We're big enough and strong enough and have enough of crops, says the American Lumberman. We need the stuff the farmers raise; the farmers need the shops. If Europe wants to scrap around and spend its cash in hand; if Europe wants to make itself look like cut over land, then we should worry quite a lot about the fighting game—we guess the great United States can go on just the same.

So let's forget about the war, the battles and the bombs, and keep on doing business here until the tempest calms. Instead of shipping stuff to France, to Germany or Rome, we'll make the stuff our people need and sell it here at home.

### MAKE ALLEGANY COUNTY MUSICAL.

Twenty-five Victrolas in the Schools of That County Serve to Cultivate the Musical Tastes of That Section of Maryland.

While there have always been many lovers of music in Allegany County, this county as a whole has been far in the rear of other sections of the East in music. Great strides have, however, been made in this direction since the invention and marketing of the different talking machines on which music—vocal and instrumental, by the greater and lesser artists of the day—has been reproduced. This is especially true since the Victrola has become so popular in this vicinity, and musical events which formerly were unable to muster an audience of any size are now crowded long before starting time.

And now comes the introduction of the Victrola—especially constructed for the purpose—into the graded public schools of the country. Twenty-five of these Victrolas have been placed in as many public schools of Allegany County, and under the splendid work of Miss C. B. Morse, supervisor of music for the county, backed and aided by the work of County School Superintendent John E. Edwards, and the principals and teachers of the graded schools, the musical education of the children of the county will be started in the public schools, and they will have a chance to hear the best music of the old and latter-day masters sung and played by artists of world renown and given to them under the direction of one ably fitted to instruct in music.

The twenty-five Victrolas have been placed in the schools by the Morrison Music Co. and will be paid for by the several schools without taking a cent from the public school fund for the purpose. It is understood that the money to pay for the machines and the necessary records will be raised by other easy means, and some of the Victrolas have already been paid for. This move by Miss Morse is bound to become a popular one with the pupils, and will undoubtedly make them lovers of the best in music in the years to come.—Cumberland (Md.) Daily News.



Owing to the war, shipments of Lexton Needles from Europe, now on the way, have been delayed. Pending orders will be filled in regular order.

DO YOU WISH  
TO PLAY  
EDISON DISCS?

Price \$2.00

(Sample to Dealers \$1.00)

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



# YOUR CHANCE IS HERE

to make the Holiday Season of 1914 the High-Water Mark in Your Business History.

You must have a large stock of patience, willingness, machines and records, and, in addition, a value-proven and profit-proven line of Cabinets.

The Sale of a Small Machine will not be "Small" if there goes with it a



CABINET No. 19 AND VICTROLA IX

## SALTER

## FELT-LINED CABINET

(MADE TO MATCH ALL MAKES OF MACHINES)

Old customers as well as new make excellent Christmas prospects.

Every machine owner whose name is in your files needs and will welcome this suggestion for record storage.

**REMEMBER**—With the piles of records off the table and chairs your record sales will be bigger.

## SALTER MFG. CO.

*Send for Catalog*

337-39 Oakley Blvd. CHICAGO



STYLE 120 "OVERFLOW" CABINET.

**SALTER CABINETS—  
STANDARD IN  
THE INDUSTRY**



With the "one complete line" and Columbia exclusive rights, you can tune the talking machine business in your district to any keynote you like the sound of.



(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 TALKING MACHINE TRADE A BRIGHT SPOT

In the Music Trade Field of Kansas City—Present Conditions and General Prospects Most Satisfying and a Large Holiday Trade in Talking Machines Expected—Jenkins Publicity Attracts Thanks to Col. Hunter—Blackman Heads Phonograph Co.—The News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—The talking-machine business in Kansas City has been the only bright spot in music business in Kansas city this fall. As one man expressed it: "The talking machine has been an oasis in the desert of bad business." Now that the Christmas rush is well under way most of the dealers are doing considerable advertising in the newspapers as well as other mediums of advertising. It is the consensus of opinion among the trade that regardless of how trade in general music lines will be during the holidays, the business in talking machines will be above normal.

Harry Wunderlich, manager of the F. G. Smith Piano Co., says that he is very much gratified with the amount of business done this fall as well as for the prospects for the winter. Mr. Wunderlich recently returned from New York, where he spent several days. In speaking of business conditions there, compared to Kansas City, Mr. Wunderlich intimated that he believed them to be better here than there.

#### An Excellent Record of Sales.

There is hardly a piano dealer in Kansas City but says that the talking machine sales during the past three months have far outstripped the piano sales. This demand has not been for cheap machines, as might be supposed, but for the higher-priced machines. A. A. Trostler, of Schmelzer Arms Co., who has charge of the wholesale lines for the Victrola in this territory, says that it has been difficult to keep up with the demand for high-priced Victrolas, and the prospects are that the holidays will find the supply a trifle short.

#### Opens Special Holiday Quarters.

The Hall Music Co., E. S. Hall, manager, the only exclusive Victrola dealer in Kansas City, and

which has developed a nice line of customers in its seven years, has opened holiday quarters near Ninth, on Walnut streets, in the Scarritt building. This is a busy location, where thousands pass daily; there is a large display window, and the entrance is through a special door adjoining the ornate entrance to the building; there is another entrance from the lobby of the building. The company has built up its trade largely through personal relations, the use of circulars, etc.

Elmer A. McMurtry, manager of the Columbia Graphophone Co., reports high price machines in good demand, and a fine Christmas trade under way. He also is in the situation of having more calls for records than can conveniently be handled, the demand being general.

Joseph A. Mullen, manager of the talking-machine department of the Carl Hoffman Music Co., spent Thursday, December 2, in a state of ecstasy, which was not due solely to the fact that November business had exceeded the trade of November, 1913, by forty per cent. There was another very good reason for his rejoicing, namely, the receipt, after a long wait, of a supply of records of "It's a Long, Long Way to Tipperary." There has been a great demand for the record. Mr. Mullen reports that the \$100 machines have been the best sellers this season.

Clyde C. Thomas, manager of the Field-Lippman piano store in Kansas City, reports his Victrola sales to be a redeeming feature of the fall and winter trade, and the prospects for late winter and spring are certainly fine, he adds.

M. M. Blackman, formerly in charge of the retail record department of the Lyon & Healy Music Co. at Chicago, has succeeded W. P. Hope as manager of the Phonograph Co. of Kansas City. The business of this distributing office has grown

markedly; and indications being such that two salesmen have been added to the retail force, George Maxey and H. I. Hancock. Mr. Blackman is confident that the present favorable business conditions will hold out all winter.

Bird A. Ward, formerly with the Texas-Oklahoma Phonograph Co., is now traveling for the Phonograph Co. of Kansas City, and is sending in most gratifying returns from his territory.

#### Some Clever Christmas Advertising.

You have to hand it to Col. W. C. Hunter, advertising manager for J. W. Jenkins' Sons Music Co.—whenever there is a chance, his department seizes upon it, and lets no phase of the opportunity slip away. The talking machine department of the establishment was certainly a good bet this holiday season, and while other departments have been given very careful and extensive attention in the advertising displays, a special stunt was pulled off with reference to Victrolas that is causing a lot of conversation. Just when the seasonal campaign began, several corner storerooms at prominent transfer point suddenly blossomed out with the Jenkins advertising of Victrolas, the windows being chock full of displays of instruments and pictorial advertising. At first glance it seemed to the passers-by that Jenkins' had opened many branch houses—one couldn't see within whether there was a store or not. But investigation by those who got to the sidewalk disclosed the fact that the rooms had merely been rented for the holiday-presentation of the Victrolas. Such prominent locations as Fifteenth street and Troost avenue and Thirty-first and Holmes streets were chosen.

There is usually a small crowd around the big plate-glass window of the Phonograph Co. of Kansas City, the Edison distributing place, where the bronze frame containing a plush cushion, on which an Edison reproducing needle rests, is displayed. A large reading glass in position above the needle magnifies the diamond point several times, and the passers-by stop to examine it closely, being impressed with the "point" made.

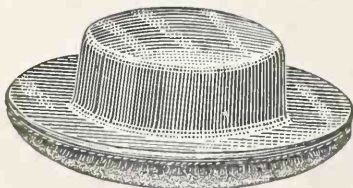
#### CHRISTMAS BOXES FOR RECORDS.

In accordance with its custom of former years, the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, has ready for its trade handsome Christmas boxes for Victor records, which it will furnish its dealers at cost. These boxes, which are made in two sizes for the 10 and 12-inch Victor records, are decorated appropriately for the Christmas season and contain an expensive and beautifully embossed Christmas card, which tends to enhance the gift.

#### NEW ATTACHMENT ANNOUNCED.

A new attachment permitting of the playing of Pathé disc records on the Edison diamond disc machine was announced last week by the F. C. Kent Co., Newark, N. J., which is working to capacity to turn out a sufficient quantity to handle the orders it has already received. This attachment has been perfected after extensive experimentation and is furnished complete with a sapphire.

## "Standard" Record Cleaner



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

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

**STANDARD GRAMAPHONE APPLIANCE CO.**

173 LAFAYETTE STREET

NEW YORK

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

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.



## THE NEW GENERAL MANAGER OF THE COLUMBIA CO.

A Man of Rare Executive Ability, a Calm, Clear, Logical Thinker Who Quickly Grasps the Kernel of an Intricate Proposition—Some of His Important Appointments.

John A. B. Cromelin, whose appointment as general manager of the Columbia Graphophone Co. was announced in last month's World, has been appointed to this important position with all the fulness of authority and freedom of operation which have always been vested in the general managership.

Few men in any business have had as broad a business training as General Manager Cromelin. In many positions of responsibility, in many lands, he has filled those positions capably and with uniform business-building success.

Mr. Cromelin entered the Columbia service at the bottom of the ladder, eighteen years ago,

turns out and for the type of men who are the brains back of the product.

When you meet Mr. Cromelin you are first of all impressed with his pleasing personality, and further with the fact that he is a calm, clear, logical thinker—an analytical thinker—quick to grasp the kernel of an intricate proposition and quick to realize its possibilities in a broad way. Two principles which he has consistently followed and which have played a prominent part in his successful European administration are interesting to note, as they serve as a prophetic sidelight on his probable operations here. One is that in choosing business associates the rule should be "90 per cent. Selec-



John A. B. Cromelin Snapped by the World Photographer at His Desk.

served as private secretary to the president, and later as assistant executive officer in the factory at Bridgeport. Thirteen years ago he was transferred to Europe where he was employed in Paris and Berlin. He was St. Petersburg manager, and for the last four years European general manager, with headquarters in London.

It is in this last-named position that Mr. Cromelin's rare executive ability, backed by soundness of thinking and policy planning, has found such profitable expression. He took the European helm after the panic of 1907, when business in Europe was being operated at a loss, developed it, and in a short time put it on a profitable and sound business basis. His problems were not alone sales getting, but manufacturing; and the London factory to-day stands as a model of factory efficiency, both on account of the high quality of product it

tion—10 per cent. Supervision." The other, "The dealer, first and foremost."

Since his promotion to the general managership, Mr. Cromelin has made the following appointments: Edward N. Burns, vice-president and manager of the Columbia export department, has been placed in charge of the foreign record department.

H. A. Yerkes, wholesale manager, is now district manager of New England, also including in his territory, Washington, D. C.; Atlanta and Birmingham.

R. F. Bolton, manager of local wholesale store, has been appointed district manager of New York territory, including Buffalo and Rochester.

Seth H. Nichols, manager of the Pittsburgh wholesale headquarters, is now district manager of that territory, with the additions of Cincinnati, Cleveland and Toledo.

honor upon Thomas A. Edison, the inventor. The bill carries an appropriation of \$5,000 for use in preparing the medal, which would be selected by a committee consisting of the President, the Vice-President and the Speaker of the House.

### WINNING SUCCESS ON COAST.

Frank M. Steers, president Sonora Phonograph Co., Phelan building, San Francisco, Cal., was in town last week consulting with Geo. E. Brightson, president of the Sonora Phonograph Corporation, 57 Reade street, New York. Mr. Steers reports that since the establishment of the new company with its warerooms, business is being booked all the time and the future looks bright not only in San Francisco, but all along the Coast.

"The entire Pacific Coast is wonderful talking machine territory," added Mr. Steers, "and I might say that the people of this area have a sufficient income to represent an excellent volume of business."

### WANTS MEDAL FOR THOS. A. EDISON.

Representative Robert H. Gittins, of New York, recently introduced a bill in the House in which he proposes that Congress shall confer a medal of

## TRADE OUTLOOK IN NORTHWEST.

New England Furniture Co. Increases Its Line of Talking Machines—New Edison Branches—Great Increase in Victor Business—Attractive Columbia Window.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., December 10.—H. G. Derrick, manager of the Victor department of the New England Furniture Co., recently added the Edison disc and the Columbia Grafonolas, and is showing the three lines in adjoining compartments.

"It's the only way to run an independent talking machine store in my opinion," explained Mr. Derrick, to The World correspondent. "When a buyer's fancy or judgment has been caught by a certain kind of machine, it is much easier to sell him that particular kind than to convince him that he ought to buy something else. Our sales have been largely increased by the addition of the two new lines, and that without diminishing but rather stimulating the sales of the first line."

Three new Edison branches have been opened in the Twin Cities since the November issue of The World went out, namely, by Foster & Waldo, and the New England Furniture Co., Minneapolis, and the Golden Rule department store, St. Paul. The deals were made by Laurence H. Lucker, of the Minnesota Phonograph Co. The Edison discs, he reports, are growing rapidly in popular favor, largely through the two new elegant stores in St. Paul and Minneapolis, which command attention by the beauty of their design and arrangement.

W. J. Dyer & Co., general jobbers for the Victor Co. in the Northwest, report a great increase in business. "Our sales of late have averaged \$3,500 daily," said Mr. Dyer, "and we easily could increase that 25 per cent. if we could get the goods. We know that the Victor Co. is bending every effort to supply the demand, and we probably are as well supplied as any other house, but naturally we must feel some regret when compelled to decline some good business. We are making many sales of high-class machines for Christmas gifts, and have set aside a large room for machines to be delivered Christmas morning. The demand for this class of musical instruments shows no sign whatever of abatement, but rather there is a constant growth."

Manager C. P. Herman, of the Columbia store in St. Paul is working out an attractive window display for the holidays. The scheme will be in white with frosty wintry effects, but poinsettias and holly too will be used liberally to add color to the setting. A full line of the Columbia machines will be shown, from the smallest to the largest.

Miss Ellis, late of the Biltmore, New York, is showing all the modern dances in the new Edison shop on Nicollet avenue, Minneapolis.

### AN INVENTION THAT INTERESTS.

(Special to The Talking Machine World.)

BOSTON, MASS., December 10.—An invention that is taking by storm owners of talking machines is the dancing Rastus, which was first introduced by the Columbia Graphophone Co., though it was not long before most all of the talking machine houses had the contrivance. It is a clever arrangement—a nimble doll-like figure, with loose legs and arms, dances untiringly on a board over the machine while the instrument plays a lively dance. It is really a most clever invention, and it is being eagerly sought at all the stores now.

## "MAGNET" DECALCOMANIE NAMEPLATES

**DORAN CO.**  
125 MICHIGAN AVE.  
DETROIT, MICHIGAN

**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.

**THE PHONOGRAPH CO.**  
1240 HURON ROAD (Interurban Road)  
CLEVELAND, OHIO

**HURTEAU, WILLIAMS & CO.**  
MONTREAL — OTTAWA

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

**J.E. STRATFORD**  
RICHMOND, VA.  
AUGUSTA, GA.

**Kunkel Piano Co.**  
BALTIMORE

# THE TRADE IN NEW YORK CITY AND VICINITY

The local talking machine industry the past month has stood out conspicuously as one of the very few industries which maintained sales totals that compared favorably with the figures of last year. As a matter of fact the local business in talking machine circles during November exceeded all expectations, in that the majority of dealers reported a substantial gain over last November's business, and hardly a member of the trade reported a falling off in machine or record sales as compared with November, 1913. This prosperity is remarkable in view of the unsettled conditions which exist in practically every other retail mercantile field in New York at the present time. The stability and strength of the talking machine industry has long been acknowledged in financial and commercial circles, but the wonderful sales records which have been established this year in the face of unparalleled conditions place this industry far in

advance of many industries established years before the talking machine was placed on the market.

The prosperity which is now prevailing in the talking machine industry may be attributed in a considerable measure to the valuable co-operation which the manufacturers have extended their distributors and dealers by stimulating the demand for machines and records in every conceivable way. When it is considered that the money market has been unsettled since the first of the year, and financial circles throughout the country have been generally disturbed, the fact that all the manufacturers are closing the best year in their history would give a fair idea of the machine and record demand which they have developed.

The most important feature of local trade the past month has been the volume and character of the newspaper publicity used by the industry as a whole. The leading manufacturers have been using

printers' ink to a greater extent than during any previous holiday season, and this advertising has been well calculated to enhance the musical prestige and sales possibilities of both machines and records. In addition to this general publicity individual dealer advertisements have been published daily, and there has been hardly a local newspaper which has not carried large announcements of talking machine dealers and manufacturers.

#### Shortage in Some Types of Machines.

As predicted in these columns the past two months, there now exists a marked shortage in machines of certain types and many classes of records. The demand for machines this fall has inclined perceptibly to the models retailing at \$75 upwards, and it is in the \$75 and \$100 types that the most serious shortage exists. Those dealers who decided to order machines and records as they were needed in preference to placing their customary advance orders for the holiday season have been seriously handicapped by their lack of confidence in the business outlook, and have doubtless lost a number of sales through their inability to supply both machines and records when they were actually required.

#### Activity in Upper New York.

In that thriving and popular section of upper New York, 125th street, which is quite a talking machine center, the various stores have arranged some very attractive windows for the holiday season. Worthy of special mention is I. Davega, Jr., who devotes a window to a "Tipperary" display, soldiers moving out of the sound chamber of a \$25 Victrola over a bridge into the sound chamber of a similar machine on the other side. The movements of the troops are most picturesque, and the attention the display attracts emphasizes the interest in the famous marching song of the Allies. Another attractive window preceding the foregoing was devoted to the making of the Victor records. An artistic window is that of the Columbia Graphophone Co., which is admirably arranged with a true Christmas atmosphere, the various styles being on exhibition. Kranich & Bach have a very attractive window in which the Victor and Columbia machines are displayed—in fact, the talking machine stores throughout the district are all up-to-date and evidently doing a good business.

#### Good News from New York Talking Machine Co.

"November business was simply wonderful," said V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, Victor distributor. "December of last year was of course the best month of that year, and in fact the best month in the history of our company, and as our figures for this November just about equal our totals of last December, the magnitude of our current business may be realized. The improved Victrola XIV and the XVI, with electric motor, are proving very popular with the trade, and because of the Victor Co.'s inability to make large shipments of these new types, the more thoughtful dealers are literally screwing their machines to the floor, and hanging on to them like grim death. The percentage of increased record business as compared with 1913, is running slightly ahead of the gains in machine trade, not because the machine business has fallen off, but owing to the tremendous growth of the record business."

#### Closed Great November Trade.

Anent Columbia prosperity, R. F. Bolton, district manager of local wholesale territory, with headquarters at the branch at 89 Chambers street, said: "We have just closed the best November in the history of our company. As a rule, our November trade falls somewhat below October business, but this year it has been different, and last month was 20 per cent. better than October. There has been an enormous demand for the Leader and Mignonette machines with both the record racks and the new record ejector, and we have been taxed to the utmost to secure a sufficient stock of these

(Continued on page 24.)

## The Spirit of Christmas Is Here With Us Now Business Is Good

The Victor Talking Machine Company's vast publicity and attractive literature have stimulated an interest and it is for you to reap the harvest.

Are you prepared?  
See to it to-day.  
We can supply your needs.

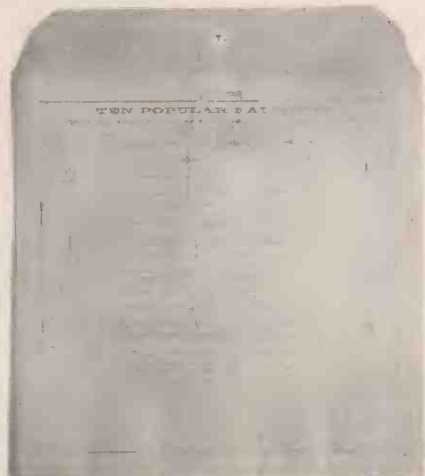
## C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines      Musical Instruments  
351-353 Fourth Ave.      New York



# "Little Things That Count"



DELIVERY BAGS

With Dealer's Imprint . . . . \$11.00 per 1,000  
Additional Discount on Quantity Orders.



SPECIAL CHRISTMAS LISTS

"Christmas Records" Lists . . . at 35c. per 100  
"\$25.00 Gift Lists" . . . . . at 25c. per 100  
"\$10.00 Gift Lists" . . . . . at 20c. per 100



CHRISTMAS BOXES  
(With Card)

10 inch . . . . . 10c. each  
12 inch . . . . . 12c. each

## Five Good Reasons

Why You Should Identify  
Yourself With

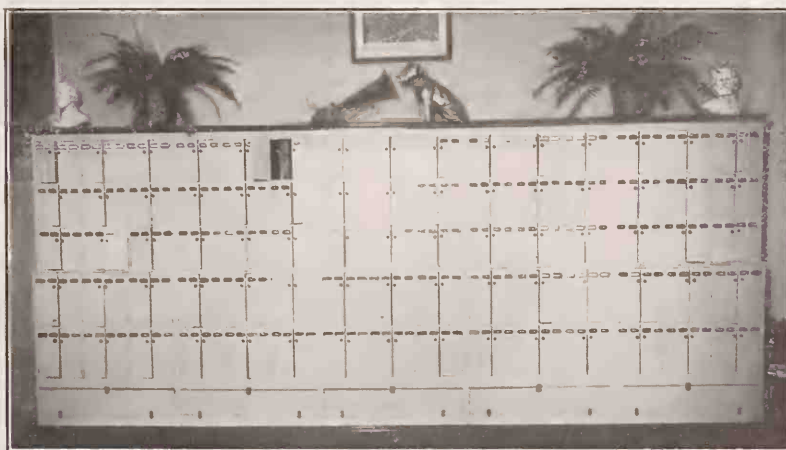
## Our Service



STOCK ENVELOPES

10 inch . . . . . \$12.00 per 1,000  
12 inch . . . . . \$15.00 per 1,000  
Prices Subject to Discount

DEALERS' RECORD RACKS  
\$27.50 net per section



Above Illustration Shows 5 Sections, Accommodating 5,000 Records

Write for Pamphlet "Complete Stock System for Dealers"

# New York Talking Machine Co.

81 Chambers Street

New York



**A line of foreign records, representative of every country in Europe, is to-day strengthening every Columbia dealer in handling the present phenomenal demand for European national music.**



*(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 CITY.

*(Continued from page 22.)*

models. Foreign record trade is increasing steadily, and the war abroad has created a surprisingly large demand for records of a patriotic strain. Collections are generally good, and the outlook as a whole is very promising."

### Edison Diamond Disc Popular.

"The prestige of the new Edison diamond disc product is becoming more firmly established week after week," said A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., exclusive Edison jobbers. "The wonderful musical effects which may be obtained from the combined use of the Edison disc phonograph and the Edison disc records have made these products popular among musicians who formerly ridiculed the musical standing of the phonograph or talking-machine. Last month was one of the best in our history, and the quality of the Edison disc product and the up-to-dateness of their new records have enabled our dealers to consummate an excellent holiday business, which was better than they had ever hoped for."

### Pathé Frères Phonograph Co. Progress.

The Pathé Frères Phonograph Co. has been making steady progress in introducing its products to the local trade, and during the past fortnight has signed a large number of dealers' contracts in this territory. The unlimited Pathé record repertoire and the many distinctive qualities of the Pathephone have won the favorable attention of dealers throughout the country. Among the most recent new accounts are Ludwig Baumann & Co., 125th street, the prominent furniture house; the Harlem Sewing Machine and Talking Machine Co., 1529 Madison avenue; B. G. Warner, Brooklyn, N. Y., and Hardman, Peck & Co., 433 Fifth avenue, one of the best-known high-grade piano houses in the country.

### J. N. Blackman Is Optimistic.

"The demand for machines is greatest in the models retailing at \$50 and upwards," remarked J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder distributor. "Our machine trade has been excellent, and our sales totals for November showed a substantial gain over last November. This industry is a conspicuous exception to general business affairs, in that it has been steady and prosperous in the face of unexpected commercial disturbances. The only thing that we must watch carefully is collections, and the dealer should try to merchandise his product at fair and equitable terms which will net him a profit without any fear as to the responsibility of his customers. He should not sell goods on terms which might embarrass him later on."

### Aeolian Co.'s Active Campaign.

The Aeolian Co. has been conducting an extensive campaign on behalf of the products of the Columbia Graphophone Co., which has been producing splendid results. Cowperthwait & Co. has also used considerable newspaper space to advertise its Columbia department, and Manager Woolley states that the response to this publicity has been most gratifying. Other new Columbia agencies

have realized the advantages of acquainting their trade with the merits of Columbia goods, and as a result, Columbia local trade has exceeded by far last year's sales totals.

### Landay Bros. Increasing Wholesale Trade.

Landay Bros. Victor distributors are doing a very satisfactory business, as summed up by Max Landay, president of the company, who says: "Up to the first of December our general trade was very good indeed. The reports of the dealers whom we are serving would indicate that their individual stores were prosperous and busy, in spite of the conditions brought about by the war abroad. Our advertising in The Talking Machine World has brought us a large number of inquiries from dealers, the majority of which we have been obliged to refuse, because we are serving a limited number of dealers only. But after the first of the year we expect to increase our facilities for handling wholesale trade considerably. We believe in concentrating our efforts rather than scattering them, and it has been this policy which has built up our retail trade. This same system of concentrating on a comparatively few dealers and serving them well has been a prime factor in the growth of the wholesale trade."

## HELPS TO INCREASE ORDERS.

**How E. G. Evans Uses His Automobile to Get Victor Orders for C. Bruno & Son, Inc.**

In this age of efficiency it is interesting to note the method adopted by E. G. Evans, special Victor representative of C. Bruno & Son, Inc., 353 Fourth avenue, New York, who recently purchased an American underslung automobile, primarily for use in calling upon the trade. Mr. Evans makes this significant statement, that with a car he is enabled to make 50 per cent. more calls daily, with a corresponding increase in the amount of Victor sales, there being in this particular remark a big hint for many talking machine men as to how to increase business.

Inasmuch as the foregoing move was at his own volition, Mr. Evans is to be congratulated upon his endeavor to get the greatest amount of business from his daily time.

## VISITING THE UNITED STATES.

Louis Sterling, who was recently appointed general European manager of the Columbia Graphophone Co., arrived in New York late last month on the steamer "Franconia." Mr. Sterling, whose headquarters are in London, England, is visiting this country to confer with the executives of the Columbia Co. regarding future policies and important matters relative to his new post. He was accompanied by Mrs. John A. B. Cromelin, wife of the recently appointed general manager of the Columbia Co., and their family.

The Audubon Grafonola Co., a newly organized retail concern at 3750 Broadway, New York, has arranged to handle the Columbia Co.'s complete line exclusively in its establishment, and has placed a substantial order for stock for the holiday trade.

## VOCA PHONE LATEST WRINKLE.

**New Device Turns Whispers Into Loud Talk at Long Range—Must Watch Your Speech.**

You might as well be warned at once that anything you say will be used against you. And you don't have to say it loudly. You can whisper it and not escape. For now comes the voca phone, "the box that hears and talks." Gaillard Smith, president of the Detecta Phone Co. of America, and responsible for the instrument beloved of detectives and fiction writers, from which the company takes its name, fathers this new instrument.

It is the natural offspring of the telephone and resembles its parent. But when you swing over the arm carrying the receiver you hook up a mechanism that magnifies sound many times, so that instead of whispering privately into the ear of the person at the other end of the line, the voca phone talks to him distinctly, even though he be many feet away from the instrument. And he can talk back without bothering to get out of his chair.

Mr. Smith's voca phone isn't ready for the market yet, but it is already in the drama, for last week he invited his friends to witness a private view of "The Riddle of the Green Umbrella," in which Alice Joyce as a girl detective startles the villain quite out of his villainous self-control by dropping a voca phone down the chimney and announcing through it that the spirit of the villain's victim "will be revenged."

It is not, however, as an instrument for making folks uneasy that Mr. Smith presents the voca phone. It is intended primarily as an ideal means of intercommunication between rooms, offices, factories or the various widely separated units of any industry. It is meant for short distance work, but Mr. Smith said that it had worked satisfactorily at twenty miles.

"As an illustration," said Mr. Smith, "suppose a lawyer sitting in his office wishes to consult a book in his library. His voca phone is switched on and he does not move from his desk. 'Look up volume so and so, page 241, and read me the second paragraph,' he says. And the clerk, climbing a ladder and finding the volume on the top shelf, can stand there and read the desired reference, his words being transmitted as clearly as though he stood at the lawyer's elbow."

## RECIPE FOR GOOD HUMOR.

Take twenty-four hours; mix thoroughly with the milk of human kindness, and spice of life to suit the taste; a little discretion, some common sense; knead with the hand of friendship and bake in the open hearth of love; do not allow it to cool too quickly by trouble, or become sour by affliction; serve with generous sauce and a bright smile.—Washington Star.

F. W. Swan, who for forty-four years has conducted a jewelry store at Muscatine, Ia., has become an Edison disc dealer and has recently placed a good sized order for Edison instruments.



**STEADY RECOVERY OF GENERAL BUSINESS NOW EVIDENT.**

National Civic Federation Finds Optimism in Most Quarters—Encouraging Reports from Over Six Hundred Sources—Some Interesting Conditions Revealed by Some of the Letters Received—Railroads Declared to be Pessimistic.

Business improvement, with increase of prosperity for the immediate future and steady betterment thereafter, is the summary of the findings of John Hays Hammond, chairman of the industrial economics department of the National Civic Federation, as the result of a widespread canvass of conditions throughout the country. Mr. Hammond has had reports during October and November from about 600 correspondents, including governors, mayors, officials of national banks, savings banks, railroads, associations of manufacturers, boards of trade, life insurance companies, State federations of labor, trade unions, provident loan societies, State labor bureaus and charity organizations.

Mr. Hammond presented a report on this correspondence to the annual meeting of the National Civic Federation, held at the Hotel Astor recently, when the problem of unemployment and the other financial and industrial questions arising out of the war was considered.

"Business throughout the United States is improving and the conviction that a further advance toward prosperity will be made in the next few months is widespread," says the summary of the report. "Improvement in financial conditions and the resumption of exports have been followed by signs of improvement in many quarters.

**Improvement Is Gradual.**

"The resumption of normal business activities must be gradual and the unusually large number who are now unemployed will find work slowly. We must expect a great deal of unemployment in the coming winter months. By far the most gloomy view is that taken by nearly all the charity organizations. New York city reports applications for relief 45 per cent. more numerous than a year ago, while in smaller places such organizations find their work increased from 20 per cent. to 100 per cent. over last year.

"But it is highly significant that in the many gloomy letters from charity officials and trade union authorities there is no note of actual despair and no advocacy of untried experiments to relieve poverty.

**Railroads Are Pessimistic.**

"Next to the charity organizations, railroads are the most pessimistic. Several of the great manufacturing associations insist that an increase in freight rates would do more for the permanent prosperity of the country than even the ending of the foreign war.

"Largely owing to the railroad situation many of the great fundamental industries have been for a long period exceedingly quiet. But reports now come in of new building projects in the Middle West. The concrete trade is picking up and to a slight extent this is true of the electrical trade, although machinery lines still appear very quiet. The president of one of the greater steel companies says that in his opinion the bottom has been reached in the steel trade.

"A markedly large number of letters emphasize the service which the opening of the Federal Reserve Banks is expected to afford. Not only do bankers make this point; manufacturers and merchants are even more impressed with benefits to be expected from these new institutions.

"Numerous letters refer to the lowering of money rates that has taken place in the last month, especially in the Middle West, and the consequently freer movement of trade. Another significant feature is the improvement in the savings bank situation. The great savings institutions of New York city report that business is now altogether normal.

"The last few weeks have brought about a little convalescence even in those industries which seemed wholly crippled. From mayors of cities in North and South Carolina, Alabama and Georgia come more cheerful views of the situation there.

"Many letters tell of purchases of supplies by belligerent nations.

"In the great farming region west of the Mississippi and east of the Rocky Mountains, and to a somewhat less extent in the agricultural sections of more Eastern States and the Pacific Coast, local conditions of prosperity, because of the unusually good crops have prevented any serious effects from the war."

**CLOSED MANY IMPORTANT DEALS.**

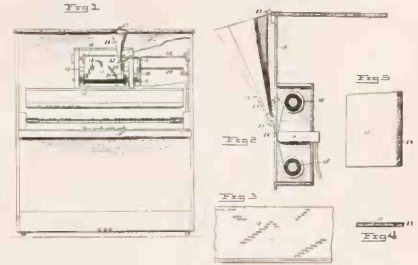
Clifford R. Ely, traveling representative of the Columbia Co.'s wholesale department, returned to New York last week after spending 123 consecutive days in traveling through the South, middle South and Northwest. Mr. Ely reports conditions as being remarkably auspicious for Columbia prosperity, and secured orders from Columbia dealers which far exceeded the orders they placed in November of last year. Mr. Ely states that conditions in the South are, of course, considerably below normal, but notwithstanding these handicaps, Columbia dealers are selling plenty of machines and records, in the majority of instances running ahead of last year's sales totals. Mr. Ely, while on this extensive trip closed a number of important deals for new Columbia agencies, including the Lenhart Piano Co. St. Paul Minn., and others.

**PLAYER AND PHONOGRAPH.**

Combined in Patent Granted to S. S. Waters and Assigned to the Aeolian Co.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 9.—The Aeolian Co., New York, are the owners through assignment by Samuel S. Waters, Washington, D. C., of Patent No. 1,119,333 for a Combined Player-Piano and Phonograph, and relates to a combination of musical instruments especially adapted for the



playing of two musical instruments together and in the same musical time, and is particularly adapted for the playing together and in the same musical time two different or dissimilar instruments. In the specific embodiment of this invention a piano and a phonograph reproducer mechanism are combined. While of the particular relation and adaptation stated, however, this invention is capable of use in connection with instruments of other types than those specified.

**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.**

J. NEWCOMB BLACKMAN, Pres.  
97 CHAMBERS ST., NEW YORK

VICTOR and EDISON Distributors



### PLANNING FOR NEXT CONVENTION.

Entertainment Committee of Jobbers' Association is Whetting Appetites of Members with Booklets Descriptive of Exposition.

The arrangement committee of the National Association of Talking Machine Jobbers has already begun an active campaign for the purpose of insuring a large attendance at the 1915 convention of that body, to be held in San Francisco some time in July. Last week the committee sent out to association members several interesting illustrated booklets regarding the Panama-Pacific International Exposition, which will be under way in San Francisco at the time of the convention, in order to stir up early interest in the coming trip.

### PROTEST ON DUTIES OVERRULED.

The Victor Talking Machine Co. protested the New York Customs Collector's assessment on mica washers, cut to size and finished for gramophones. Duty was taken at the rate of 45 per cent. ad

valorem under the provision for "parts of gramophones." The claim was for a tax of 1 cent per pound and 20 per cent. ad valorem as manufactures of mica.

The protest was overruled by the Board of General Appraisers.

### BOOKED SOME BIG ORDERS.

T. F. Walsh, Secretary of Union Specialty & Plating Co. Tells of Good Times in the Trade—Many Specialties in Demand.

Among the visitors to the talking machine trade in this city during the past week was T. F. Walsh, secretary of the Union Specialty & Plating Co., Cleveland, O., who closed some very large orders for the various specialties relating to talking machines manufactured by this prominent establishment. He also made a general visit to the principal cities of the East, booking a satisfactory business. When seen by The World representative Mr. Walsh was very optimistic regarding business gen-

erally, and particularly buoyant over the outlook in the talking machine trade, which he declared was the least affected of any owing to the disturbed conditions created by the European war.

The Union Specialty & Plating Co. is constantly adding to its supplies for talking machine manufacturers and jobbers, and will have some important announcements to make in the near future.

### LIVELY TRADE IN NEWARK, N. J.

Talking Machine Stores and Departments Enjoying a Most Satisfactory Holiday Business—Improvements in Hahne Department.

NEWARK, N. J., December 11.—One of the bright features of the holiday music trade in this city has been the satisfactory character of the talking machine business, practically every concern having a talking machine department is enjoying about all the business it can handle. The stocks of the dealers are in excellent shape and there is little prospect of a serious machine or record shortage before the holiday buying is over.

The talking machine department of Hahne & Co., under the direction of the Musical Instrument Sales Co., has been entirely rearranged and remodeled and four new sound-proof booths have been built for the accommodation of record purchasers. It is planned to make the department a strong factor in the trade in the very near future.

The Griffith Piano Co., which has the agency for the Edison disc phonographs, reports the sale of five high-priced machines of that type this week, with a number of excellent phonograph prospects in sight for Christmas purchases.

The Armstrong Piano Co., which handles the Victor line, is doing a lively business in that line and reports that the volume of sales during the present holiday season is greatly in excess of the record for the same season last year.

The Columbia Grafonola department of the F. G. Smith Piano Co. is very busy at present and it has been found that the use of the Grafonola and Columbia as the accompaniment to dancing on the floor above the store has proven of material assistance in influencing sales of both machines and dance records.

The talking machine departments of the Lauter Co., Steger & Sons and the Standard Piano Co. have proven very successful this fall and quite in contrast to some other lines of business. The higher priced machines, those of the cabinet type, have the preference in the majority of cases.

### RECORD ALBUMS THAT PLEASE.

Holiday Season Brings Heavy Demand for Products of National Publishing Co.—Liberal Reorders and Testimonial Letters from Dealers Prove Satisfaction Giving Qualities.

The approach of the holidays and the stimulation of record sales has had an excellent effect on the demand for the line of record albums manufactured and marketed by the National Publishing Co., Philadelphia, Pa. The many dealers throughout the country who have already been handling the National albums are enthusiastic regarding their satisfaction giving qualities, including their durable construction and attractive appearance, combined with convenience. The National albums contain twelve or seventeen pockets and are made in two sizes to accommodate ten or twelve inch records. The pockets are so designed that the numbers and titles of both single and double-sided records are plainly visible, which makes the finding of any record desired a simple matter.

A feature of the policy of the National Publishing Co. that makes a strong appeal to retailers is the manner in which the company assists its dealers in making sales through the supplying of special circulars regarding the albums and other sales helps. The circulars are attractively printed, convincingly worded, show illustrations of the albums and are supplied in quantities to the dealers upon application. Selling hints are also supplied.

The fact that many dealers have not only written enthusiastic letters in praise of the National albums, but have also placed large reorders for those goods is the best proof of their satisfaction giving qualities.



## Motion Pictures of Modern Dances with Phonograph Accompaniment

are the Greatest Business Builders ever offered to the

### Talking Machine Dealer

Because they offer him not only the opportunity of  
Increased Record Sales

but he can also

DOUBLE the profits of his business

through the combination of  
Music and Movies

The *Pathscope* is not only "The Companion Entertainer to the Talking Machine" but with Films illustrating the Modern Dances it can be best used in combination with the Talking Machine.

The **PATHSCOPE CO.** of America, Inc.

Dept. 7, Aeolian Hall New York

The First Safe, Simple and Perfect  
Home Motion Picture Machine.  
Complete with 4-foot Screen and all Accessories - \$150

AGENCIES:—515 Crozer Bldg., Philadelphia. 1217 F St., Washington. 507 American Bldg., Baltimore.  
459 Washington St., Buffalo. 108 6th St., Pittsburgh. 622 Kittredge Bldg., Denver. 1516 3d Ave., Seattle.  
657 Leader News Bldg., Cleveland. 501 Dime Savings Bldg., Detroit. 14 W. Washington St., Chicago.

RESPONSIBLE REPRESENTATION DESIRED ELSEWHERE

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



# Big Fire Will Cause Only Short Delay in Operation of Edison Plant.

Work of Rebuilding Factories in Orange Started on Morning Following Conflagration—  
Thomas A. Edison Meets Disaster Courageously—An Optimistic Letter to the Trade—  
Record Molds and Much Machinery Saved—Final Estimates of Actual Monetary Loss.

Mr. Edward Lyman Bill,  
Talking Machine World, New York City.

Dear Sir:—We thank you very much for your telegram expressing sympathy. Workmen and engineers are already busy clearing away the debris and planning repair work. It is the consensus of opinion that we shall be manufacturing phonographs and records in a surprisingly short space of time. Yours very truly,

C. H. Wilson,  
Vice-President and Gen. Manager.

Orange, N. J., December 10, 1914.

The destruction of a large portion of the great Edison plant at West Orange, N. J., by fire, on the night of December 9, was a distinct shock to the entire country, for not only talking machine representatives, but the entire world were interested in the great inventor and his creations, and will sympathize with him and his associates in the destruction of the great Edison plant.

While it is not definitely known just how the fire started, it is supposed that an explosion in the

the fire. There was also a small outside insurance.

The great inventor, with his wife and several friends, stood near a window on the fourth floor of the building across the street and saw the work of years wiped out by the flames. His first concern was for his laboratory, where scientific machinery of great value was installed and which contained all the Edison patents and records of all his works. Firemen kept more than a dozen streams of water playing on this building, while

West Orange citizens gathered to the extent of 12,000 near the scene of the fire, all desirous of helping the firemen. Sympathy for the famous inventor was universal in the great crowd which gathered. Hundreds of telegrams and letters from friends and business acquaintances reached Mr. Edison after the fire. They came from all over the country, and contained expressions of regret at his loss.

Naturally Edison representatives in every section of the country are deeply interested in the future plans of the Edison corporation; but, they can rest assured that no time will be lost in creating a newer and greater enterprise, and that every possible means will be used to facilitate the rehabilitation of the manufacturing enterprise.

### Encouraging Letter to Dealers.

On Thursday morning, the day after the fire, the following optimistic and encouraging letter, signed by C. H. Wilson, vice-president and general manager of Thos. A. Edison, Inc., was sent to the trade



View of the Ruins of the Edison Plant Taken the Morning After the Fire.

film room, a one-story frame building, was the direct cause. At least an explosion was heard in that building before the flames were first seen.

The celluloid films burned with a rapidity and fierceness that sent tongues of flame through the windows of the cabinet works, a five-story, concrete building adjoining. In a short time that building was wrecked and the flames had spread to half a dozen other buildings.

The moving picture building in which all of the Edison photo plays were constructed and which contained films, cameras and motion picture apparatus of great value, was destroyed, not a single thing being saved of all its contents.

The storage building of the chemical works practically blew to pieces when the fire came in contact with the hundreds of pounds of chemicals stored there.

The other buildings destroyed included the plants of the Bates Numbering Machine Co., the Edison Diamond Disc Phonograph Works, the Edison Phonograph Cylinder Works, the Edison Primary Battery Works and the Blue Amberol Phonograph Works and the Administration building.

The monetary loss is very large. It is said that Mr. Edison will have to stand a loss of between \$3,000,000 and \$4,000,000. He carried his own insurance, a so-called blanket policy, whereby out of the yearly profits of the plant he has been putting away a certain percentage for fire risk. He explained that he has through that policy about \$2,000,000 to offset in part the damage caused by

others carried out all of its contents and stored them in the storage battery building across Lakeside avenue. Both these buildings were saved in their entirety.

The great inventor bore his loss bravely, his voice was cheerful and he smiled when reporters questioned him on the night of the fire.

"I'm pretty well burned out just now, boys," he said, "but I'll start all over to-morrow. There'll be some rapid mobilizing here when this debris cools off and is cleared away. I'll go right to work to build the plant over again. It is just a temporary setback; don't forget that.

"If anyone had told me yesterday that this block could be destroyed by fire," he exclaimed, "I would have considered that man crazy. But I'll wager that the new plant I'll build will be proof against everything but an earthquake."

Of the 3,700 employees who worked in the buildings that were destroyed, as many as possible will get work in the reconstruction.

"While the film-producing plant was wiped out entirely," said C. H. Maxwell, second vice-president of the Edison Corporation, "we still have a wooden auxiliary film building a short distance from the site of the fire.

"The phonograph works were destroyed entirely, and there will be a temporary stop to this branch of the Edison business. This business should be resumed in a very short time. Casts of records on which the voices of famous singers are recorded were saved, however."

and should serve to set at rest any fears entertained by jobbers and dealers regarding the ability to secure future supplies of machines and records. The letter reads:

"TO EDISON DISC DEALERS—We find that the fire is not as bad as first supposed. Most all our machinery is intact and will only have to be cleaned up. We are moving it into the storage battery buildings, which are nearly as large as those burned and just completed; also we are starting outside shops manufacturing the disc phonograph motors.

"As to records, we are not badly crippled and believe we shall be able to ship a monthly list January 1, and be in good shape thereafter.

"All orders on file are hereby cancelled. Do not ship to Orange any records, repair work or any material until you are advised we are ready to receive it.

"Shipments of advance supplemental lists of disc records, either on hand or en route, may be placed on sale immediately.

"Assuring you that we shall work day and night to put things into shape again, we are.

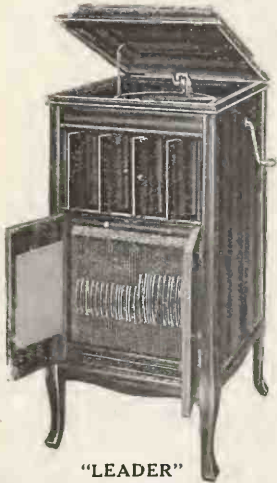
"Yours very truly,  
"THOS. A. EDISON, Inc."

Some men climb the ladder of success. Others hold it. It's largely a matter of initiative—or the lack of it.

No harvest of success was ever reaped from a sowing of wild oats.



# COLUMBIA



"LEADER"

With Columbia Individual Record Ejector  
\$85

Mahogany, Quartered Golden Oak or  
Satin Walnut  
With Record Racks  
\$75

Mahogany, Satin Walnut or Quartered Oak  
(Golden Fumed or Early English).



"MIGNONETTE"  
\$100

Mahogany, Satin Walnut or Quartered Oak  
(Golden Fumed or Early English).



"ECLIPSE"

\$25

Mahogany or Quartered Golden Oak



"JEWEL"

\$35

Quartered Golden Oak.

**F**OR profit, prestige and publicity, Columbia product is the one best musical line you can couple up with your business for the year of 1915.

No industry in the world has ever shown the tremendous advance in quality of product and commercial development that has been achieved in this business.

It is quality of product that is the foundation of our constant growth. It is quality of product that always will be the keystone of our future development. We give bigger values in Columbia product by actual comparison than any other line in the trade. Machine for machine, record for record, Columbia product gives the consumer a higher intrinsic value on every dollar he spends.

## Columbia Grapho-

WOOLWORTH BUILDING, N. Y.



"REGENT"  
\$225

Mahogany, with carved legs. Quartered Golden Oak, Fumed Oak, or Early English Oak, with straight legs.



"IMPROVED  
CHAMPION"  
\$25

Type BN, Quartered Oak.



"IMPROVED  
STERLING"  
\$60

Type BII—Quartered Oak



COLUMBIA  
"GRAND  
GRAFON"  
\$500

The last instrument of this class. In order to obtain the benefits of those who have purchased the Columbia "Grand Grafon" in their original design.



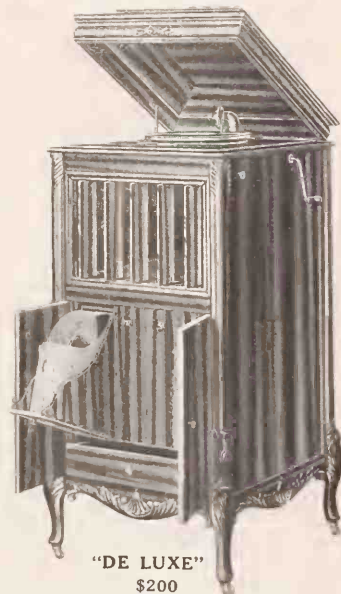
# COLUMBIA



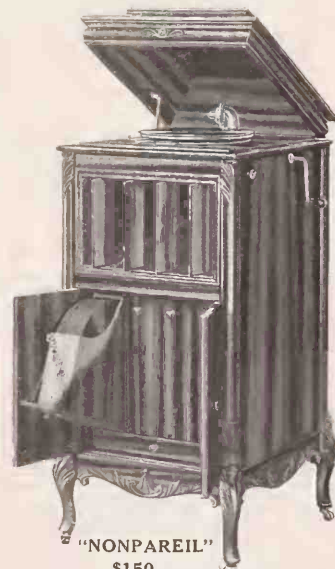
**"FAVORITE"**  
\$50  
Mahogany or Quartered Oak  
(Golden Fumed or Early English).



**"METEOR"**  
\$17.50  
Quartered Golden Oak.



**"DE LUXE"**  
\$200  
Mahogany or Quartered Oak (Golden Fumed or Early English).



**"NONPAREIL"**  
\$150  
Mahogany or Quartered Oak (Golden Fumed or Early English).

THE price range on Columbia double-disc records is absolutely complete.

The standard price of 65c. on regular 10-inch double-disc Columbia records, two selections, one on each side, is a trade attractor that is adding thousands of record buyers as often as we issue a new record.

This is not the place to discuss the actual *figures* of the margin of profit, but we can assure you that we realize just as you do that the principal feature of successful *selling* is successful *buying* and we are prepared to go into full particulars with any dealer who will put a little of his time against a little of ours. We will agree to make the conversation interesting.

## phone Company

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Dealers and prospective dealers, write for a confidential letter and a free copy of our book, "MUSIC MONEY."



**"PREMIER"**  
\$50  
Type BNWM Mahogany.



**"IMPROVED ROYAL"**  
\$35  
Type BNW Quartered Oak.



**"BABY REGENT"**  
\$100  
Mahogany or Quartered Oak (Golden Fumed or Early English).



**TIMELY BUSINESS POINTERS.**

**Employers Taking Counsel with Employees—  
The Knocker—Value of Tact to Salesmen—  
Importance of the Correspondence Department—  
Some Practical Suggestions.**

Invariably in a large concern we will find salesmen bright enough to sell goods and smart enough to meet objections; wise enough when dealing with a hard customer to know when a psychological moment is at hand.

This being the case, don't you think that people bright enough to work for your interest are bright enough to help you make plans? Don't you think you would gain valuable ideas in talking matters over with them?

This does not necessarily mean that you must pass from one employe to another in business hours. That hardly is what one would call a conference, but there should be a stated time, either weekly, monthly or semi-annually, just so that you got the selling force or clerical force, or whatever it may be, together.

Where the proprietor or manager does the "bossing" it is physically impossible for him to come in contact with all customers. Even in shops where the man at the head waits on trade there are only just so many customers that he is able to see personally, when, no doubt, he perhaps gets a few ideas from these customers as to what line of stock his trade would like.

Taking it for granted that he does, it is easily figured what the concentration of effort in this direction would mean. Talks with the selling force would not necessarily be held with the idea of just increasing the trade, but, on the other hand, to discuss general conditions and the merchandise to be handled.

A successful proprietor or manager of to-day is a man who has a keen knowledge of human nature and knows the shortcomings of his men.

Nearly every store has a "knocker." Some employes do not go to the manager with the grievance, but spread discontent by talking of their fancied wrongs to some fellow employe. Consul-

tation meetings or conferences at stated periods will eliminate this "knocking."

Tact should be primarily the essential qualification of all salesmen. It is unwise to depend upon having your merchandise sold by people lacking this virtue.

The salesman who is always polite and personally telling you what you want is one of the worst offenders against tact. He is the one who evidently does not believe you are able to do your own thinking, or the one who insists on selling you the entire stock when your intentions are to make some small purchase.

Salespeople should be tactful, indulgent, active, alert and polite, thoroughly posted on the merchandise they are handling and absolutely loyal to the house. They are the agents who, from the nature of their positions, help the success or the failure of the business in their keeping, as they are in immediate touch with the customer.

If any department is not a paying proposition it is not necessary to wait for inventory day to correct any existing evils. It can be done at once, thus putting the department on a profitable basis and taking no chance of an unprofitable department hindering the growth of the entire business.

Any man's success is due to his ability to organize. If he cannot bring system to bear he is to be likened to a man in a rowboat, not many feet from shore, without any means of propelling it.

The correspondence department is important, as prompt responses must be the keynote of this department. A dilatory answer is the worst form of advertising a house could have. This department requires a thorough knowledge of business principles, as well as high diplomacy and good judgment in their application. Nothing should ever be put in a letter which in any way will reflect on the house. While the letter is intended for one person, we cannot tell how many might chance to see it.

The man who can make the recipient of his letter feel that he is actually taking an interest in the matter in question is a valuable asset to the house.

**MAKING PROGRESS IN THE TRADE.**

**Sonora Phonograph Corporation Adding New Dealers to Its Lists Steadily—The Country Well Covered—Demand Creating Policy Pays—Some Attractive Types of Machines.**

The Sonora Phonograph Corporation, 57 Reade street, New York, of which George E. Brighton is president, has met with flattering success under its business policy, closely adhered to, wherein the demand for the products of the company is created before dealers are appointed to meet that demand. The result is that the new dealers have something tangible to work on from the start and are thoroughly appreciative of the company's methods. Several new traveling representatives have been added to the Sonora staff and new dealers are being signed up at frequent intervals and in all sections of the country. Only recently the Sonora Co., of San Francisco, was incorporated in order that the trade on the Pacific Coast might be looked after properly.

The Sonora line ranges in price from \$35 for the "Jewel" model to \$200 for the "Grand." There is also a Sonora at \$40, called the "Jewel Combination"; one at \$50, termed the "Excelsior"; the "Peerless," at \$75; the "Imperial," at \$100; the "Baby Grand," at \$125, while for \$150 two models are offered, the "Elite" and the "Rosary." In addition, the company also markets three special needles, the "Jewel" multi-playing, at \$1; the Sapphire for French records, at \$1, and the diamond-point needle for Edison, at \$5.

Considering the specifications of the Sonora, take the style "Grand," for example. It has a 12-inch turntable, extra heavy double-spring motor, playing half an hour, or ten 10-inch records in one winding. Has a tone modifier, sapphire needle, diamond needle and multi-playing needle, this equipment being all that is required to play all makes of disc records. Has automatic starter and stopper. Trimmings gold-plated. Envelope filing system has capacity for holding 160 records.

In the company's advertisement on the back cover of the World this month are illustrated four of the popular models, with their specifications.

Going back to the selling policy of the company, it is interesting to note that exclusive territory goes with each accepted agency, the purpose of this being to permit the dealer to reap all the profits that he can. This is a feature of sales distribution that is being widely discussed to-day, and this phase of Sonora exploitative work secures ready indorsement.

**NEW INCORPORATIONS.**

Among the incorporations relating to talking machines filed at Albany the past week were the following:

Union Talking Machine Co., Manhattan, manufacture phonographs, accessories, musical instruments, etc.; \$5,000; Nathan Smith, Marie Zaconick, Ida G. Jakowsky; attorney, H. H. Servis, Rochester.

Artrecord Corporation, publishing reproduction of sound, capital no par value; J. T. Norris, Jr., H. Harold Gumm, H. Von Tilzer, 125 West Forty-third street.

The Master Talking Machine Co. was incorporated in Delaware for the manufacture and sale of talking machines; capital, \$500,000. Incorporators: S. S. Adams, Jr., J. G. Gray, M. B. F. Hawkins, Wilmington.

**TRY THIS ON YOUR PHONOGRAPH.**

(There is entirely too much "He said" and "She said" in modern fiction, some critic has remarked. We will correct that right away. For example:)

"I'm here," he burbled.

"I see," she gloomed.

"I've come for my answer. What is it?" he boomed.

"It's the same," she sniggled.

"Take it back," he replied.

"I want no old answers." "Do without, then." she sighed.

"That WON'T do," he blasted.

"Do you love me?" hissed he.

"I dunno," she sighed, "I've done forgot. See?"

# A Merry Christmas and A Happy New Year TO ALL OUR DEALERS

WE SINCERELY TRUST THAT YOUR BUSINESS FOR  
DECEMBER WILL BREAK ALL RECORDS AND THAT  
IT WILL FOLLOW YOU INTO 1915.

WE HAVE ENDEAVORED TO KEEP YOUR WANTS  
SUPPLIED DURING THE RUSH, AND APPRECIATE  
YOUR CO-OPERATION IN MAKING THIS THE BIGGEST  
YEAR IN OUR HISTORY.

YOURS FOR SERVICE

**AMERICAN TALKING MACHINE CO.**

368 LIVINGSTON STREET

BROOKLYN, N. Y.



**CONVINCING ARGUMENT FOR HIGH CLASS RECORDS.**

A "Telephone Conversation" from the "Voice of the Victor" That Served to Give a Doubtful Dealer New Ideas to Think About Regarding the Featuring of the Better Class of Records and Their Profit-Making Possibilities—Value of Quality Goods.

The demand for high-class talking machine records is growing apace throughout the country despite the immense demand for the more popular song and dance numbers of the day. Dealers should make it a point in the development of their record business to emphasize the importance of every purchaser having a number of standard songs and instrumental numbers in their record libraries. It serves the good purpose of widening musical appreciation—a field in which the talking machine has played and is playing a most important part in this country.

A rather suggestive "telephone talk" was that which appeared recently in "The Voice of the Victor," in which the editor tells of a three-minute chat with a dealer who became a better one as the result of this rapid-fire interview. The talk follows:

(Voice over the 'phone) Hello—hello! This THE VOICE OF THE VICTOR?

Yes. Who is it?

A. Victor Dealer.

Oh, yes, Mr. Dealer. What can I do for you?

Say, give me the dope on this high-brow stuff, will you?

Gladly, if you will tell me what your difficulty is.

Well, it's this way. I can't see this classical music when there's twice as much demand for the popular.

Now look here, old man, you can't see the back of your head, for that matter, but it's there, and it serves a very good purpose.

Quit your kidding, now—I'm asking for information!

**FOR SALE**

5,000 brand new 10-inch discs, English songs and musical selections. Must be sold at once, 10c. each. Berliner Phonograph Co., 140 East Fourth street, New York.

**VICTOR BUSINESS FOR SALE**

Retail Victor store with sporting goods in connection in Greater New York. Exclusive large wealthy territory. Annual sales about \$25,000 and steadily increasing. About \$9,000 required. Good reason for selling. Address Box 44, Talking Machine World, 373 Fourth avenue, New York.

**WANTED—POSITION**

Position wanted as manager of wholesale talking machine department; 15 years' experience. Would take charge from buying to shipping. All around worker. Am also expert repairer of machines. Correspondence invited first instance. Address, Box 300, Talking Machine World, 373 Fourth avenue, New York.

**WILL BUY**

Job lot of talking machine records. Also second-hand and shop-worn records purchased. Address Talking Machine Exchange, 66 Halsey street, Newark, N. J.

**FOR SALE**

Victor talking machine store, the best in the city. Large established trade. This year's profits over \$5,000. Will sell at inventory, nothing for good-will. For particulars, address Jacobs, 2131 North Seventh street, Philadelphia, Pa.

**FOR SALE**

5,000 single-face, 10-inch Columbia disc records, guaranteed brand new; price, 9c. each. A bargain for a wise buyer. Deninger Cycle Co., Rochester, N. Y.

**WANTED**

To exchange \$2,000 clean jewelry stock for phonograph stock, Edison, Victor or Columbia. Address W. M. Lefavor, Avalon, Cal.

Well, I'll give it to you, but I admit I'm a little touchy on this subject.

That's all right, old sport, but here's the idea: "Too Much Mustard" is a fifty-to-one shot with me as compared with the Prologue from Paggiacci.

Now, you're exaggerating, and you know it!

Well, a little, maybe; but you know what I mean.

I hope to thunder you don't mean what you say, because it's sheer craziness.

Well, all right, but WHY is it?

My dear man, if you were in the dry goods business would you refuse to stock silk because most of the trade ran to calico?

No, of course not; but that's different!

It isn't—it's the very same thing. Better-class goods seldom have as big a demand, bulk for bulk, as the cheaper ones, but they have to be carried in stock. A department store, or any other store for that matter, that was unable to supply quality goods would be recognized at once as a "cheap" house. Do you want that reputation?

Don't get fresh, now. I can see all that plainly enough, but you haven't answered my question y-t. I'm in business to make money!

You are? Then you are going the wrong way about it!

Can't see it. Can't see it with a spyglass. You admit that better-class goods don't have as big a demand in any line. don't you?

Yes, I've just said so.

Then you say that the better-class goods have to be carried in stock. Now what I want to know is, WHY?

The answer is: Because you'll never build up a big, a profitable and a solid business except on quality goods.

How do you figure that out?

The man who simply uses a Victrola for a moment's pleasure is essentially a "transient" customer. For such people any band, any singer, indeed, any machine will do.

So you think—

I don't think, I know. The man who likes music—if he's given a chance—soon gets to liking good music. The man who likes good music soon gets over the "liking" stage. He gets "nutty" over it. He wants music, and more music. He wants it by the best singers available. He is no longer content just to listen, but he begins to observe just how this, that and the other artist gets his or her effects. Now which type of man is going to help you build up a steady business?

Well, I guess there's something in that, all right.

Of course there is. There are lots of people who like to sit and listen to music, just as they like to sit in a hot bath, but if you don't help them to get beyond that point you won't be able to consider them steady customers for very long.

Say, hold on; hold on! Enough's enough! I quit. Call me a boob if you want to.

Get out, old man. I know you too well. Come out and play a game of golf with me on Saturday. Your "batting eye" is off color, that's all that's the matter with you.

Well, I guess you're right, all right. Got anything particular to suggest?

Of course, but you'll have to tell me just where you get stuck—only tell me some other time.

Busy, I suppose?

Yes, very.

Well, don't blame me. I haven't said a word and you've nearly talked the arm off me; however, I don't hold a grudge long, so here goes.

**JOINS EDISON SALES FORCE.**

George Chittenden Turner has recently joined the Edison sales force to represent the Edison phonograph products. For the present Mr. Turner will devote himself to Edison interests in New York and Brooklyn.

A  
Merry Christmas  
and a  
Happy New Year  
to all  
Victor Dealers

WE hope that all our Victor dealers are satisfied with our service and we herewith acknowledge our appreciation.

At Your Service  
for 1915 to 50  
additional Victor  
dealers only.

"A limited number of  
dealers served well is  
a very good policy as  
our dealers can tell."

Landay  
BROS. INC.

Victor Distributors  
Exclusively

563 5th Avenue  
NEW YORK

**AEOLIAN-VOCALION ANNOUNCED.**

Latest Product, a New Type of Talking Machine, Put on the Market by the Aeolian Co., the Prominent Piano Manufacturers and Retailers—Some Interesting Features of the New Line of Instruments.

The following interesting announcement was mailed recently by the Aeolian Co. the piano manufacturers of New York, to its stockholders:

**ANNOUNCEMENT TO STOCKHOLDERS.**

"Monday, November 23. will mark the opening of the Vocalion department at Aeolian Hall. This should be an event of the greatest interest to every stockholder, for the Aeolian-Vocalion is a new departure, and its introduction to the public opens a new epoch in Aeolian development.

"The executive officers of the company sincerely hope that the stockholders will make themselves familiar with this remarkable new musical instrument which they have had a share in giving to the world, and that they may employ their every influence to aid the management in making the Aeolian-Vocalion the greatest success in the history of the company.

"It is suggested that the opening day affords an opportune occasion for a visit to the Vocalion department, and to become acquainted with the newest and most wonderful phonograph.

**"THE AEOLIAN CO."**

This brief announcement was the first official intimation on the part of the Aeolian organization that the company was preparing to enter in a large way upon the manufacture of phonographs, or Aeolian-Vocalions, as the new type of instrument will be called.

Those responding to the invitation found awaiting them a line of phonographs in mahogany cases ranging in price from \$90 to \$375. There were various features about the new instruments that attracted attention, but probably the one that drew the greatest interest was the Graduola. This is a device built into the fundamental mechanism of each Aeolian-Vocalion, by means of which the volume of tone may be kept entirely under the control of the listener, if he so desires. To operate the Graduola there is a flexible control tipped with a valve. This permits the listener to sit some distance away from the instrument while he decreases or amplifies the volume of tone to suit his own interpretation of the selection being played.

The Aeolian Co. owns the Graduola patents, having purchased them nearly two years ago from the Australian inventor—F. J. Empson.

Although the Graduola is perhaps the most striking innovation in the new line, there is bound to be much interest in the tonal qualities of the Aeolian-Vocalion. The company states that experimentation looking to a perfect type of phonograph has been under way in its laboratories and factories for over two years. Elaborate investigations have been made in connection with sound box, tone-arm and horn, and several important discoveries have been incorporated in the new instruments. In the opinion of the Aeolian Co. a

distinctive type of phonograph has been produced in the Aeolian-Vocalion.

There will be a public announcement made later in reference to these new features, the company contenting itself at present with a general announcement as outlined in its invitation to the stockholders.

The various types of instruments now being exhibited are only a small part of the full line in process of development. No attempt will be made until later to supply the company's agencies over the country, although instruments are being sold to stockholders and some of the New York City customers.

**COLUMBIA MANAGERIAL CHANGES.**

**R. F. Bolton Becomes District Manager for New York City and Upper Part of State—S. H. Nichols' Important Territory—I. F. Bradt Joins Executive Staff.**

The Columbia Graphophone Co. announced last week a number of promotions and appointments in its executive and managerial staff, which supplement the appointment of John A. B. Cromelin to the office of general manager of the company.

R. F. Bolton, manager of the Columbia Co.'s wholesale headquarters at 89 Chambers street, New York, and connected with the company for many years, has been appointed district manager of New York territory, including the Buffalo and Rochester district. Seth H. Nichols, manager of the Pittsburgh wholesale headquarters of the Columbia Co., has also been appointed district manager, his territory to include Cincinnati, Cleveland and Toledo in addition to his present territory. James P. Bradt, who at one time held important managerial posts with the Columbia Co., having been manager of the Canadian business and London and Berlin manager, has joined the executive offices of the company, to perform special duties.

**THE CRESCENT TALKING MACHINE**

**One of the Latest Additions to the Lines of Machines Now on the Market, Makes Excellent Impression—One of the Popular Styles.**

One of the latest talking machines to be presented to the trade of this country is the "Crescent" talking machine, manufactured by the Crescent Talking Machine Co., Inc., 99 Chambers St., New York. The style illustrated herewith is known as model No. 10, the retail price of which is \$10, exclusive of the albums. Dimensions are: height, 36 inches; width, 16 inches, and depth, 16 inches. Furnished with or without diamond point.

Since its introduction, the officers of the company report that a number of agencies have been placed about the country, the latter being continually increasing as a result of the distributive work that is going on.

Among the selling arguments advanced are the following special features, which are taken direct from the literature issued by the Crescent Co. "Crescent machines are equipped with an improved tone-arm, with friction reduced to a minimum, and

contain other novel features, among them being the 'universal tube,' which makes it possible to change from steel needle to diamond point record by a mere turn of the sound box. The Crescent will play any type of record, including those for diamond or sapphire point. A portion of the front of the cabinet, hinging outward, forms a prolongation for the horn, throws the sound upward—to hearing height—and leaves an unimpeded passage for the sound. When closed, it protects the interior from dust and leaves an ornamental, useful table, when not in operation as a phonograph."

Materials for the manufacture of the cabinets are

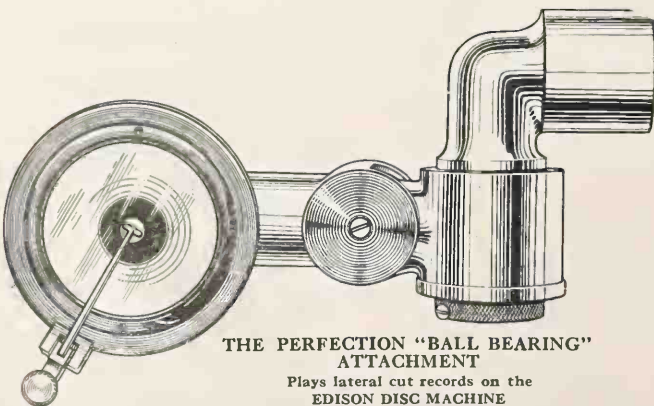


Model No. 10.

carefully selected and the finish of the cabinet is considered to be of high quality. The motor is produced under specifications from the Crescent Co., and is made specifically for this model. Other types quite as attractive at their respective price list at \$12.50, \$15, \$150 and \$200.

The Columbia Co. has closed arrangements with the May Furniture Co., Columbus, O., whereby this house will handle the complete Columbia line and give it forceful representation in this important territory.

The Riggins Piano Co., well-known throughout southern New Jersey as a representative piano house, with headquarters at Bridgeton, has recently taken on the Edison disc line.

**TO VICTOR AND COLUMBIA DEALERS**

**THE PERFECTION "BALL BEARING" ATTACHMENT**  
Plays lateral cut records on the EDISON DISC MACHINE

Do you want to sell records to owners of EDISON DIAMOND DISC MACHINES? If you do, carry our "PERFECTION" attachment in stock.

EDISON DISC MACHINE owners will be coming to you every day asking you if the records you sell can be played on their machines. If you carry our attachments in stock you not only have a chance to sell them, but you also have a chance to make record sales and add a new name to your record mailing list.

We can also furnish you with a reproducer which is fitted to our attachment. Price of sample attachment, \$2.50 in gold, nickel, or bronze finish. With reproducer any finish \$4.75. Cash or check must accompany each order for sample. We will quote you quantity price on cash or credit basis on request.

EVERY PHONOGRAPH DEALER IN THE UNITED STATES AND CANADA SHOULD STOCK THIS ATTACHMENT.

If you are interested write to us and we shall be pleased to give you our view of its present and future value.

**NEW ENGLAND TALKING MACHINE CO.**  
132 Boylston Street BOSTON, MASS.





If you will make careful comparison you will find that the length of Columbia prices will bring you closer to more varieties of profit than any other line on the market.



(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

**CO-OPERATION WITH THE DEALER.**

The Jobber Who Desires to Win Success Must Adopt This Policy, Says Wm. W. Gibson, Manager of the McKee Surgical Instrument Co., in Discussing the Entrance of His House Into the Talking Machine Field.

William Wilson Gibson, manager of the Baltimore, Md., headquarters of the McKee Surgical Instrument Co., Washington, D. C., and Baltimore, Edison disc and cylinder jobbers, in a recent issue of the Edison Phonograph Monthly, tells of the entrance of his house in the phonograph business, and gives some fundamental rules for the success of a jobber. He said in part:

"If a jobber is to be successful, he must learn to co-operate with every dealer who buys from him. After all is said and done, if the spirit of helpfulness does not exist between jobber and dealer, there is no hope of real success on either side.

"First of all a jobber must be thoroughly familiar with his line. He must be able to answer any question that a dealer may ask. If the jobber can truly be an 'information bureau,' he will not only help his dealers, but also himself, as the dealers will want to patronize the one who can render them the best service.

"Again, a jobber must be up to the minute in every particular as regards new records, new equipment, advertising, literature, etc.; must keep his dealers supplied with all available helps that he can. In order that this may work satisfactorily, dealers must make their wants known from time to time.

"In the third place, a jobber must carry a complete stock of everything pertaining to his line. There must not be any delays in filling orders, if the jobber would hold his customers' trade. If a dealer wants a certain record or part, he wants it bad, and if his jobber cannot send it out the day he receives his dealer's order, that jobber cannot hope to retain the dealer's good will.

"Again, a jobber must be full of original ideas for increasing the trade of his dealers. He must give suggestions for increased retail sales if he wants his own wholesale business to grow.

"The jobber is the connecting link between the manufacturer and the dealer. He is a very necessary adjunct to the success of the business, as no manufacturers could begin to keep in touch with every dealer located in all corners of this vast country. As long as our line of business lasts there must be jobbers, and as long as these jobbers act honorably with their dealers, so long will they remain in business.

"There is one way in which a dealer must help his jobber, and that is by paying all of his debts promptly. It costs a great deal for a jobber to carry a large and complete stock, and if the dealers won't pay, either one or the other will have to suffer."

**INCREASES CAPITAL STOCK.**

The Scott Automatic Phonograph Co., Los Angeles, Cal., has increased its capital stock from \$100,000 to \$1,000,000.

**ARTIST PRAISES ARTIST.**

Maud Powell Praises Kreisler's Recital of Wieniawski's Famous "Légende."

Maud Powell had a most important article in the October Etude, analyzing Wieniawski's famous "Légende." In her preliminary remarks she touches on the subject of tempo rubato, saying, among other things of exceeding interest to teachers and students:

"Let every violin student listen to Kreisler's sound reproducing machine record of the Bach E major Gavotte if he wants to learn what playing in time is. As for rhythm there is no better example extant. I may say right here that Kreisler is our greatest violinist for refined delicate artistry, exquisite and precious, and yet Kreisler in some of his best interpretations scarcely deviates from the tempo except in the subtlest manner possible. The elasticity of Ysaye's tempo and the master's sentimentalizing of the melodic line (rhythmically), while justifiable in Ysaye, the mighty, are not the best models for the student. Elman also is an un-

safe model for the inexperienced to follow, inasmuch as too much emotionalism will inevitably swamp the technically inadequate student. We are young in this country, very young, artistically, so that in our artistic beginnings we must copy those models which have the seal of severe test. There is a chastity combined with exuberant health that one must seek in art as well as in life."

**VICTOR NUMERICAL CATALOG.**

The Victor Talking Machine Co. sent out to its dealers last week the annual numerical catalog of Victor records. This catalog is similar to previous editions of this important publication, containing extra pages for pasting in the new records issued every month, together with a page of valuable suggestions on how to keep track of record stock.

Many a man's ship never "came in" because it was submarined by an overlooked opportunity.

It's the man with the single-track mind who has collisions with mistaken trains of thought.

**READ = WHAT THE TALKING MACHINE WORLD SAYS ABOUT THE "OGDEN" SECTIONAL RECORD AND FILING SYSTEM**

**SECTIONAL RECORD CABINETS.**  
Ogden System of Record Filing Proves Most Convenient for Dealers—Cabinets That Make it Easy to Find Records—Other Advantages.

A talking machine accessory that is continually making new friends among talking machine dealers and marketed by J. B. Ogden, Lynchburg, Va.

One of the chief advantages of the Ogden filing system is the fact that, being built on the order of the sectional bookcases that have long been familiar to the public, it has all the advantages of those pieces of furniture combined with a number of original features for this particular trade. The sectional 'idea attracts grows, it is possible to add sections after sections without having waste cabinet space in evidence or several record cabinets placed about the room. The cabinets are supplied with special top and bottom parts, and from one to four or more sections may be added at will, and the whole having the effect of being a single and complete piece of furniture.

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

**Guaranteed**

Write for catalog giving name of your jobber.

**J. B. OGDEN**  
Lynchburg, Va.

**Guaranteed**



To You on our Mailing List—

To You who have had a taste  
of our Co-operation—

To You who appreciate Exclu-  
sive Wholesale Service—

To You who may appreciate  
our Holiday Greetings—

# Merry Christmas

THE TALKING MACHINE COMPANY  
12 North Michigan Avenue Chicago, Illinois



# 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., December 11.—The talking machine trade of Chicago and the Middle West is doing what can safely be said to be the very best Christmas season in history, and this despite the general depression that exists in so many other lines of business.

This optimism exists in a greater degree in the smaller communities, where the industrial depression is more psychological than in the big cities. Speaking generally, the main difficulty seems to lie in the difficulty of securing machines, all jobbers reporting a big deficiency and an especial shortage in instruments priced around \$100. The public seems to have been impressed with the work of the manufacturers on machines at this price and almost every dealer has calls for these machines, and is, unfortunately, unable to supply them.

Some excellent advertising has been done by the large manufacturers, both Edison and Columbia being prominently exploited early in the season and a big Victor campaign being carried on at the present time.

#### Dance at the Edison Shop.

One of the most novel dancing exhibitions that has yet been given was presented this week at the warerooms of the Phonograph Co., the local Edison dealers and distributors. The dancers were Miss Edna Neill and Mr. Farnsworth Frick, who demonstrated the new and very popular step known as the "Rouli-Rouli." The crowd in attendance was a very large one, according to General Manager C. E. Goodwin, and the receipts on the day's sales were likewise very big.

In this connection Mr. Goodwin made the statement that present indications pointed to a Christmas season at least twice as good as that of last year. Mr. Goodwin adds further that despite the disastrous fire at the factory the stock is sufficient to last, as a very generous supply was received some time ago in Chicago.

#### Some of the Good Sellers.

The five most popular selling records of the Edison library this month appear to be a violin number, "Ave Maria," as played by Carl Flesch; "Toreador Song" from "Carmen," sung by Thomas Chalmers; "I'll Take You Home Again, Kathleen," tenor solo by Van Brunt; "Dixie Medley," a banjo number, and "It's a Long, Long Way to Tipperary."

Five Columbia records that are selling well are "Cohen on the 'Phone," "It's a Long, Long Way to Tipperary," "Dreamy Chinatown," "Ballin' the Jack" and "When It's Night Time Down in Burgundy."

Of the Victor records five of those that are in demand, together with selections on the reverse side, are "Whispering Hope," "Stille Nacht, Heilige Nacht," "Little Gray Home in the West," "Tipperary" and "Cecile."

#### Enlarge Lyon & Healy Office.

The wholesale rooms of the talking machine department of Lyon & Healy's have been considerably enlarged and a new private office has been built for Manager L. C. Wiswell in a location adjacent to the retail record department. Mr. Wiswell reports an exceptionally heavy volume of business. There has also been a large volume of Christmas business already transacted in the retail machine department. This has necessitated the additional help of several new salespeople, including H. B. Barnes.

#### D. C. Preston at New Post.

D. C. Preston, formerly representative of the Talking Machine Co. in Wisconsin and Iowa, has been selected as manager of the Victor department of the L. S. Donaldson Co., of Minneapolis. The opening of this new section of the big Minneapolis institution was featured by a dancing exhibition by Miss Helen Maxwell and Kenneth McKenzie, who came from Chicago for the occasion. The dances were given in the Tea Room adjoining the Victor department and were very well received by a large crowd of people. Mr. Preston was assisted in the opening by G. P. Ellis, of the Talking Machine Co., of Chicago.

Mr. Preston will be succeeded in the Talking Machine Co. by A. M. Lockridge, an experienced salesman, who has been spending considerable time in going through the instruction course, which consists of a period of time spent in the repair department, stock rooms, sales department and the sales floor.

#### Some Excellent Sales Supplements.

The Talking Machine Co. this year followed its regular custom of supplying its patrons with a number of supplementary sales ideas in anticipation of the Christmas season. Among them were a "\$10 gift list," a "\$25 gift list" and a complete "Christmas record list." The Christmas boxes are

covered with holly and poinsettia decorated paper and other articles designed to stimulate Christmas sales.

Sales Manager Roy J. Keith has received a generous response to this outlay of sales literature and says that the dealers have shown every sign of appreciating them.

#### Visited the Victor Plant.

Fred Siemon, manager of the talking machine department of the Chicago house of Wurlitzer, was one of the visitors to the Victor plant at Camden recently. Mr. Siemon reports that while he was there the factory was working both day and night shifts.

#### Attractive Wurlitzer Window.

Ellis B. Hansen, of the Wurlitzer Co., has been showing an especially attractive talking machine window recently. The window contained a miniature opera house with a stage reproduced in detail. The curtain rose and fell automatically upon well-known scenes from several different operas. The staging and lighting effects were especially good and a large crowd was in constant attendance before the unique display.

#### Geo. P. Bent Co. Opening.

The opening of the remodeled retail department of the George P. Bent Co. was held Saturday, December 12. The reconstructed warerooms have been very beautifully designed and finished and form one of the most attractive institutions of its kind in Chicago. The Cheney and Victor lines were prominently displayed and received much exploitation. The following is an extract from the newspaper announcement:

"We are proud of the new setting of this department, because its facilities, its appointments and its scope are such as to make 'shopping' a genuine pleasure to our many patrons and to the great Chicago public. \* \* \* Not only have we provided every convenience for the quiet and refined demonstration of machines and records—not only do we carry one of the largest and most complete stocks in the city, but we have also a courteous and efficient sales organization. Here the counsel of salespeople, who are well versed in the mechanical construction of talking machines as well as in the repertoire of the Victrola, is at your free and unlimited command. We will celebrate the opening of these new ground floor quarters tomorrow with a genuine "house-warming," to which you are cordially invited. There will be tea and flowers, as well as an enjoyable series of select

(Continued on page 37.)

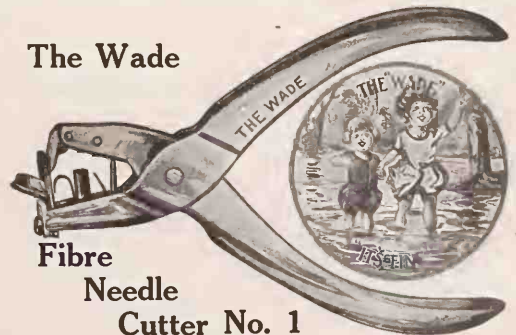
## THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

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



The Wade  
Fibre  
Needle  
Cutter No. 2

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




The Wade  
Fibre  
Needle  
Cutter No. 1

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.  
CHICAGO, ILL.



**L**YON & HEALY extend  
heartly thanks to their  
many friends for fa-  
vors received and trust  
that one and all may  
enjoy a Happy New  
Year! .. .. .



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 35).

concerts, for our to-morrow's guests. A. W. Kaney and Miss Claudia Dana, direct from Castle House, have been secured especially for this occasion and will demonstrate the latest dances in the concert room from 1 to 4 in the afternoon. Come!"

Retail Manager Otto Schnering has provided a generous stock of machines and records and expects to do a big business. Edwin V. Zeddies managed the dancing exhibition.

#### Rintelman Needle Introduced.

A. S. Rintelman, head of the Rintelman Piano Co., of Chicago, has formally introduced and is pushing vigorously the new "3-point A. R." needle. The needle is similar in shape to a fiber needle, its sides being concave and affording three points at each of its ends. The material is said to be a mineral product having almost the same degree of hardness as the diamond. Its toughness and elasticity, due to the composite material within it, affords what is said to be perfect transmission. It will withstand the various changes of temperature without expanding or warping, therefore transmission is the same at all times. It is claimed that the needle is practically permanent and that its retail price of \$2.50 is easily secured from those to whom it is demonstrated. Mr. Rintelman says that there is a very generous discount to dealers on this product.

#### Storage Cabinets in Demand.

An interesting phase of the accessory side of the talking machine business is shown in a recent statement of John F. Mortenson, manager of the Salter Manufacturing Co.

Mr. Mortenson said: "We have received an unusually large number of orders for our storage cabinets, showing that dealers are making early preparations to go after 'after Christmas business,' as January is always a good month for records, and lack of storage room on the part of machine owners generally makes itself manifest at this time. Business generally appears to be very excellent, as we are receiving immense orders and having great difficulty in keeping pace with them. Our Edison cabinets for the smaller Edison machines are proving especially popular and we are getting a big call for them. Cabinets for the Victor No. 9 machines and Columbia 'Favorites' also continue to be good."

#### Fibre Needle Cutter Sales.

S. O. Wade, head of the Wade & Wade Co., manufacturer of fiber needle cutters, says that the immensity of this year's Christmas trade is shown in the unprecedented business which the Wade cutter is enjoying. "Despite the fact that our dealers heeded our warning and ordered their stock early, we nevertheless are swamped with orders and are working at our best pace to keep up with the demand."

#### Personals and Visitors.

Mr. and Mrs. Miles, of the Miles Piano Co., Streator, Ill.; J. F. Korn, of the Korn Piano Co., Michigan City, Ind.; Mr. Randolph, of Egerman & Randolph; E. D. Allington, Freeport, Ill.; E. Burkhart, St. Joe, Mich.; E. L. Burr, of Burr Bros., Rockford, Ill.; E. T. Anderson, of Rock Island, Ill., were all recent visitors to the local trade.

L. V. B. Ridgway, Lyon & Healy's Pacific Coast traveler, is spending a few days in Chicago.

A. D. Geissler and wife were recent prominent visitors to the local trade.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy's, announces that he has not yet selected a successor to the position of manager of the retail record department, which was recently vacated by M. M. Blackman.

Roy J. Keith, sales manager of the Talking Machine Co., spent some days in recent trips to Cincinnati and Minneapolis.

Griffith P. Ellis, of the Talking Machine Co., is the daddy of a new baby girl, born November 30. Her real name is Martha Virginia, but because of her loud, clear tones she is commonly known as Victoria, Jr.

Mr. Jackson, of the Talking Machine Shop of Rockford, Ill., and Arch. Olds, of the Clay Pool Music Co., of Crawfordsville, Ind., were recent visitors to the local trade.

Other recent visitors to the local trade included Mr. Milliken, of the Milliken-White Studios, Bay City, Mich.; H. J. Power, of the Taylor Carpet Co., Indianapolis; Albert J. Rice, Lafayette, Ind.; Nick Wirth, Escanaba, Mich.; R. R. Smallfield, Davenport, Ia.; Mr. Weller, of the Red Cross Drug Co., Centerville, Ia.; Edward Druckner, Dyersville, Ill.; Mr. Sutton, of Sutton & Briggs, Clinton, Ind.; Mr. Goodwin, of Goodwin & Co., Monticello, Ind.; W. A. Bryan, of W. A. Bryan & Co., Monticello, Ind.; C. A. Richardson, of Richardson, Ill., and A. G. Kunde, Milwaukee, Wis.

#### Lyon & Healy's Mammoth Electric Sign.

An electric sign that is one of the largest in the city has been in operation to advertise the goods of Lyon & Healy, manufacturers and dealers in musical instruments. Measuring 68 feet wide and 40 feet deep and carrying approximately 4,000 5-watt and 10-watt tungsten lamps, this sign stands at the corner of Park Row and Michigan avenue, within full view of persons on the latter street for about 1.5 miles. The steel work supporting the

Graphophone Co., tells The Talking Machine World that the last thirty days have broken all business records in history.

"The main difficulty lies in supplying machines," said Mr. Baer. "We are always able to supply records, but we have been completely swamped in the matter of supplying the instruments themselves. The demand of the Mignonette and the Leader models which are fitted with record ejectors, has been particularly heavy.

W. C. Fuhri, district manager of the Columbia Graphophone Co., returned recently from the East and says that while at Bridgeport he saw the factory working at its full capacity, with day and night shifts working every minute of the twenty-four hours.

A few of the new Columbia dealers in this territory are: Charles T. Hess, Elmhurst, Ill.; L. L. Hutton, Gibson City, Ind.; Vincent Quarten, Lake Forest, Ill.; Block & Cool, Peoria, Ill.; F. L. Dixon, Rock Valley, Ia.; Emerson & Hiltbrunner, Cedar Rapids, Ia.; W. J. Massey, Des Moines, Ia.; C. A.



#### Lyon & Healy's Immense Electric Sign in Chicago.

sign on the buildings at this corner weighs 23 tons.

The border of the sign simulates a lyre within which a Confederate and a Northern soldier are marching at each side, one with a drum and one with a horn. Out of the horn the words, "Marching Fifty Years" are blown by the soldier, this expression being appropriate since the firm has been in business for fifty years. In addition to these flashing words, there is a changeable-letter feature within the sign to allow different departments or the company's business to be exploited.

#### Pathé Jobber Faring Well.

A. J. O'Neill, of the O'Neill-James Co., announces that his firm, which has secured the local jobbing of the Pathé talking machine, is doing a most satisfactory business and that several substantial dealers have recently taken on the Pathé line. In each case these agents are old established talking machine men who have been much impressed with Pathé possibilities.

The offices of the O'Neill-James Co., in the Hunter building, are to be remodeled and provision made for a demonstration room as well as a display room, in which the entire line of Pathé machines and records will be shown.

Mr. O'Neill's company is distributing considerable advertising matter in the form of catalogs and special folders exploitive of dance records and of favorite operatic selections.

#### First Dividend Distributed.

The first dividend of 5 per cent. has been declared in the case of the Indiana Music Co., of Terre Haute, Ind., which encountered financial difficulties about the middle of last year. Lane Robertson was head of the concern.

#### Good Columbia Business.

C. F. Baer, local manager of the Columbia

blings, Waterloo, Ia.; Sutton & Briggs, Clinton, Ind.; Frederickson Piano Co., Oshkosh, Wis., and Fisher Bros., Appleton, Wis.

It was also announced at the Columbia office that another hit had been scored when the entire Columbia line had been taken on by the retail stores of the Cable Piano Co., in Detroit, Grand Rapids, Battle Creek, Lansing and Jackson, Mich.

#### Harry Bent Leaves for the Coast.

C. H. ("Harry") Bent leaves for the Pacific Coast Saturday night. Mr. Bent will go first to Coronado Beach, where he will enjoy a complete rest and will later proceed to Los Angeles, where he will make preliminary arrangements for the Cheney talking machine. Mr. Bent is very enthusiastic over the product which is his work will be. A host of friends in the trade wish Mr. Bent all success in his new undertaking.

#### Talking Picture Company Incorporated.

The Comer Talking Motion Picture Co. of Chicago has been incorporated for \$10,000 to manufacture, lease, operate and deal in sound-reproducing apparatus, motion picture projectors and films. John J. Comer, Frank Mayer and Guy Van Schoick are the incorporators.

#### Buys the "Healy Strad."

John McCormack, the celebrated Irish tenor, whose records are so popular in the talking machine trade, has just purchased from Lyon & Healy the famous "Healy Strad" for \$10,500, and Paganini's favorite bow, declared by experts to be the finest in America, for \$500. McCormack, in addition to being one of the world's opera stars, is said to be an accomplished violinist. The "Healy Strad" was made by Stradivarius in 1711, and is considered one of his prize instruments.

**MUST BEAR REVENUE STAMP.**

War Tax Law Affects Lading Bills and Manifests—Must Be Supplied by Shippers.

On and after Tuesday, December 1, every manifest, bill of lading or evidence of receipt for shipment on a railroad, whether in bulk or in package, must bear an internal revenue stamp, one cent in value, furnished by the shipper.

This is in accordance with the provisions of the War Tax law. The Pennsylvania railroad, in addition to sending instructions to its agents regarding the law's requirements, will endeavor to keep them supplied with stamps, though shippers are requested, where possible, to buy their supplies at the post-offices.

Some idea of the task it will be for the road to supply stamps may be gained from the fact that the road issues 50,000 bills of lading a day.

**FLOAT USED IN STREET CARNIVAL.**

The advertising department of the Columbia Graphophone Co. received recently from its enterprising dealer in Shelburne Falls, Mass., I. W.



Booker's Columbia Display.

Booker, the photograph shown herewith, depicting a float used by Mr. Booker in a street carnival held in that city.

On the back of the wagon is featured a Columbia "Jewel" machine, and proper band records were played during the demonstration. The Columbia muslin sign covered the whole back of the wagon and both sides of the display. The children shown on the float are Mr. Booker's wide-awake youngsters, who, to all appearances, enjoy immensely the musical qualities of the Columbia "Jewel."

**CAUSES FAVORABLE COMMENT.**

A Buffalo paper recently contained the following notice: "The return engagement of Reid and Ross, the clever dancers who made such a hit at the Fall Fashion Festival, caused a great deal of favorable comment, and a goodly crowd was on hand to welcome them at the J. N. Adams store. This week Reid and Ross are dancing in the Victrola department, fifth floor, on a specially constructed floor. More than one thousand people saw the dancing yesterday. In addition to dancing, Miss Ross will demonstrate the new dansant frocks that made such an impression at the Fashion Festival. It was news to a great many people that the Victrola could be so effectively used for dancing.

**BOOKED SOME GOOD ORDERS.**

Philip Ravis, vice-president of the New York Album & Card Co., 25 Lispenard street, New York, manufacturer of record and photographic albums returned this week from an extensive trip through various sections of the country. Mr. Ravis states that general business conditions are steadily growing better, and that dealers are closing an excellent trade with record albums. The most important phase of Mr. Ravis' trip was the large orders he received for the company's photographic albums, which many talking machine dealers are featuring for their holiday trade with gratifying success.

**NO LONGER CONNECTED.**

The Union Specialty & Plating Co., of Cleveland, O., announces that H. B. McNulty is no longer connected with that company in any capacity.

If you can't be optimistic don't be pessimistic,

# Your Opportunity

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

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

**STANDARD GRAMAPHONE APPLIANCE CO.**

173 LAFAYETTE STREET

NEW YORK

**HOLD EDUCATION RECEPTION.**

Early Music House, Fort Dodge, Iowa, Hold Third Annual Reception for School Teachers for the Purpose of Creating New Interest in Talking Machines for Schools—Rewarded by Large Attendance—Good Musical Program.

(Special to The Talking Machine World.)

FORT DODGE, IOWA, December 3.—The Early Music House, this city, prominent and successful Victor and Edison dealers, recently held its third annual musical education reception for the school teachers of the city, and the interest aroused by the event was indicated by the large attendance. The reception was held in the evening to permit of the teachers attending without interfering with their regular work, and 135 in all took advantage of the opportunity to hear the latest in musical education helps.

During the reception discussions regarding music in the schools were encouraged, and a discussion on musical expression was particularly interesting, taking the form principally of a debate between the private music teacher and the public school teacher, the general thought being that in time instrumental music would be made a part of the school course, and given a major instead of a minor place.

Through the efforts of the Early Music House the schools in Fort Dodge and vicinity are well supplied with talking machines and records, which is a decided mark of progress in a city where, less than five years ago, there was no supervisor of music.

The formal program laid down by the Early Music House showed much thought and care in its arrangement and should serve as an example for other concerns that are going after the school trade. The program follows:

1. Educational records, Victrola, Edison disc, with explanation by Mr. George L. Bunt.
2. Folk dances, Miss Virginia Lewis and class from Y. W. C. A.
3. Discussion, "Music as an Expression of Mental Activity"; in the home—Mrs. Jeannie Ringland Smeltzer, Fort Dodge Piano School; in education—W. H. Blakely, Principal High School; in gymnastics—C. E. Daubert, Physical Director Y. M. C. A.; in society—Mrs. Elizabeth Carmichael, Supervisor of Music, Fort Dodge Schools.
4. Questions and Answers.
5. Refreshments. Hostesses, Mrs. R. W. Hale, Miss Celia Peters, Miss Mae Connel, Miss Frances Woods, Miss Ida Wiker.

Worst thing about killing time is that most everybody wants to go into some other fellow's game preserve to do it.

To every man who does things there are many who content themselves with telling about what should be done.

Even when they try to rest on their laurels some people are troubled with insomnia.

The man who loses his temper doesn't have to advertise a reward for it.

Much of the success in getting anywhere lies in knowing which road to take.



D 73

Mahogany, Golden Oak, F. O. and W. O.

Finished all around. Sliding Record Shelf.

For IX Victrolas. Capacity, 192 12-inch Records.

## LONG CABINETS

For Christmas

## AND AFTER

Why not push Cabinets where machines have been sold?

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

Address Clement Beecroft, Sales Manager  
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

**CREATOR OF THE LANSING COVER.**

Something of the Popular Bostonian and His Achievement, the Khaki Moving Cover for Talking Machines—Building Up Big Trade.

E. H. Lansing, 611 Washington street, Boston, Mass., is the inventor of the Lansing khaki moving cover for talking machines, which is a covering made of the proper size to fit the various machines, the cover being made of Government khaki and



E. H. Lansing.

interlined with four layers of heavy felt. Since its introduction to the trade, where it instantly filled a long felt want, there have been numerous repeat orders and he is rapidly building a business of large size.

When asked how he happened to create the Lansing moving cover, Mr. Lansing said: "I noticed that several talking machine dealers were paying out a considerable sum of money every month to repair scratches and damages to talking

machines that were delivered in the regular way. If a cover were used this expense would be eliminated, so I proceeded to create the cover. Goods are now delivered in perfect condition, and the cost of the covers was saved in a short time. A number of dealers all over the country are following the same plan, for it is a policy that is in line with today's efficiency."

Mr. Lansing is also a manufacturer of piano scarfs, as well as being a big jobber in piano stools and benches, and in music rolls, so he is thoroughly familiar with delivery problems in the musical instrument trade and knows how to overcome them.

**NEW BILL TO PREVENT FRAUD.**

National Association of Credit Men Prepares a Bill to Prevent Fraud in Transfer of Accounts Receivable Secretly.

The National Association of Credit Men has prepared a bill designed to prevent fraud in the transfer of accounts receivable, and will endeavor to have it adopted by the legislatures of the various States.

In explaining the purpose of the bill, J. H. Tregoe, secretary-treasurer of the association, said recently that in recent years there had developed the practice of secretly transferring accounts receivable. Accounts receivable are property in the eyes of the law, though not transferable from hand to hand as negotiable credit instruments. While such transfers are obviously in rare instances made only for legitimate reasons, yet the case with which secret transfers may be made actually encourages dishonesty and over-extension of credit.

**HIGH PRAISE FROM VIOLINIST.**

Mme. Maleta Bonconi, the noted violin virtuoso, while in Sioux City, Ia., recently heard the Edison diamond disc for the first time. She commented very highly on its marvelous reproducing power and the perfect blending of its colors and overtones. Her praise of the Edison violin selections was especially flattering.

**AN ORIGINAL WINDOW DISPLAY.**

Attractive Thanksgiving Window Arrangement of the Ross P. Curtice Co., Lincoln, Neb., Which Won Considerable Commendation—Originality Produces Results.

Despite the fact that the manufacturing companies supply frequent stock window displays for the use of retail dealers, there is a constantly increasing number of the latter who believe in originating their own displays, in keeping with some local condition or some certain season.

A most interesting example of a seasonal display of the original sort is the Thanksgiving win-



Ross P. Curtice Co.'s Clever Window.

dow in the store of the Ross P. Curtice Co., 1240 O street, Lincoln, Neb., and which is illustrated herewith. The window had a natural board fence for a background, the floor was covered with earth and the display of cornstalks, pumpkins, a turkey and other features generally associated with the Thanksgiving season made the display a most effective one. A Victor XIV acted as a centerpiece for the display.

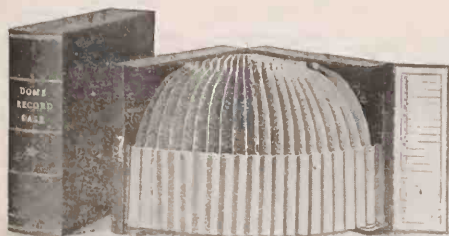
**BUSINESS IS GOOD—THERE'S A REASON**

A TRIAL ORDER WILL SHOW YOU

**WHY**

THE GOODS AND THE SERVICE IS THE ANSWER

**The DOME RECORD CASE**



should be in your stock. Holds 20 records. Made in 10" and 12" sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style or finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

Edison and Victor Distributer

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

## THE OUTLOOK FOR THE COMING WINTER SEASON

Discussed in a Most Interesting Way by Ben Switky, the New York Talking Machine Jobber—Optimism and Enthusiasm the Keystones of Success—People Like to Do Business with the Man Who Smiles—Constructive, Helpful, Heart-to-Heart Talk.

Optimism—and plenty of it is the only attitude that we have justified in assuming at the present time under the present conditions. Pessimism is suicidal speaking figuratively, and has no place in the mind of the active business man.

Just as there are men who start out in the morning feeling in perfect health, hear a few friends comment upon the bad weather, and the fact that their complexions do not look just right, read a couple patented medicine advertisements plentiful in symptoms and warnings, and come home feeling sick unto death in the evening; so there are people in business, your competitors or customers for instance, who will keep on buying and selling goods in the usual way, unless some false friends full of pessimism, come to kill all confidence and hope.

People like to do business with the man who can smile—the man whose very confidence in his country, in himself and the line he handles serves to breathe confidence in others and make the future and not the present assume a rosy hue. As a matter of fact, the talking machine men have every reason to belong in the front ranks of the optimists. It is true that our business system has been for a few weeks past a little run down, a trifle nervous. Yes, a bit feverish in the head and chilly in the lower extremities, not that there was anything particularly wrong with the general health, but just slight symptoms of cold feet. Symptoms that for the most part have been treated before they had a chance to develop and have responded to that treatment. It is only natural, however, that as we get very close to the holiday season, the best business season of the whole year, there exists a certain anxiety to know beforehand just how business will compare with that of last winter.

Prophecy is equally the delight of the wise and the foolish. It has been said that "out of the mouths of babes and fools ye shall learn the truth." Therefore, hearken whilst I solemnly forecast a Merry Christmas and a Happy Business for the talking machine trade.

I would recommend that all my readers take the attitude of a friend of mine who, when asked for his opinion of the business outlook, replied: "I don't know whether others will find it good or bad, but I expect to do a bigger business this year than ever before!"

That man has success marching by his side in perfect step.

It might be interesting to analyze this audacious individual whose self-confidence is so great as to be almost convincing: He believes that man is the arbiter of his own destinies and the architect of his own fortune. He turns to good account even the misfortunes of others, believing that "'tis, indeed, an ill wind that blows nobody good."

With such thoughts firmly embedded in his mind, he sets out determined to eclipse all past records. He feels it in his bones, as it were.

Mark the mental attitude: He realizes that it is strictly up to himself. He is not looking for anyone or anything special to help him or to shoulder the blame in the event of failure; furthermore, he has faith that there is no circumstance or condition so unfortunate as to be without benefit to some one. And he means to be that some one.

When you hear people say that business is poor, draw in your belt a notch or two and girdle yourself prepared to double your efforts.

Don't allow the croaker—and he is always with us, in fair weather and in storm—to depress your spirits, the time you spend listening to him can be put to better use in hustling for and making sales.

If you hear talk about bad collections, don't believe it. Collections are always good. It's when you can't collect—that's bad. However, with greater care in the extension of credits and closer attention to collections you may find your business in a healthier state than when things are booming.

The present war has admittedly affected many industries, nevertheless, you will agree with me that the demand for "It's a Long, Long Way to Tipperary" has started the record-buying season off with a hurrah, and as a direct result of the war.

Can any dealer or jobber recall having ever sold so many patriotic selections to so many different nationalities? All of which again illustrates the truth of "'tis, indeed, an ill wind that blows nobody good."

The world just now is in a high state of excitement. Pent-up feelings in this country find vent in appreciation of martial song and music.

The advance sales of talking machines this fall guarantee a still heavier demand for them for the holidays. Christmas business will be as big as you make it. If there is to be any general falling off in holiday buying, we must see to it that the talking machine business shall be the exception. The conditions are right to make it the exception if the proper effort is put forth.

The foregoing statement is logical even if it sounds queer. The answer is simple enough: Suppose that Mr. Jones finds it necessary to curtail his Christmas giving, and instead of spending \$200 he must limit himself to \$100. Now, it is for you to convince him that a talking machine and some records are more attractive and more appropriate than some other things which he had intended purchasing and will in addition give pleasure to the entire family and their friends. Straightforward salesmanship based upon a thousand first-class arguments and coupled with sincere and unusual efforts is going to make this holiday season a normal season or better for the talking machine dealer.

In other words, if the dealer sets his heart and mind upon making this year's holiday business the greatest ever, nothing can interfere with his success—not even if the whole country were to spend just half the money that it spent last year.

We may not sell so many \$200 machines, but we can, if we are determined, sell as many \$50 and \$75 machines as to make the total gratifying in dollars and cents.

I predict that the sale of the lower-priced instruments will be phenomenal. As for the record business, the demand will be so great that last year's shortage of stock will be repeated three-fold during the next few months.

There is no article more appropriate or more popular as a Christmas gift. With a marvelous range of prices to offer the public, it should be an easy matter to interest them in your wares. Everybody loves music. Almost everyone is dancing these days. The theatrical, operatic and concert seasons are in full swing. Music publishers are putting forth their best efforts. There never was such a plenitude of good material at hand. Great heavens! Can anyone stand and hesitate as to the sort of business we are going to have this winter?

To my mind it seems just a question of helping the public to decide whether they want oak or mahogany. I might grudgingly concede that with some people it may be a question of deciding whether it shall be a \$15 or a \$50 machine, a \$100 or a \$200 machine, but emphatically there is no question of "to be or not to be." So far as we are concerned, that question died with Hamlet.

Enthuse! Arouse yourself to a full realization of the wonderful opportunities at your command! Examine your sample line of machines from a new angle! You are offering the public a thing of joy. Your instruments embody tone, grace, beauty, economy.

Pay no attention to those who complain of bad times. Bad times hardly exist for the talking machine dealer. Instead, mingle with the theater crowds on upper Broadway any evening before 8.15. You would consider yourself, indeed, fortunate to be able to secure a ticket for any good show at the regular box-office rates. Think of the hundreds of crowded pleasure places and take comfort from the reflection that our business belongs in the luxury class, and bear in mind that certain indulgences are necessary to reconcile the people to the sacrifice of certain necessities of life.

### ANNOUNCE NEW MACHINE.

Mermod & Co., 505 Fifth avenue, New York, of which E. L. Cuendet is general manager, announce a new talking machine which will be retailed for \$10. This machine has a wooden cabinet and is tastefully designed. This house has a big business furnishing parts for manufacturing talking machines, including motors, turntables, sound boxes and other accessories, so its experience in the production of talking machines is of a practical nature.

### NEW EDISON SALESMEN.

V. E. B. Fuller has recently been added to the sales force of Thomas A. Edison, Inc., to push the sales of the Edison phonographs. Mr. Fuller has had considerable experience in musical lines and is well qualified to present the Edison diamond disc to music discriminating people.

## READY REFERENCE OF GENERAL SUPPLIES

### DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City  
Manufacturers of Regina Music Boxes; Reginaphones;  
Coin-operated Mandolin Orchestrons; Vacuum  
Cleaners and other specialties.

Mermod & Co.  
505 Fifth Avenue New York  
Manufacturers of  
Talking Machine Supplies  
Motors—Sapphire Points  
Diamond Points a Specialty

Keep Your Record Stock with

THE  
*Gfelse*  
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



## NEW QUARTERS FOR STEWART CO.

Prominent Victor Jobbers of Indianapolis to Move to Larger Quarters on January 1—Activity with Columbia Co.—Kipp-Link Co. Preparing for Holiday Trade—Latest News.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 8.—After January 1, 1915, the office and salesrooms of the Stewart Talking Machine Co., distributors of the Victor line of talking machines, will be situated at 110 North Pennsylvania street, which is practically in the heart of trade in Indianapolis. The company is now at 221 North Pennsylvania street.

The Stewart Talking Machine Co. in moving is in the position of going back to its first home. When the company was organized several years ago, the business was launched in quarters at 110 North Pennsylvania street. But the room occupied by the company was part of an old-fashioned building and it was not long until the Stewart Co. had to get out so that the building could be torn down.

In the place of this building there is now a modern sixteen-story office building. On the ground floor are commodious rooms and the Stewart Co. is to have ground floor rooms in the building. There will be more demonstrating room available in the new quarters and the company is planning to attractively decorate its new home.

Business with the Stewart Co. is very good, according to W. S. Barringer, manager of the company. The wholesale business of the firm is increasing to such an extent that larger warehouse quarters are needed now and additional salesmen have been employed.

A. W. Roos, manager of the Columbia branch store in Indianapolis, says the month of November proved by a good margin to be the biggest month for total net sales in the history of the firm in Indianapolis. The November business was almost three times as great as that of November of last year. Cash collections are better than the average, says Mr. Roos.

The new Grafonola styles have met with approval by the public and the only complaint Mr. Roos has to make is that it is difficult to keep a sufficient number of machines on hand to supply the demand.

T. Allan Laurie, traveling auditor of the Columbia Graphophone Co., spent ten days at this branch in November. Mr. Roos had the pleasure of taking a dose of his own medicine as he was formerly traveling auditor for the company.

The branch store in Terre Haute, Ind., was visited by Mr. Laurie and Mr. Roos. This store is in charge of L. A. Moeller. He reported a number of sales for the month.

H. M. Wright, floor manager at the Columbia store, says his greatest problem is to work fast enough in ordering and unpacking records for the shelves which continually need replenishing. The last lists issued by the Columbia Co., the regular, as well as the specials, have had an immense popularity. The new dance records and "Tipperary" are the best sellers of the month.

The Kipp-Link Phonograph Co., distributors of the Edison disc machines, is busy preparing for the holiday trade. Rush orders are being received every day, and the entire force of the Kipp-Link Co. is busy.

## TO MAKE FLEXIBLE RECORDS.

The Ribbon Record Co., Chicago, Ill., has been incorporated with capital stock of \$100,000 for the purpose of manufacturing and dealing in flexible phonographic records. The incorporators are: John S. Huey, John T. O'Connell and Robert E. Berlet.

A great salesman said: "I sold the goods. I did not merely lay cornerstones and get things into shape; I did not secure a promise of an order the next time; I did not fix the man for a future trade, and then brag about it. Not I. I got the man's name on the bottom of the order sheet. That's what I did."

## NEW DEPARTMENT WINS SUCCESS.

Victrola Department of Geo. B. Peck Dry Goods Co., Kansas City, Mo., Proves Excellent Venture—Large Recital Hall and Modern Demonstration Booths Among the Features.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—The Victrola department that has been added to George B. Peck Dry Goods Co., since the opening of the new store has exceeded all expectations in the way of



Part of Display Room.

business. "Our business" says John Ditzell, manager "has been twenty per cent. greater than we expected, and our figures were thought to be too high."

The Victrola department is on the seventh floor of the new eleven-story building occupied by the George B. Peck Dry Goods Co. It was constructed



The Recital Hall.

and planned when the building was erected. It is equipped with four demonstration parlors and a concert hall. However, the concert hall has been closed for some time because of the large crowds that used it as a rest room; during the holidays it will be used as a demonstration parlor, after which it will be enlarged so that it will hold a

larger crowd. The department will have practically the entire seventh floor as a display space when the work on the building is completed. The seventh floor is probably the most advantageous location that could be secured for this department, because the offices of the company are also located on the same floor, and all of the best customers of the company transact a large amount of their business here.

John Ditzell, manager of the "Victrola Store," as he prefers to call it, has for the past five years represented the Columbia Co. as a traveler in the southwestern territory.

## TO HANDLE COLUMBIA PRODUCTS.

Ashley B. Cohn, vice-president of Hardman, Peck & Co., New York, announced last week that the company had arranged to handle the complete line of the Columbia Graphophone Co. in its talking-machine department. At the present time the company handles the Edison disc phonographs and records, and the addition of the Columbia line will necessitate the construction of additional demonstration booths. It is likely that a portion of the fourth or second floors will be set aside for talking-machine display, which, in addition to the space now occupied, will give Hardman, Peck a large and well-furnished department.

## TO HANDLE COLUMBIA LINE.

H. Saletan, 2163 Broadway, New York, has arranged to handle the complete line of the Columbia Co. and feature it aggressively. The excellent location of Mr. Saletan's establishment in the city's west side residential district should assist him considerably in his Columbia campaign for the better-class trade.

## THE ENRAPTURED REPORTER.

(From The Aledo (Ill.) Democrat.)

Will Shaw varied the entertainment with some delightful musical numbers both vocal and instrumental, by noted composers and artists who faithfully reproduced themselves in Edison's phonograph—one of the many wonders of our wonderful age, wherewith the "common people" no longer remain "common" because the most costly amusement of the millionaires in palace of art are brought to the humblest homes of those whom nature endowed with appreciative gifts, which money cannot buy, nor the lack of it suppress, and thus the rural town enterprising music store becomes a most prominent factor in the education and elevation of the public taste and interpretation of the classic in music.

## Something New for You!



## A THREE-POINT NOISELESS TALKING MACHINE NEEDLE

This needle is good for a lifetime and produces real, enjoyable music from any disc record.

RETAIL PRICE \$2.50

Special Terms to Dealers

Send for Catalog

RINTELMAN PIANO CO., MFRS.

420 Republic Building.

CHICAGO.

This Needle Makes an Ideal Christmas Gift.

# THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 8.—The talking-machine business in Philadelphia in November was most satisfactory. At every store it ran considerably ahead of the November of last year, and at several of them they have assured me that it was double what it was last year. The December business has started with a rush and it will only be limited to the number of machines and records that will be supplied the dealers. This is not alone true of the Victor business, but of the Columbia and Edison as well.

Dealers in the Victor do not hope to get, especially in several of the more popular styles, a sufficient number of machines, for already there are orders in hand by the jobbers showing that they will not be able to supply them. The jobbers, however, are using their best judgment and are

putting out these machines to the best advantage. I saw a number of orders, in my rounds of the trade, where retailers have sent checks with them, which the jobbers were compelled to return, as they were not regular purchasers, and they are turning down good money in order to take care of those dealers who have stuck to them and probably will have to wait several months for their money. In the end, however, they expect to profit by this piece of judiciousness on their part.

During the past month there have been no new dealers started here by the Victor, but the Columbia and Edison have placed their machines in a number of satisfactory stores, and especially the former have been most fortunate in this respect.

#### Series of Edison Concerts.

The Edison people have a corps of promoters here at present who are arranging series of concerts and exhibitions, and their campaign will, no doubt, have a telling effect on the dealers. They are only giving these concerts to organizations which will do them the most good, and each of the individual dealers are also giving concerts in their stores, and there is quite a boom for the Edison here at present.

Blake & Burkhart report that their business has been very good with the Edison, and a visit to the store shows every evidence of this. They have been giving a great many recitals recently, but have had to discontinue them on account of the holiday rush already started. They expect shortly to be open evenings until after Christmas. They have placed a new man on their selling force, Ray England.

Louis Buehn says he is surprised at the terrific demand for talking machines, but that the trade is having a difficulty to get the \$75 and \$100 styles. "Everybody is on the anxious bench about getting stuff," he says, "but records are coming in very fair." He says that the large talking-machine dealers in Philadelphia are quite well fixed with goods, which is in strong contrast with last year, when they went through the fall and the holiday season at a practically from hand-to-mouth rate.

Mr. Buehn has found an increased demand for the Edison dictating machine, and has recently placed these labor savers with the Lutheran Publication Society, the Keystone Type Foundry, the Presbyterian Ministers' Association and the Re-

formed Publication Co., as well as a number of smaller firms.

Manager Comerer, head of the piano and talking-machine department at Wanamakers, says that their business is going big. They have twenty-eight hearing rooms at present and they are filled every day. The new style 'Victor, sold for \$150, has come in, and he believes that it is going to be a winner, as the public takes well to the idea of having the case finished all around, with the new arrangement for the albums. They give recitals every day at Wanamaker's, and have placed a large force in the talking machine department for the holiday trade, mostly through their own resources in the store, for they have a system whereby they train men in the stock department to be salesmen and utilize them when necessary.

The Pennsylvania Talking Machine Co. reports that its business in November has been all that it could possibly expect, having surpassed last year with a very substantial gain. Manager Eckhart says: "December is only going to be limited by the amount of goods I am going to get from the factory. I have never, in the years that I have been in this business, seen it come as it is coming at present. Machines have been coming in and going out so rapidly that we have practically encroached upon the city of Philadelphia, in the way we have blocked the streets back of our store all the way from Heppes to Cunninghams, nearly the extent of piano row, in which we are sandwiched."

Mr. Eckhart says that the Columbia dictaphone has also been a most active part of his business in November, and that they have a number of important demonstrations now on which they expect to close the first of the year. A number of their November sales were to the Dupont Powder Works and the Hercules Powder Works, of Wilmington; the Bush Sons Transportation Co., J. G. McIlvain Lumber Co., Surface Lumber Co., Fenton Label Co., and the Hill School at Pottstown.

#### New Columbia Dealers.

During November they placed the Columbia machine in the following establishments: B. Miller, 604 South Second street, in which they put a full stock on a big contract; A. Wolson, of Chester; William R. Irvin, Mount Carmel, Pa.; F. A. Jenkins, Honesdale, Pa.; Ramsey, Donnelly Co., of

**PENN  
PHONOGRAPH CO.  
PHILADELPHIA**

**Largest  
Stock of  
Victor Records  
and Victrolas  
in  
Pennsylvania**

*Orders Filled  
Immediately  
Upon Receipt*

**Give us a trial and be  
convinced**

**PENN PHONOGRAPH CO.  
17 South 9th Street  
Opposite Post Office, Philadelphia**

**The Keystone of  
The Buehn Service  
is Completeness**

When you order various models of machines, ten to one, and even more odds, the type that you need the most is the style that is missing. A big sale is postponed—perhaps lost—and you suffer in profits. Next time test the Real Service of

**Louis Buehn  
Philadelphia, Pa.**

Handling Talking Machines exclusively you secure a specialized co-operation of the highest character.

**Edison  
Cylinder**

**Victor  
Disc**



Salem, N. J.; E. E. Tuttle, Halstead, Pa.; W. C. Kantner, Reading, who has been restored as a Columbia dealer, and a number of others.

Mr. Eckhart, who is supervising the Columbia Grafonola business of Baltimore, is very well pleased with recent results there. The Pennsylvania Co. have recently taken over the Delaware Graphophone Co., of Wilmington, and Mr. Eckhart is personally interested in the business, while John W. Goldie remains the manager. They have increased their selling force by the addition of several new men. Among the recent visitors were James P. Bradt, of the Columbia Co., New York.

Gimbel Brothers report that they have done a tremendous business in November, and fully doubled their business of last year, and Manager Stewart says that he expects the department to have a very fine holiday trade, as they are well supplied with instruments to take care of it. The department has arranged a number of attractive Christmas suggestions which will help the purchaser materially. They have added to their selling force H. M. Hillebrand, a son of the manager of the Aeolian and Pianola departments at Heppes.

### ENLARGES SALES STAFF.

Increase of Pathé Frères Phonograph Co. Business Necessitates Much Larger Force.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, manufacturer of the Pathephone and Pathé discs, has added to its already large staff a number of experienced men for its sales, clerical and shipping departments. This additional force was found necessary because of the remarkably rapid increase in its business which the company has experienced since making its first announcement to the trade.

An officer of the company stated this week that jobber and dealer arrangements for the Pathé Frères were being closed daily and that valuable territory from coast to coast is being requested by representative members of the industry. The Pathé dance records, which were recorded under the supervision of Maurice and Florence Walton, dancers of international renown, are meeting with a ready sale throughout the country.

### THE VANOPHONE CO. INCORPORATED.

A certificate of incorporation was filed last week with the Secretary of State, Albany, N. Y., by the Vanophone Co., which will manufacture phonographs, accessories and devices. The capital for this new concern is \$250,000, and the incorporators are M. W. Aron, W. L. and H. F. Wray, Brooklyn, N. Y.

### WIN SUCCESS WITH EDISON DISC.

The McKee Surgical Instrument Co., dealers in doctors', nurses' and invalids' supplies, has for some time past handled the Edison diamond disc phonograph very successfully in its Washington store and has only recently secured jobbers' rights for the same line for its store in Baltimore.

### TO MAKE PHONOGRAPHS.

The Operaphone Manufacturing Corporation filed a certificate of incorporation on Saturday with the Secretary of State, Albany, N. Y., to engage in the manufacture of phonographs and records. The capital is given as \$100,000, and the incorporators are E. F. Gerner, M. Naughton and John Fletcher, of Douglaston.

Edison once said he "could excuse an ignorant man groping in the dark," but he "had no time to waste on a man that knew he was in the dark and didn't find his way out." Know your business thoroughly—try and learn the methods by which some men conduct business profitably—apply them so far as you can to your business—learn why some men fail and try to avoid their mistakes.

A poor excuse is better than none—if it passes muster with the boss.

### VICTOR CO. SUES R. H. MACY & CO.

Prominent New York Department Store Asked to Account for Advertising Victor Machines and Records at Cut Prices to Purchasers.

The Victor Talking Machine Co. filed a suit in the United States District Court at New York on November 19 against R. H. Macy & Co., New York, the prominent department store. This action is based on the advertising used by R. H. Macy & Co. in the local newspapers offering Victor machines and records at cut prices, in alleged violation of the provisions of the agreements by which the goods are licensed under the Victor Co.'s patents. The Victor Co. asks for an injunction restraining R. H. Macy & Co. from selling the goods or offering them for sale, at less than the prices named in the license agreements and for an accounting and damages.

### WANT TO TAX MAIL ORDER HOUSES.

National Merchants and Manufacturers' Association with Headquarters in Nashville Back of a Bill with That End in View.

The National Merchants' and Manufacturers' Association, with headquarters in Nashville, Tenn., is at present carrying on a strong campaign in support of a bill introduced into the House of Representatives last May by Congressman Hinebaugh, of Illinois, and which is designed to levy a tax of 1 per cent. on all business done by mail order houses, conducting an interstate business.

The bill provides that mail order houses shall file statements with the Secretary of the Treasury at the end of each year showing the cash value of all merchandise sold during the year. The bill also provides that the Secretary of the Treasury shall apportion all such taxes collected among the several States in the ratio of the actual amount of goods sold in each State.

The association, through its secretary, states that it has been informed that the collection of

such a tax for the benefit of the State would be constitutional.

The bill it appears, failed to pass the last session of Congress, but the association is now working to secure its passage during the coming session.

### HEATH APPOINTED MANAGER

Of the Baltimore Store of the Columbia Graphophone Co.

Albert J. Heath, formerly a member of the firm of Gorham & Heath, Brooklyn, N. Y., successful Columbia dealers and well versed in all details of Columbia merchandising, has been appointed manager of the Baltimore store of the Columbia Graphophone Co. Mr. Heath succeeds George A. Baker, who was appointed to the Baltimore managership a few months since, but who returns to New York to resume his duties as assistant manager of the wholesale Columbia headquarters, at 89 Chambers street, New York, which position he occupied before leaving for Baltimore.

R. F. Bolton, district manager of New York and up-State wholesale territory, whose activities were recently increased considerably, will be obliged to devote so much time to his new fields that a thoroughly experienced man was needed in New York as assistant manager, and Mr. Baker's previous connection with the New York headquarters was invaluable for these important requirements.

### DEATH OF MRS. WALTER P. PHILLIPS.

Walter P. Phillips, who has long been associated with the Columbia Co., at its headquarters in Bridgeport, Conn., is receiving the sympathy of his many friends on the death of his wife, which occurred on November 28 in that city, in her sixty-eighth year. Mrs. Phillips was born in Attleboro, Mass., and was married in 1866. She is survived by her husband, a son, Albert C. Phillips, two sisters and two brothers.

## ORDER TO-DAY



THE

## Lansing Khaki Moving Cover

FOR TALKING MACHINES HEAVILY PADDED AND QUILTED

This Government-Khaki Heavily-Padded Moving Cover is endorsed by all Manufacturers of Talking Machines and is recommended to every Dealer as an indispensable help in moving the Talking Machines from the Warehouse to the Home, and for all Outside Demonstrations.

It more than saves its cost in paper and string, besides the time of "Bundling Up" every time you take a machine off the floor. It pre-

vents marring and scratching, and the cabinets are delivered free from finger marks, landing the instruments without a blemish, thereby making a Contented Customer, which means added business in both records and supplies.

The new CARRYING STRAP, with its two loop handles, shown in the cut above, is simple, safe and convenient and absolutely necessary in safely handling these heavy machines.

### COVERS MADE IN TWO GRADES:

"A," Felt Inter-lining, \$7.50, Without Strap

"B," Cotton Inter-lining, \$5.00, Without Strap

All large cabinet covers

The No. 3 Strap is \$1.00 extra

(Only one strap needed on each wagon or automobile)

E. H. LANSING, 611 Washington Street, Boston, Mass.



They are telling us that the three Columbia "Tipperary" records—song, march and dance—are to-day the biggest things in the industry.



(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

## GAIN OVER LAST YEAR'S BUSINESS IN ST. LOUIS.

With the Majority of Dealers the Low Priced Machines Have the Call—Improvement in General Business Helps Trade—Announcement of New Aeolian-Vocaloin Arouses Interest—Good Reports from the Country Districts—Interesting News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., December 7.—Local talking machine dealers—except those specializing in low priced machines—are looking forward to an excellent Christmas business. They say that they have many prospects for holiday sales on file and that new inquiries are coming daily and that these sales indicate, almost wholly, the sale of high priced machines, those from \$75 up, with records extra.

It also is a fact that practically all St. Louis houses that make talking machines a department in the selling will show gain this year over last if the Christmas business is fair. December 1 saw a neat gain recorded in sales totals for the year in most houses and a gain in practically all. There may be a few exceptions, but there are no notable stores in the list, if confidential information is to be relied on.

While the general depression of business, from which St. Louis is now beginning to emerge, has shattered plans made a year ago and totals January 1 will be far below the figure set as the mark, but the business, in spite of the practical sweeping away of all of the "wage earner" purchases, will be sufficient to maintain the record of "greater business every year" for the talking machine trade. There are two elements at work in the matter of fewer small machine sales, the new one being the fact that many wage earners have been out of employment and those who have had regular work have been apprehensive of further slowing down and have held tightly on to what money they got. The other is the fast spreading belief that only a higher priced talking machine is worth while. The class of customers who formerly saved \$25 and bought a machine for that sum as a cash sale is becoming less very rapidly, and the amount that formerly made the entire purchase now is being used for a first payment in the belief that they are getting better value. Except for special purpose and for use in addition to a large machine, the small priced talking machine is disappearing from the market, and in many local stores the number of machines sold this year will not be more than half that of two years ago, while the total business will be much greater.

There perhaps will be one change this year that will be welcome in the shipping rooms. This will be that business conditions will curtail the demand to somewhere near the ability of the factories to meet all orders, and there will not be the effort to ship something to every dealer who has an order on file. So far this year the distribution has been

ample and practically complete orders are leaving the local jobbing houses without delay. Heretofore it has been the worry of the merchandise superintendent and the shipping clerk to divide twenty machines among fifty-three orders, or some other impossible fraction. Record stocks are said to be in excellent shape, and any dealer who wants a late rush order will be safe in entrusting it to St. Louis jobbers, as they all avow with one accord that they are going to be able to meet all demands and will have their shipping rooms keyed up to make a perfect record, and in this way boost the yearly totals to the best figure possible.

The spirit displayed by all hands here is that when business is under a handicap that is the time to put on extra steam.

### Much Interest in New Aeolian-Vocaloin.

The trade here has been greatly interested in the news printed in The Music Trade Review late in November that the Aeolian-Vocaloin had been displayed to the trade in New York City. All sorts of rumors had been current here as to the intention of this company for future merchandising of talking machines, and the limited statement given out from the New York Aeolian Hall appeared to answer the general question; that the Aeolian Co. was making its own talking machines and that it would be different in some respects from any machine on the market.

Harry Levy, of the talking machine department at Aeolian Hall here, declined to discuss the new machine, except to say that he expected to have some of the machines on display early in the New Year. "In the meantime," he said, "I am very busy keeping pace with the demands of our rapidly expanding retail department."

Aeolian Hall has been conducting an active advertising campaign on behalf of its talking machine department, but other dealers, who, naturally under the circumstances, have been watching the advertising closely, professed to see in it more talking machine and less of the boosting of a particular instrument.

### Some Popular Columbia Styles.

At the Columbia warerooms Retail Manager Duffy says the demand has been centering largely on the Favorite and Mignonette styles with record ejector attachments. The sales of these machines, he says, is practically limited to the supply placed at the disposal of the retail department. The extraordinary demand for dance records continues with the Columbia Co., and the use of these records, coupled with the specialized advertising, has served to open a wide field for machine sales which, it is anticipated, will expand as the wage earners return to their usual occupations.

C. R. Salmon, of the wholesale department, reports excellent business in all parts of that trade territory except in the cotton country. "Our late orders are running heavy," he said, "and we may

yet experience trouble in supplying all holiday wants, although we still are shipping promptly. We now are caring for the last of the regular holiday orders and we will then be in shape to anticipate the late special or rush orders.

"I have sent our J. J. Bennett out on a flying trip through southern Illinois and other near-by territory. He is out to put a little 'pep' into the dealers who fail to grasp the holiday possibilities, and the reports he sends in are very encouraging."

Manager I. B. Reid, of the Columbia warerooms, made a short visit to Chicago the first of the month.

Manager Robinson, of the Thiebes Piano Co. talking machine department, was detained at home the first of the month by illness.

Mark Silverstone, president of the Silverstone Music Co., Edison jobber, was heels over head in work at the month end, planning an energetic advertising campaign for the holidays. Mr. Silverstone recently has made his advertising on a more general basis, boosting the Edison machine more than the Silverstone service, with frequent references to the number of dealers handling the machines.

The Silverstone Co. reports business in excellent condition and attributes the mounting totals of this store and the other retail salesrooms of the Edison machines to the fact that they have been seeking, since the disc machine was put on the market, to urge the sale largely on higher priced machines, and that this class of trade has suffered less this winter than the lower priced trade. A heavy shipment of machines received the first of the month taxed the capacity of the Silverstone ample warerooms, but an extra shipping force put on duty soon cleared the decks by getting them out to waiting dealers.

### Better Conditions in Country Districts.

E. C. Rauth, of the Koerber-Brenner Music Co., has spent considerable time on the road recently and reports excellent conditions in the country districts. Conditions there have improved more rapidly in the city, because of the reawakened demand for grains, which was checked for a time, and the extraordinary sales of horses. Money is getting plentiful and country dealers are ordering with much more freedom than for early fall stocks. Those who anticipated that early fall orders would suffice for the holidays are repeating orders and only because of ample preparations and the refusal of Koerber-Brenner to become pessimistic as to the future of the talking machine business are they able to meet the demands made upon them. When this company became exclusive jobbers of the Victor line in this territory Messrs. Koerber and Rauth gave out assurance that they would at all times be prepared to meet the demands made upon them, and they had this pledge in mind when they made preparations for this season beyond what the advance orders appeared to justify.

More people might try to pose as angels if everybody didn't start right in and begin to look at them with suspicion.

Greatness is never thrust upon a man who leads an aimless life.

**NEW JERSEY  
PRICE TALKING MACHINE CO.**  
VICTOR DISTRIBUTOR  
(Exclusively)  
We can supply ALL your wants on time.  
**NEWARK**



# FROM OUR EUROPEAN HEADQUARTERS

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

Review of Trade Conditions Shows That England Is Doing Well Considering the Circumstances—Some Active Advertising Being Conducted by Gramophone Men—Reynolds, War Supplement—Death of A. H. Littleton—O. Heinemann to Visit America—Columbia Co.'s Generosity Much Appreciated.

(Special to The Talking Machine World.)

LONDON, E. C., December 5.—As the war proceeds, and the days lengthen into weeks, the weeks into months, the months into —, commercial men have good cause to glorify the British fleet, which, by its vigilance alone, under the most trying conditions, insures for them an uninterrupted maintenance of business relations with oversea buyers. Dependent upon a continuity of general commerce is the very existence of the gramophone trade to-day. With supreme command of the seas, England's machinery of trade is comparatively unaffected, outside of course the severance of trade exchanges with enemy countries. Recent official returns provide an excellent index of internal conditions, in that unemployment generally compares to-day very favorably with even time last year. In no one field of industry can it be said that conditions are bad. If we take the gramophone trade as a pregnant example—it is one of the first to reflect the worst of such a position as we find ourselves in—what do we find? I will endeavor to answer in conformity with actual opinion as generally expressed in the course of interviews with prominent gramophone men. Let it be said at once that in some quarters trade is more or less at a standstill, partly on account of lack of supplies. British talking machine interests, however, present a condition of activity quite out of all proportion to the prospects when war was declared. In the main, record and machine sales are satisfactory, and more than one company has conclusively proved that even under present circumstances it is possible to maintain a substantial turnover. While employment is good, the spending power of the masses is somewhat restricted owing to the prevalence of salary reductions and consequent economy. Money being difficult to extract from the pockets of the public in the ordinary way, the larger record and musical instrument houses feel it necessary to invest in publicity with the object of breaking down this reluctance to part company with the "needful." The response has been good. Yet with it all there is a feeling of uncertainty abroad as to possible developments in the war area, and until some decisive conclusion may be drawn pertaining to the ultimate likely outcome of this gigantic struggle between the forces of right and might the gramophone industry cannot expect to recover stability. To sum up, the general view here is that things might be worse, but all influences of an ad-

verse nature considered, bulk trade is vastly better than anticipated. While every section of trade and the community at large continue to be animated with the patriotic and common-sense spirit of making the best of circumstances, maintenance of gramophone trade, even though on a reduced scale, is assured.

#### Some Active Advertising Campaigns.

A survey of the gramophone trade situation on this side would be quite incomplete without a reference to the splendid press advertising campaigns embarked upon by some of the leading record houses. All circumstances considered, it must be admitted that publicity expenditure, with the object of stimulating sales of an article of luxury rather than necessity, more closely approximates to a speculation than an investment. This aspect of the situation has only to be realized by dealers to insure a more active co-operation than at present obtains. I do not hesitate to say that the success of this advertising rests almost entirely with the retail distributors upon whom mainly rest the opportunity of transforming mere inquiries into profitable orders. To the question, Do dealers systematically follow up inquiries? the answer could not be an unqualified affirmative one. It comes to this, that sooner or later manufacturers will realize the necessity of themselves clinching the deal direct, and afterward credit their best dealers in each locality from whence the original inquiry emanated.

In passing, I must congratulate the Gramophone Co., Ltd., Zonophone and Columbia concerns upon their whole-hearted efforts to maintain talking machine sales "as usual," by consistent publicity, thus setting an encouraging example to the faint-hearted members of our industry.

Coincident with the commencement of an extensive press advertising campaign, the British Zonophone Co., Ltd., announce a new list of patriotic records, bearing the pick of recent war compositions. These records have been recorded by eminent Zonophone artists, and may be accepted as fitting examples of the very high standard of quality which characterize in general Zonophone recording. The December supplementary list is replete with first-class selling titles, and should be in the hands of all oversea dealers who have a market for London's best.

#### Reynolds' War Supplement.

"The man of many parts," W. H. Reynolds advises us that he is now in a position to supply complete machines of British manufacture. These are built throughout in conformity with the best traditions of British workmanship, and thorough reliability. For the complete instrument, or any part thereof, competitive prices rule, and will be found to compare favorably with Continental rates. A war supplement giving full details of new lines

is now ready. Traders abroad are asked to remember that "any part of any talking machine ever made" may still be obtained from this live firm.

#### The Latest Beka Records.

In the latest Beka supplement there is to be noted a further aggregation of good selling titles of a patriotic and Xmas flavor, although in the latter regard a separate program has been issued, containing many well-known hymns, carols, descriptive and other suitable titles.

#### A New "Meister" Record List.

A further list of "Meister" twelve-inch records is now ready. It comprises a number of good operatic and ballad items which make a special appeal to high-class traders, whose clientele is mainly of the musically-educated type. Very special care has been devoted in the recording of these twelve-inch Beka records. Full lists and terms can only be obtained from O. Ruhl, Ltd., 77 City road, London, E. C.

#### Trade Very Quiet in Russia.

A significant indication of the quiet state of the interior of Russia is afforded by a communication from the "His Master's Voice" Russian manager, A. T. Lack, in which he asks his wife to leave the safe shores of England and join him in Petrograd. Mr. Lack, by the way, was in London when the war broke out, yet despite the closing of the usual Continental routes, he determined, if possible, to reach Petrograd by way of Scandinavia. It was a risky undertaking, but he got through notwithstanding the existence in the North Sea and the Baltic of German mines sown broadcast, men of war, submarines, etc.

#### A Remarkable Test of "Silver Sheath" Needles.

Various patent needles have at times been condemned on account of the extra wear to which they subject records, and in this connection the rebutting claims made on behalf of the "Silver Sheath" needle are of interest. Daws Clarke, of Manchester, bears witness to the results of a remarkable test. A record carrying two verses was selected. The first verse has now been played 442 times; the second verse only occasionally for purposes of comparison, and the result is no appreciable difference in tone. Excellent testimony surely to the non-wearing and smooth playing quality of this unique needle.

#### Death of Alfred Henry Littleton.

Widespread regret will be felt at the news of the death of Alfred Henry Littleton, chairman of Novello & Co., the well-known music publishers. He was born in London in 1845. He was a member of the Royal College of Music, the committee of the Royal Choral Society, and was master of the Musicians' Company in 1910-11. A personal friend of Verdi, Gounod (whom the firm of Novello paid

(Continued on page 46.)

## "RENO, THE MAN OF MANY PARTS"



The *only* man in the world who can supply you with *one* part—or *any number* of parts for *any* Talking machine ever made from Adam to Edison-Roosevelt.

64 Page Catalogue Yours for Asking

**W. H. REYNOLDS, Ltd.**  
"KNOTASLEPE"  
London, England



## FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

£4,000 for the copyright of "Redemption"), Liszt, and many more of the prominent European musicians. Mr. Littleton occupied for a long time a unique position in the music-social world.

According to a recent public announcement, the Albion Record Co., Ltd., this city, has decided to go into voluntary liquidation, and to that end a meeting of creditors was held last month. The liquidator is S. C. Brown, 22-24 Tabernacle street. New Companies Incorporated.

Diaphone, Ltd., described as musical instrument manufacturers. Capital, £33,000. Registered office, 203 Regent street, London, W.

H. P. Hodges, Ltd., music dealers. Capital, £5,000. Office, 117 Above Bar, Southampton.

## Records for the Fighting Men.

The recent call for supplies of records for the use of our sailors, who naturally want something to relieve the monotony of their dangerous vigil in the North Sea, has met everywhere with a very hearty response. A Belfast paper gives prominence to an appeal for more records, and underneath the editorial we notice a timely reminder from Thos. Edens Osborne, which may induce those so minded to purchase records for dispatch to the fleet, of which almost every ship is now equipped with one or more gramophones.

## Miss Margaret Woodrow Wilson's Records.

Of exceptional interest is the Columbia list this month, for it announces records by no less a celebrity than the daughter of the President of the United States, Miss Margaret Woodrow Wilson, which are already well known in the States.

Miss Wilson is a singer of unusual attainment, as has long been known to her own circle of acquaintances, and her voice is "naturally" an organ of singularly beautiful tone. It has been developed under the direction of the world's leading teachers and this training has resulted in not only a singer, but an artist of notable interpretative attainment.

## New European General Manager.

The Columbia Graphophone Co., London, has sent out a formal announcement to the trade to the effect that Louis Sterling has been appointed Eu-

ropean general manager of the company, succeeding J. A. B. Cromelin to that position. Mr. Cromelin's conspicuous abilities, displayed while in charge in Europe, recently won him promotion to the post of general manager of the Columbia Co., with headquarters in New York. Mr. Sterling is well and favorably known in the trade here, and is well qualified to assume the duties of his new office.

## O. Heinemann on Visit to America.

O. Heinemann, a director of Carl Lindstrom (Berlin), is now on a visit to America. He pays generous tribute to the courteous treatment of our officials, but thinks he will be more useful on your side of the pond than in London, where his movements and commercial plans were naturally somewhat restricted.

## Llewellyn Davies Makes a Change.

The trade will learn with interest that Llewellyn Davies has resigned his position at the Wholesale

Musical Supply Co., Ltd., this city, to take up an important service with the Perforated Music Co., Ltd., of City road, London. Mr. Davies' long experience in the gramophone and music trades is a sure foundation upon which to rest our belief that he will reap the highest success in his new sphere.

## Columbia Co.'s Generous Donation.

Under date of November 23, the Columbia Graphophone Co. advise me of a further donation on account of royalties from the sale of Regal records to the Prince of Wales' National Relief Fund. This latest contribution of £250 brings the Columbia total to the handsome sum of £1,000, which speaks volumes for the truly regal support from trade and public alike of the company's active assistance in behalf of those who qualify for participation under this magnificent scheme. The latter, by the way, has now to its credit over £4,000,000 voluntarily subscribed by the public from all parts of the British Empire.

## AN IMPORTANT NEW RECORD PROPOSITION.

W. D. Enville Simons, Late Sales Manager of the Thos. A. Edison Co., in Control of Big Undertaking, the Details of Which He Explains in an Interesting Way.

(Special to The Talking Machine World.)

LONDON, ENG., December 1.—A matter of worldwide interest is the recent formation of a new concern which has for its objects the marketing of an entirely new type of double disc and an attractive range of exclusively designed instruments. Located at the new historical address, 81 City road, London, in the very heart of "phonoland," by the way, the Diamond Disc Record Co., Ltd., is particularly fortunate in having as its general manager W. D. Enville Simons, late sales manager of the Thomas A. Edison Co., who is well known and popular throughout the whole trade.

The diamond disc is of the phono-cut type with a thread between that of the Edison and Pathé records, double-sided, played with a jewel point, ten and one-half inches in diameter, with playing time up to three and one-half minutes, and is priced at eighteen pence retail. It weight is said to be

close upon double that of the average needle record.

Since public opinion varies somewhat with regard to volume, the company will issue records in two strengths—"concert" records of extra loud volume and records of ordinary volume, at the same price. Interviewed on the subject of policy and trading prospects, Mr. Simons, speaking enthusiastically of the progressive demand for a competitive price record of the phono type, said: "The trend of public opinion is undoubtedly in favor of sapphire-played records, and I consider the diamond products make a timely appearance in conformity with trade expansion in this direction. The field has not been developed to anywhere near its enormous sales possibilities for an intermediate priced record, and I am convinced that our future prospects will materialize into a sound commercial undertaking of influence and standing in the gramophone world. Already quite a substantial number of orders are in



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

# 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

## HALL-MARK OF QUALITY

## Branches

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

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

**DENMARK:** Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.

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

**GERMANY:** Deutsche Grammophon-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-Aktiobolaget, 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. Haarbuerger, 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., Lourenço Marques.

**HOLLAND:** American Import Co., 22a, Amsterdamsche Veerkade, The Hague.

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

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

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



# BEKA DOUBLE-SIDED RECORDS

BRITISH MADE THROUGHOUT.

SOME RECENT EXAMPLES.

**A BIG PATRIOTIC  
AND XMAS LIST  
OF NEW TITLES  
—NOW READY—**

**All hot sellers!!**

- 924 "Hail King Christmas," Part I; Empire Military Band.
- 925 "Hail King Christmas," Part II; Empire Military Band.
- 925 "Hail King Christmas," Part IV; Empire Military Band.
- 925 "Le Pere la Victoire" (Louis Ganne), Empire Military Band.
- 927 "Mon Amie" (J. H. Larway), Beka Bijou Orchestra.
- 927 "Pctals Intermezzo" (Raymond), Beka Bijou Orchestra.
- 928 "The Blue Dragons" (Kennedy Russell), Jamieson Dodds.
- 928 "Sons of the Motherland" (Lionel Monckton), Victor Conway.
- 932 "When the Angelus is Ringing" (Bert Grant), Stanley Kirkby.
- 932 "You've Got Me and I've Got You" (Scott and Godfrey), Stanley Kirkby.
- 934 "Billy Whitlock—Special Constable" (W. Whitlock), Whitlock and Party.
- 934 "The Bloke Wot's Left Behind"; a Cockney's Lament (Percy Tarling), Charles Penrose.
- 935 "Boxing Day at Sea" (W. Whitlock), Whitlock and Party.
- 935 "Christmas Eve at the Front" (W. Whitlock), Whitlock and Party.
- 936 "The Ancient K'nut" (W. Whitlock), Whitlock and Party.
- 936 "Chuckles" (W. Whitlock), W. Whitlock.

Complete catalogue and trading terms on application.

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 46).

hand for early delivery in this country, and plans for the development of a big campaign overseas will shortly come into operation. We are out," continued Mr. Simons, "with a very tempting proposition based upon products mechanically and scientifically perfect in every respect. Our moderate prices are proportionate to the enormous sales which are bound to accrue, and on these grounds the diamond agency will be one of the most profitable ever placed before the trade." In justification of his confidence in the future of the phono disc, Mr. Simons cited the one time apathy of even America's grand old man, and whose efforts and ingenuity are to a great extent now devoted to this type of record.

In regard to trading policy, I learned the diamond products will be marketed through factors or jobbers only. Pathé trading being direct through dealers, Mr. Simons believes that factors will therefore greatly appreciate the exclusive opportunity thus presented to handle a competitive line of phono discs, price considered, free of competition. Notwithstanding this exclusively wholesale policy, the Diamond Co. will take care to arouse dealers to the wonderful trading prospects of its goods. Large expenditures upon trade, newspaper and other publicity will commence forthwith, and this advertising is to be so closely associated with the requirements of factors and dealers that they will directly benefit by special advertisements placed in its local mediums.

Although price maintenance conditions will be rigidly enforced, Diamond traders are not required to sign obnoxious agreements, it being only necessary to conform with certain simple sales conditions. Recognizing the enormous number of gramophones in use to-day, Mr. Simons estimates on 4,000,000—all available to be fitted with the new Diamond sound box, the latter is so constructed as to be ready for use on any make of instrument without troublesome adjustments, which one must admit is a most important thing.

## COLONIAL and FOREIGN BUYERS

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

**W. LIONEL STURDY**

2 Gresham Buildings,

Basinghall St., London, E. C.

Diamond discs carry no labels, the necessary particulars being engraved on the record itself. All Diamond products will be marketed under a distinctive color—Union blue, and a unique registered trade-mark, which makes them instantly recognizable whenever displayed.

On the question of artists, I was told that practically all the well-known and popular vocal and instrumentalists, orchestral and band combinations have made some fine records, and in addition, many new stars will make their gramophone debut under the aegis of the Diamond. Topical titles form a special feature of the Diamond program, and a point of unusual interest is that in this regard factors and dealers will be encouraged to co-operate in catering for local requirements. In other words, the company invite suggestions for the production of titles particular to individual localities. "Tell your readers," said Mr. Simons, "that many new ideas will operate with a view to building up a really first-class catalog, and thus making Diamond discs the popular line of every year." December will witness the publication of a big initial musical program in good time for the Xmas trade. Here are some examples of the artistic value of Diamonds:

First Life Guards, Scots Guards, Irish Guards, King's Colonials, Midland Silver Prize Band, Metropolitan Band, Anglo-American Orchestra (from the White City), Royal Court Orchestra, the Harrison Trio (violin, flute and harp), Bernard Hall (violin), Elsie James (the original Gaiety Girl), Billy Williams, Mark Sheridan, Will Evans, Whit Cunliffe, Geo. Lashwood, Margaret Hayes, Mme. Clara Lewis, Alfred Heather, Humphrey Bishop, Westminster Choir, the Royal Operatic Singers, etc.

Having heard records by some of the foregoing artists I am able to say they are in every way splendid examples of the recording art. Good volume, musically pure in tone, absence of undue scratch, comprise features of the Diamond record which will undoubtedly carry it to great heights in public estimation. To the trade the Diamond agency should prove of exceptional value and I can but urge my readers to immediately investigate such a good business proposition. Fuller information may be obtained by writing direct to the Diamond Disc Record Co., Ltd., 81 City road, London, E. C.

## SHORT-PAID POSTAGE HURTS TRADE

Notwithstanding the efforts of the different departments of the Government and those of many commercial organizations and trade papers, some American firms desiring to establish business relations with Chilean dealers and merchants have not yet learned that it is necessary to pay foreign postage on all mail sent. According to Consul D. J. Myers, Iquique, the regulations of the International Postal Union require the postal authorities of the United States to accept and forward all short-paid letters to foreign countries, but no rules of the foreign office compel the addressee to accept such mail and pay the penalty of double the deficiency. In mails arriving from the United States recently fifteen letters from American firms were received at the Iquique consulate. Six of these carried two-cent stamps, instead of five-cent ones, as required. The letters with full-paid postage were delivered in twenty-four hours, but notices of the arrival of the short-paid letters were not received until almost a week after these letters had reached Chile.

## POINTS TO CONSIDER.

Because crating and packing may be considered non-productive work is a poor excuse for neglecting it. And besides, a little neglect here may cause a big expense in the way of claims for damaged goods, particularly those sent to foreign countries.

Just when a man's conviction that he is the whole thing becomes perfect he may find himself suddenly retired to obscurity.

## STROH VIOLS

VIOLIN, VIOLA, ETC.

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

String Fiddle

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

OR

in U. S. A. to their sole representatives

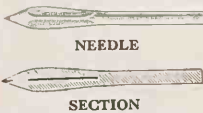
**OLIVER DITSON Co.**

150 Tremont Street  
BOSTON  
NEW YORK and PHILADELPHIA



Violin

## The Patent Silver-Sheath Needles



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

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

Prices: 1 S/Sheath Needle...\$0.25  
6 Needles with sharpener 1.65  
Aluminum Sharpener, separately...\$.50

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

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



**COLUMBIA GRAPHOPHONE CO.'S HOME IN BOSTON.**

Rearrangement of Store Consequent on Widening of Avery Street Gives Boston House Much Additional Window Display as Well as a Much More Attractive Establishment for Display of Their Varied Lines of Talking Machines and Records.

(Special to The Talking Machine World.)

BOSTON, MASS., December 10.—The Columbia Graphophone Co.'s establishment in this city, located at 174 Tremont street, now occupies one of the most central locations in Boston, as the various improvements which the near-by streets have been undergoing are entirely finished and a new street, known as Avery street, runs next to the store. The Columbia headquarters are located on a corner di-

practicable and an aid to the convenience of the store's patrons it is immediately put into daily use.

Arthur C. Erisman is manager of the Boston store of the Columbia Graphophone Co., and it has been under his able management that the Boston territory has become such a fertile and profitable one for Columbia products. Mr. Erisman is fully conversant with the unlimited sales possibilities afforded by Columbia machines and records, and he



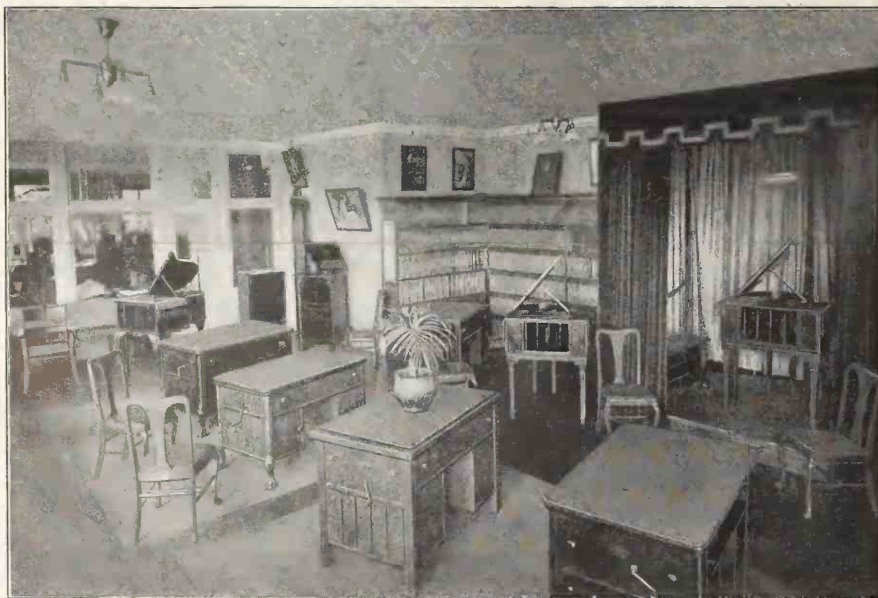
Street View of Columbia Phonograph Co.'s Boston Store.

rectly opposite the famous Boston Common, and the traffic which the store attracts is well set forth by the accompanying photograph, taken a fortnight since.

Although the location of this store has undoubtedly been an important factor in the establishment's signal success, the main reason for the steadily increasing popularity of Columbia products in this territory lies in the efficiency of the store's sales

has left no stone unturned to make the store at 174 Tremont street a Mecca for Boston's music lovers.

A feature of the local Columbia store's business the past year has been the remarkable dance record trade it has closed. The Columbia establishment has co-operated with various prominent newspapers and other local mediums of publicity in acquainting the public with the true beauty of the modern dances, and the scope of the Columbia dance record



A Section of the Artistic Columbia Warerooms in Boston.

staff, the progressive advertising policy it pursues, and the quality of Columbia machines and records. Every perfected idea in retail merchandising which applies to the "talker" industry is carefully tried and tested out by the store, and if it is found to be

library enabled the store to achieve truly wonderful results. In its general business, the local headquarters of the Columbia Co. are breaking all records, showing a substantial gain, month for month over 1913, its previous banner year.

**SANG WITH OWN EDISON RECORD.**

Natural Quality of Edison Diamond Disc Demonstrated in Interesting Manner in Des Moines by Operatic Artist.

(Special to The Talking Machine World.)

DES MOINES, IA., December 5.—Anna Case, an Edison artist, while in this city recent, in concert recital, pleased her audiences immensely, and they gave her a most enthusiastic reception. While here she visited the store of Harger & Blish, Edison jobbers, where she desired to hear her own voice on some recent Edison disc records. During the playing on the disc of her "Louise" she started to sing the aria while the Edison phonograph was playing it. The effect was beautiful. The pitch, quality and tone were perfect; not a shade was lost. She would alternately start and stop picking up the aria here and there, and it showed how accurately the Edison disc had reproduced her voice. When she approached the high passages the effect was like operating the grand swell on a great organ. It was a fine demonstration of the perfection of the recording of her voice on the Edison diamond disc.

**VICTOR HOLIDAY PUBLICITY.**

The Victor Co. sent out to its trade this week its usual set of special holiday advertising matter. Chief among this publicity is a handsome lithographed Christmas folder with a typical Christmas cover, and supporting the company extensive national magazine advertising with the query, "Will there be a Victrola in your home this Christmas?" Inside of this folder there is a beautiful picture of a home scene in colors that is typical of the Christmas spirit. Turning back this picture is displayed the entire line of Victrolas lithographed in colors. The last page contains a convincing Victrola argument, with space for the dealer's imprint.

Another special folder included in this publicity is devoted exclusively to the Victrola IV. and shows in its center pages a splendid cut of this machine, together with its most important constructional features. On the back of this folder is presented a short list of records representative of the wealth of diversified music that may be found in the Victor record catalog.

**HANDSOME NEW QUARTERS.**

Hook Bros. Piano Co., Madison, Wis., has just occupied its new building on Capital Square, and fitted up one of the most attractive talking machine departments in the State for the exclusive exploitation of the Edison diamond disc.

**EDISON DISC PHONOGRAPH CATALOG.**

The Edison people have recently issued a handsome new catalog of "Edison Diamond Disc Phonographs," in the introduction of which we find a statement giving a clear and concise explanation of the peculiarities of the new Edison disc and of the machine designed by Mr. Edison to play it.

Its many feet are what enable a gas bill to run up so rapidly.

**"Here is Your Answer" in WEBSTER'S NEW INTERNATIONAL - THE MERRIAM WEBSTER**

It answers with final authority all kinds of questions in Language, History, Biography, Fiction, Trades, Arts, and Sciences.

400,000 Words and Phrases Defined.  
6000 Illustrations.  
2700 Pages.

Write for specimen pages, etc., FREE.

G. & C. Merriam Co., Springfield, Mass.





**O. K. HOUCK CO.'S SPECIAL WINDOW.**

The Popular Music Trade Man of Memphis Arranges Special Window in Honor of the Tri-City Ceremonial of the Nobles of the Mystic Shrine—The Victrola Crosses the Hot Sands.

(Special to The Talking Machine World.)

MEMPHIS, TENN., December 7.—There are no Nobles of the Mystic Shrine in the State of Tennessee and apparently very few in any section of the United States who do not know personally, or have heard of, O. K. Houck, who is one of the most



O. K. Houck Co.'s Mystic Shrine Window.

active of Shriners. It was most fitting, therefore, that the O. K. Houck Piano Co., of which Mr. Houck is the head, should prepare a special window display in honor of the tri-State ceremonial of the Nobles of the Mystic Shrine held recently.

A perusal of the accompanying illustration indicates better than words the elaborate character of the display. There was a pyramid at the back, hanging against which was a portrait of Imperial Potentate Dr. Frederick R. Smith, and in the row underneath portraits of Potentates of the Wahavi

Temple, Jackson, Miss.; Sahara Temple, Pine Bluff, Ark., and Al Chymia Temple, Memphis. The bottom of the window was covered with sand and small cactus and "crossing the hot sands" was a camel with two humps wearing an Al Chymia fez, harnessed to a small Victrola, with Victor records for wheels. Following the Victrola was a lion and a wild cat, illustrating the old saying that "Music hath charms to soothe the savage breast." There was also displayed in the window a copy of the official program of the entertainment held on Tuesday, November 24, together with two signs referring to the crossing of the hot sands to the music of the Victrola. The whole window was lighted by a large emblem of Al Chymia Temple, outlined with electric lights, the emblem, together with the menagerie, having been borrowed from the Shrine.

Those who attended the convention of the National Association of Talking Machine Jobbers at Atlantic City last summer will recognize hanging along the sides of the pyramid the "Keys to Memphis," which were

so liberally distributed by Mr. Houck on that occasion. Throughout the period of the ceremonial the Houck display was one of the centers of interest for all Shriners, as well as thousands of others outside the fold, which, of course, pleased the genial O. K.

God bless the man with a scheme, an idea. It may be visionary, but in any case it certainly must be better than resting all the time.—Leslie M. Shaw.

**IMPORTANT NEW CONNECTIONS.**

Pathé Frères Phonograph Co. Arranges for Representation in Many Sections of the Country—Big Shipments from Europe.

During the past month the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has closed a number of important deals for representation in various sections of the country, including both distributor and dealer agencies. The company has inaugurated an aggressive publicity campaign through different mediums, and its many machine and record catalogs which are high grade in every detail, are calculated to give the prospective purchaser an adequate understanding of the qualities of the Pathephone and Pathé discs.

Referring to the general business situation at the present time, an officer of the company said: "We are progressing very nicely in all departments of our business, and as a matter of fact, we have been working nights recently to keep pace with the demands of our trade. We have increased our sales and office staffs considerably the past few weeks, and one of our traveling representatives is now making a trip through Illinois and the surrounding territory with gratifying success.

"Our shipments from abroad have been causing us no concern whatsoever, but, on the contrary, our shipments have been as large as if there was no war or commercial disturbance on the other side of the Atlantic. The extent of our shipments may be gathered from the fact that the inspectors at the New York Customs House advised us this week that our latest shipment was the largest single shipment of any merchandise that had been received in this country since the war started.

"We are more than pleased with the reception accorded our machines and records throughout the country, and the dealers that we established a month or so ago are enthusiastic in approving the distinctive features of our product. The complete opera scores and unusually fine dance records are all giving perfect satisfaction to our dealers and their patrons."

# The Flexible Four Pointed Steel Needles

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

**FLEXIBLE**

PATENTED  
FOUR TUNES ON ONE NEEDLE

Write to the Nearer

In Attractive Packages of 200 Points.  
Increase Your Profit.  
Send for Samples and Prices today.  
Two Sources of Supply.

**JOHN M. DEAN, Inc.**  
PUTNAM, CONN.

**SAMUEL LEVIN**  
HIGHLAND PARK, ILL.

**FLEXIBLE**

**FLEXIBLE**

**FLEXIBLE**

**FLEXIBLE**

Flexible Needles are guaranteed to play the Longest Records Perfectly.

Flexible Needles are guaranteed to save the record from wear.

Flexible Needles are guaranteed to eliminate the scratch.

Flexible Needles make old records sound like new.

Flexible Needles are better because they do more.

Flexible Needles are made from the best steel obtainable.

Flexible Needles are the best for any record because they bring out all that is in the record.

## A CHRISTMAS SERMON FROM SANTA CLAUS.

In Which the Merry Old Elf Discusses Among Other Things the Talking Machine as a Factor in Human Happiness and Enjoyment During the Holiday Period — Interesting Comments on Useless Christmas Presents and the Most Appropriate Ones.

I was dozing by the open fire in the library. The wind was rising among the maples outside the window, and I could even hear the sharp crackle of the thin ice along the shores of the Rancocas as the flooding tide split it asunder.

Ever and anon a snowflake came down the chimney only to sputter into steam as it encountered the blazing logs. My pipe had gone out but I was really so comfortable that even that did not matter. I gazed sleepily at my desk where pad and pencil, uncovered typewriter, and a goodly store of manuscript paper called me to work.

"Go hang! all of you!" I cried, and closed my eyes.

A low chuckle answered me from the fireplace, and I sat up with a start. Standing with his back to the flames, gazing at me from two very merry blue eyes, and bathed in a soft and mellow glow,



The Christmas Spirit.

stood Santa Claus. I had seen too many caricatures of His Majesty of the toys and reindeer not to know him at once. Strange to say, it did not seem unusual that he should be there. In fact, I remembered wishing only a short time before that I could procure some ideas from him regarding my prospective Christmas story already overdue. "If anybody is well posted concerning Yuletide gifts," I had ruminated, "Santa is the chap. Wish I could interview him."

"Well," chortled my fat little visitor, puffing away at his stubby pipe, "I got your *mentigram* and I'm here to be interviewed."

### Every Record User a Positive Customer

The "DUSTOFF" is a positive necessity to every user of Records.

#### Cleans All Makes of Records

Ensures clear, distinct tonal reproduction free from blurs, scrapings and harsh sounds.

### "DUSTOFF"

(Regular 15c. Model)

#### RECORD CLEANER

Their use adds life to records—"DUSTOFF" gets into the minute sound grooves and thoroughly remove accumulated dust and dirt.

#### GET THE GENUINE "DUSTOFF"

Of all good jobbers, or write to us direct.



MINUTE SHINE COMPANY  
(Originators and Pioneers)  
283 Canal St., Providence, R. I.

15c.  
Model

40% Discount

Aroused to my duties as host, I placed an easy chair near my own, brought forth a serving table with samovar, cigars and tobacco urn, and bade my guest be seated. He complied with a flourish, and I thought, or was it imagination? that his red paunch shook a little as he moved, just as it did on "the night before Christmas," long ago. He helped himself to my oolong, filled his short-stemmed clay from my store of Bull Durham, and signified his willingness to be interrogated.

"Mr. Claus," I began, do you know anything about talking machines?"

"Inasmuch as I handle thousands of 'em every year, I should say, 'Yes.'" Then reaching again for the samovar, he continued, "This refreshment of yours is very warming after a long ride in the snow; I'll take another if you don't mind," and he poured out another cup.

"Do you consider the talking machine an appropriate Christmas gift?" I asked him.

"Emphatically so," he replied, and crossing one fur-booted leg over the other, and shaking his finger at me by way of emphasis, he launched forth as follows: "If the people upon this earth stopped a moment to consider just how great an instrument of music the talking machine has grown to be, there would necessarily be a few million less worthless parcels go into my sleigh. However, they are waking up, these people, and the time is not far distant, I am sure, when the money now spent for articles of great price but of absolutely no value will go for records by Caruso and Melba. I've handled presents for hundreds of years, as you doubtless know. There is nothing from a penny doll to a brownstone mansion in the way of a Yuletide gift since the world began that is not written down upon my books. That being the case, I am unquestionably the greatest authority extant upon that particular subject."

He paused a moment to relight his pipe and settle himself more comfortably in his chair, then, quite at ease, he continued: "You gentlemen of the talking machine fraternity are in a position to do a wonderful amount of good this Christmas time. I say *this* Christmas time because, it seems to me, that never before were you so amply qualified to fulfill this mission of uplifting your fellowmen."

"I don't quite get you, friend Claus," I remarked doubtfully. "We are merchants, not clergymen."

"Exactly," quoth Santa between puffs, amused at my skepticism, "but nevertheless you have the greater opportunities to accomplish the end I have in view. Listen, and I'll make myself clear. The reverend gentleman can only talk to his flock of the folly of their ways and explain to them as forcefully as is consistent with the restrictions of his particular denomination what will ultimately befall them if they depart from the straight and narrow path. You go to church; therefore, you know the method employed there?"

"Oh, yes, of course—that is, I have been to church," I answered, endeavoring to be truthful.

"Very well, now I will show you how you can do infinitely more good with your bottled songbirds and canned musical organizations than the theologian with his sermons, no matter how carefully prepared they may be, because you are in a position to prescribe an antidote where he is not.

"Young folks won't stay off the streets at night just because they are told they should. The fact that it is supposed to be wrong, makes it far more alluring. This same idea, of course, applies to the cheap theater, the sensational movie parlor, and the dance hall.

"Now then, this is where you come in," and he grinned at me most encouragingly. "By the introduction of your talking machine with the right kind of records, and your moving picture machine for the home with its wealth of valuable and intensely interesting films, you can make home more alluring than the dance hall and the theater, and thereby solve the problem.

"There is no better way of rapidly advancing



For  
Talking Ma-  
chines, Typewriters, Phono-  
graphs, Adding Machines, Cash  
Registers, Guns and Tools and all  
Polished Instruments. THE FI-  
NEST OIL MADE. It absolutely  
prevents rust. NYOIL now sold  
everywhere by all hardware and  
sporting goods men. Large bottle  
(cheaper to buy) 25c.; trial size, 10c.  
WM. F. NYE, New Bedford, Mass.

For polishing  
varnished woodwork it is  
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose  
oil he uses on your watch.

civilization than by making the home more attractive than the street, thus eliminating the desire to wander abroad in the nocturnal hours, and, also destroying the germ of immorality with which the night air is saturated. The fellow would be a poor fool who would prefer a dollar a night cabaret singer to Geraldine Farrar, or a squawky dance hall orchestra to Sousa or Liberati."

"I get your idea, Mr. Claus, and I beg to assure you that I deem it well worthy of deep consideration," I exclaimed enthusiastically. "I shall see that it is exploited with the elaboration it deserves."

"I am glad to know that," he replied seriously, "because it proves that my visit here to-night will not be in vain. What is most needed at this time, and what you can help me to bring about," he added even more seriously, "is the expenditure of money along the lines that will do the most good toward the advancement of civilization. I have watched the evolution of this terrestrial sphere with a great deal of interest throughout the centuries, and I am sometimes very much discouraged. Especially is this true when I see a fond mother presenting her offspring with a \$500 jewel-encrusted cigarette case instead of elevating his mind, eyes and ears with good music and interesting views, all of which could be done for less money than was expended by the doting parent for this bauble.

You spoke not long since, Mr. Claus," I reminded him, "of the fact that we are able to do more good toward the uplifting of our fellowmen than even the clergy can accomplish. Why not collaborate with these gentlemen?"

"By all means do so," cried my guest, as he adjusted his furs for departure, "for by making the church attractive as well as religious through the medium of the phonograph and the motion picture, you will accomplish great things."

"Please do not hurry," I entreated, as he drew on his mittens, and pulled his peaked cap, with its silken tassel, down over his ears. "Won't you have another cup before you go?"

He filled his cup once more and lifted it right jauntily, "I give you this toast," he said:

#### TO A MERRY CHRISTMAS

Out of the northland do I come,  
A Saint of the sleigh and toys,  
Making happy the Christmas time  
Each year for girls and boys,  
Right merry chap they say I am,  
Rich in good deeds too,  
Yearning to please the ones I serve.  
Can't beat that, can you?  
Here's to your health before I go;  
Right well have you served me here.  
In after years I'll think of you,  
So free with your cup and cheer,  
To-night we part, but who can say;  
Maybe we'll meet again.  
A last farewell, good luck to you;  
So-long, knight of the pen.

I seemed to hear the distant tinkle of sleighbells, the faint thud of hoofs upon the roof, and an echo of the driver's commands to his reindeer steeds, then all was still.

"You've been dreaming, dear, and it's bedtime." A loving hand caressed my brow, and I awoke.

HOWARD TAYLOR MIDDLETON.





## Margarete Matzenauer, leading contralto of the Metropolitan Opera House, has just made her first Columbia records.



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

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

### FRESH PROOFS OF ENTERPRISE IN SAN FRANCISCO.

Rearrangement of Talking Machine Stores, Attractive Displays, New Quarters All Tell the Story of Prosperity in the Talking Machine Field—Depression Has Affected These Establishments Less Than Any Other Line of Business—What Dealers Say.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 5.—General improvements in the talking machine quarters of this city in the past year are one of the best bits of evidence that that branch of business suffered less from the general depression, which has been felt more or less all over the country, than most other lines of trade. There is hardly a talking machine department here, but what has undergone changes recently, and two new places have started in the last few months. The Hauschildt Music Co. is the latest concern to seek new quarters, which will give it much better facilities for all branches of its business, and particularly the talking machine department. The remodeling of the ground floor of Clark, Wise & Co. has just been completed. The new Edison Shop on Geary street is a notable addition of this fall; the department on the ground floor of Eilers' Music House isn't much older, and only last month the opening of headquarters here for the Sonora Phonograph Co. was reported. It hasn't been very long since Sherman, Clay & Co. had their entire third floor, which is devoted to talking machines, done over, and not many months have elapsed since the Pacific Phonograph Co. moved its jobbing business from Mission street to new quarters on Geary. In each instance the moves and changes were in the nature of improvements, and at the present time San Francisco can well be proud of her talking machine headquarters. Judging from reports from various interests, business has warranted the forward strides. While other merchants have been complaining very few complaints have emanated from talking machine sources, and holiday trade is starting in quite briskly. The distributors are being rushed, and retailers are already holding a good many outfits for Christmas delivery.

#### Hauschildt Music Co. in New Quarters.

The new location of the Hauschildt Music Co. is at 105 Kearny street, in the same block with Sherman, Clay & Co. and the Wiley B. Allen Co. The store was formerly occupied by the old firm of Benj. Curtaz & Sons. The company moved in last week, but the remodeling of the premises is still in progress. The talking machine department is located on the ground floor, where five demonstration rooms are being installed. These will be absolutely sound-proof, and they are so arranged that four others can easily be added at a future date, if business warrants. There is also ample room for general display purposes. The building is a four-story and basement structure, 30x130 feet, which provides nearly 20,000 square feet of floor space. Offices have been installed at the rear of the ground floor, and the small goods department will occupy part of the floor in conjunction with talking machines. The second and third floors are being fitted up for piano and player-piano salesrooms. The fourth floor will be

utilized for shop purposes, and the basement for storage. When the work in progress is completed, the store will present an attractive appearance, and will be conveniently arranged for both customers and employees. Henry Hauschildt, head of the company, who spends most of his time at the Oakland store, says they have been enjoying an excellent business in talking machines at both locations. He handles Victor, Columbia and Edison goods, and he reports the demand increasing rapidly for Edison disc products.

#### Demonstration Room for Sonora Co.

A demonstration room was installed at the Sonora Phonograph Co.'s quarters on the Arcade floor of the Phelan building the past month, and other improvements have been made in the furnishings and equipment. Manager F. B. Travers reports business starting off encouragingly, and he expects to work up a nice business on the Pacific Coast for Sonora products.

#### Clark, Wise & Co. Store Remodeled.

Since remodeling their store, Clark, Wise & Co. have very attractive talking machine parlors on the ground floor. The remodeling called for the installation of three more demonstration rooms and a reception room, which gives the place a home-like appearance and takes away the decided store atmosphere, making it comfortable for patrons to come in, rest awhile, and listen to the new records without feeling obligated to purchase. Mr. Wise thinks this feature will lead to an increased sale of records, however. This room is situated under the extension of the mezzanine floor, and is furnished with writing desk, settees and other conveniences.

#### Excellent Outlook in the North.

Andrew G. McCarthy, who looks after Sherman, Clay & Co.'s Victor business, returned a short time ago after a visit to the company's interests in the Northwest. He reported business slightly improved in the Northern cities, and is enthusiastic over the firm's new store in Spokane, Wash., which will be ready for occupancy either just before the holidays or just after. He says business is booming in the wholesale department here. Four carloads of Victor goods arrived a few days ago, and three of them were reshipped to their branch stores and other dealers, whom they supply, on the following day. Retail business is gaining impetus also as the holidays approach.

#### M. Dorian Arranging for Columbia Exhibit.

M. Dorian, treasurer of the Columbia Graphophone Co., has been in San Francisco since November 1. He has charge of arrangements for the company's exhibit at the exposition, and has devoted most of his attention while here to preparations for the display. From all indications, his firm plans to make an elaborate showing. He is optimistic regarding prospects for the remainder of this year and next. He called on the trade

in the Northwest en route here, and was well pleased with the reports submitted by Columbia connections in Portland, Seattle and Spokane. He says the San Francisco agency has made a splendid record this year, more business having been done in the first ten months than during the entire year of 1914. He expects to leave for home early in December.

#### New Manager for Emporium Department.

A change has taken place in the management of the Emporium music department, Harry Marcus succeeding A. A. Schell. Mr. Marcus comes from Pittsburgh, where he was manager for Jacob Doll & Sons, and prior to taking that position was connected with the trade in New York. This is his first experience on the Pacific Coast, and he arrives with the intention of bringing the talking machine and piano business of the Emporium up to the highest possible standard. Columbia goods are handled by this firm exclusively. Mr. Schell has not announced definite future plans.

#### IN CHARGE OF NEW LANDAY STORE.

Benj. Landay has been appointed manager of the new Victor store of Landay Bros., Victor distributors at 23 West Forty-second street, New York, which was formally opened on Monday of this week. Mr. Landay, although comparatively young in years, thoroughly understands the principles of high-grade Victor merchandising, having been connected with his brothers in the conduct of other Victor stores in the Landay Bros.' chain.

Don't loaf around waiting for good luck. Buckle down and compel good luck to come a-running.

Many a man who fails to score in this world says the tally sheet is wrong.

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

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

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

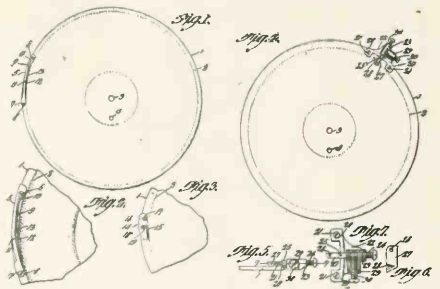
(Special to The Talking Machine World.)

WASHINGTON, D. C., December 10.—STYLUS GUIDING ATTACHMENT FOR SOUND RECORDS.—Harrison W. Rogers, Wheeling, W. Va., assignor of one-half to Charles W. Ebeling, same place. Patent No. 1,112,838.

The present invention relates to improvements in stylus guiding and starting attachments for sound records, one object of the invention being the provision of an attachment adapted to be connected to and carried by a sound record, and provided with means whereby the stylus will be properly guided to a selected point of the sound groove, thus producing a device which is especially adapted for use in connection with a record carrier operated from a projector mechanism, as particularly set forth in a copending application filed February 7, 1913, Serial No. 746,890, the present attachment rendering it an easy matter for the operator to position the stylus for entering a selected point of the sound groove when the record carrier is operated at the proper time through the projector mechanism.

A further object of the present invention is the provision of an attachment carrying a stylus receiving and guiding portion which is so constructed as to be readily adjusted relatively to the sound groove of the record, so that the stylus will be started at a selected point of the groove, and without the necessity of causing the record to be rotated a plurality of revolutions before the sound wave forming portion of the record is in operable engagement with the stylus.

A still further object of the present invention is the provision of a stylus guiding attachment, which will reinforce the sound record at the starting point of the phonic groove, in that a metal, or other hard substance is placed to receive the initial presenta-



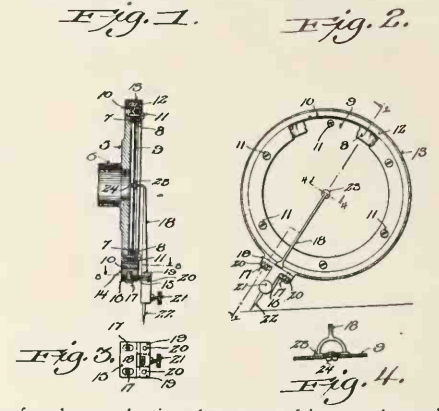
tion and guiding of the stylus. This substance is provided with means for insuring the direction of the stylus into the sound groove, at its beginning or at any "lead in" point of such groove. This feature cannot be too greatly emphasized, for where the record is used in a booth with a motion picture machine projector, a stylus positioning and guiding means must itself be durable and the record at the starting point must be reinforced to withstand the resulting hard usage. By making the guide a projection above the record surface, a means by which the operator may "feel" the position for inserting the stylus in the dim or no light of the booth is afforded, and thus at all times is provided means whereby the proper positioning of the stylus is assured.

In the drawings, Fig. 1 is a plan view of a disc record with one form of the present invention applied thereto. Fig. 2 is a fragmentary portion of the disc showing the structure as shown in Fig. 1 upon a larger scale. Fig. 3 is a view similar to Fig. 2 showing a modified construction of the present invention. Fig. 4 is a view similar to Fig. 1 showing another modified construction of stylus guiding and starting device or attachment. Fig. 5 is a side elevation of the device with a portion of the record in elevation. Fig. 6 is a detail view of the pivoted stylus starting and guiding member thereof. Fig. 7 is a section taken on line 7-7 of Fig. 5.

GRAPHOPHONE AND GRAMOPHONE SOUND BOX.—

Albert L. Roethe, Milwaukee, Wis. Patent No. 1,113,911.

This invention consists in what is herein particularly set forth with reference to the accompanying drawings, its objects being to eliminate hissing noise in sound reproductions from graphophone and gramophone records and to improve the tone



of such reproductions by means of improved sound boxes to which this invention relates.

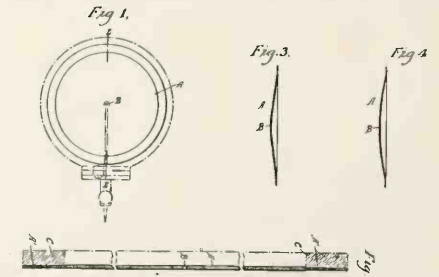
Fig. 1 of the drawings represents a sectional view of one of the improved sound boxes and is indicated by line 1-1 in Fig. 2; Fig. 2 of said drawings represents a side elevation of the sound-box partly broken away; Fig. 3, a plan view of a detail of said sound box partly in horizontal section as indicated by line 3-3 in Fig. 1, and Fig. 4, a partly sectional view of another detail of the aforesaid sound box on the plane indicated by line 4-4 in Fig. 2.

DIAPHRAGM FOR SOUND REPRODUCERS.—Frederick W. Thomas, New York City, N. Y. Patent No. 1,116,165.

The object of this invention is to provide a new and improved diaphragm for sound reproducers such as are used in gramophones, graphophones, receivers and transmitters of telephones and other sound-reproducing instruments and machines, and which is exceedingly sensitive for the reproduction of sound vibrations.

In order to accomplish the desired result use is made of a diaphragm of metal made exceedingly dense or compact throughout by pounding, beating, pressing, hammering or similar processes.

Figure 1 is a face view of the diaphragm as applied to a graphophone sound box shown in dotted lines; Fig. 2 is an enlarged cross section of



the diaphragm on the line 2-2 of Fig. 1, and showing in dotted lines the ring for compacting the peripheral edge of the diaphragm, and Figs. 3 and 4 are cross sections of diaphragms of different shapes.

DIAPHRAGM FOR SOUND REPRODUCERS.—Frederick W. Thomas, New York, N. Y. Patent No. 1,116,166.

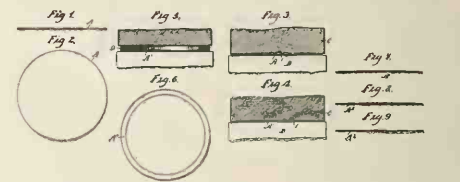
This invention relates to a diaphragm for sound recorders and reproducers and is especially adapted for use in phonographs, graphophones and the like.

At the present time mica diaphragms are in universal use for phonographic sound recorders and reproducers, although numerous other types of diaphragms have been proposed, and among these others are metallic diaphragms variously corrugated or indented for the purpose of obtaining a

reproduction or recording of sounds equivalent to that obtainable with mica, the aim being to obtain a cheap substitute, as mica is expensive in the present condition of the market. Corrugated metallic diaphragms are unsatisfactory for various reasons, but mainly on account of their weakness at the central part where buckling occurs, thus showing a lack of strength of material or required stiffness. According to another type of diaphragm, the diaphragm is flat throughout its area and the metal pounded to strengthen the diaphragm by compacting the material, and then the diaphragm is nickel-plated to prevent corrosion or affection by the elements. Such metal diaphragms being of the same thickness from center to edge are unsatisfactory because of the lack of stiffness at the center, and, furthermore, because of the coating of nickel-plate, which materially interferes with the tonal qualities.

It is the object of the present invention to overcome the objections above noted by producing a metallic diaphragm which in recording and reproducing qualities is superior to mica, far less expensive, smaller in size for the same capacity of sound reproducing and recording, and which is practically indestructible, whereas mica diaphragms are of very short life because of their laminated structure, which results in the separation of the laminae by the vibratory action.

In carrying out the invention any suitable metal may be employed that is practically unaffected by the weather and temperature changes, such metals being gold, silver, platinum, antimony, tin, aluminum and the like, and alloys of such metals. Blanks cut from sheets of metal and preferably in the form of discs are subjected to a pounding, hammering or other compressing or compacting operation, whereby the metal is compacted and the air in the pores excluded. The pounding or hammering



is so carried out that the resulting diaphragm will be of somewhat greater thickness at the middle than at the periphery, there being a gradual and uniform diminution of thickness from the center outwardly. During the shaping of the diaphragm the metal spreads radially, whereby the diaphragm acquires the required stiffness or rigidity and entirely overcomes any tendency to buckle. In other words, the diaphragm is of uniformly increasing strength from the supported periphery to the unsupported center.

When the diaphragms are made of certain kinds of metals it has been found beneficial to subject the diaphragm to a bath of cyanid of potassium, which tempers and strengthens the metal. It may also be necessary in some instances to increase the stiffness or rigidity of the diaphragm, after it has been acted on by the pounding or hammering dies which produce the uniform decrease in thickness from the center to the periphery, by stamping the entire peripheral portion of the diaphragm by means of an annular die which effects a radial expansion and hence radial stress because of the flow of metal outwardly in radial directions.

In the accompanying drawings, wherein similar reference characters designate corresponding parts throughout the several views, Fig. 1 is a side view of a blank of metal from which a diaphragm is made; Fig. 2 is a plan view thereof; Fig. 3 is a view showing the blank in the initial stage being hammered; Fig. 4 is a similar view showing the final stage of pounding or hammering the diaphragm; Fig. 5 is a view showing the manner of compressing the peripheral portion of the hammered diaphragm; Fig. 6 is a plan view of the diaphragm resulting from the operation shown in Fig. 5; Fig. 7 is a sectional view of the finished diaphragm having one side flat and the other side convex; Fig. 8 is a sectional view of a diaphragm convex on both sides; and Fig. 9 is a sectional view of a diaphragm which tapers from the center to the periphery on straight lines.

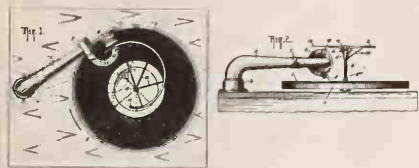


LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 52).

**REPEATING DEVICE FOR TALKING MACHINES.**—Lawrence Abraham, New York. Patent No. 1,117,143.

This invention relates more particularly to a device for use in connection with disc record machines, although a device of similar nature can be arranged in connection with the records of various makes of machines.

This device is shown as applied to the well-known Victor talking machine and has for its object to adapt the machine to repeat the playing of the record by automatic means requiring no attention



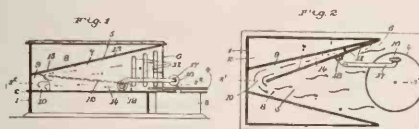
on the part of the operator other than keeping the motor going. This device when properly applied will also prevent the scraping of the needle after a record is played if the operator should neglect to lift the needle from the disc.

One form of this device as adapted to the Victor machine is illustrated in the accompanying drawings, of which Fig. 1 is a plan view and Fig. 2 a side view.

**TALKING MACHINE.**—Charles L. Hibbard, Philadelphia, Pa., assignor of one-half to Frederick W. Hager, same place. Patent No. 1,118,902.

This invention relates generally to talking machines and has particular reference to the construction and arrangement of the sound amplifier employed in connection therewith.

The object of the invention is to simplify and re-



duce the cost of the machine, and at the same time give the reproduced sound improved tone quality and greater volume and clearness.

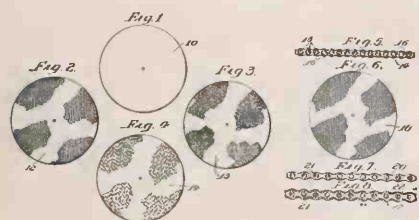
In the drawings—Fig. 1 is a central longitudinal section, taken on the line S<sup>1</sup>, S<sup>2</sup> of Fig. 2 and Fig. 2 is a horizontal section, taken on the line S<sup>1</sup>, S<sup>2</sup>, of Fig. 1.

**DIAPHRAGM.**—James W. Owen, Lansdowne, Pa., and Albertis Hewitt, Camden, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,118,675.

This invention particularly relates to diaphragms for sound recording and reproducing devices, such as are preferably adapted to talking machine construction.

The principal objects of this invention are, to provide a diaphragm that will respond with perfect clearness to the most delicate vibrations, irrespective of any atmospheric changes, and that will accurately record and reproduce both the high and low tones and the included range with equal effect; and to provide a diaphragm which not only has the characteristics essential to the best reproduction of clear, loud and distinct tones, but combines therewith durability and stability, together with cheapness of manufacture in any desired quantities.

In the accompanying drawing, Fig. 1 is a front elevational view of the simplest form of this in-



vention; Fig. 2 is a front elevational view of a diaphragm formed of fine woven fabric; Fig. 3 is a view similar to Fig. 2, showing the fabric treated with an electrically conductive material; Fig. 4 is a view similar to Figs. 2 and 3, showing the fabric diaphragm having an integument of metal; Fig.

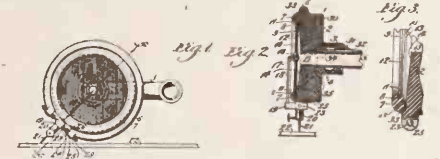
5 is a fragmentary transverse section view of the diaphragm shown in Fig. 4; Fig. 6 is a front elevational view of a diaphragm similar to the diaphragm shown in Fig. 2, but of a relatively coarser fabric; Fig. 7 is a fragmentary transverse sectional view of the diaphragm shown in Fig. 6 showing its interstices provided with a filling, and Fig. 8 is a fragmentary transverse sectional view similar to Fig. 7, showing a dermatoid metallic integument formed therewith.

**SOUND BOX FOR TALKING MACHINES.**—Alva D. Jones, Philadelphia, Pa. Patent No. 1,118,653.

In sound boxes for talking machines, as generally constructed, the sound reproducing diaphragm is detachably held in position by one or more detachable annuli of rubber or similar material and the sound box is composed of a plurality of metallic and rubber parts united together by screws, the various parts having rubber insulation between them, whereby the cost of production is greatly increased.

It is further well-known that most sound boxes in use frequently emit a metallic or scratchy sound accompanying the reproduction of sound from the sound reproducing tablet. By the present invention, the entire sound box body is constructed of a single body of rubber or similar suitable material, the main body portion of the box having attached thereto by an annular, resilient, integral hinge, a front annular bead, having a diaphragm seat therein, said bead being softer or semi-cured with respect to the sound box body, which latter is harder or cured to a harder degree than said front annular bead containing the diaphragm seat.

It has been discovered as the result of an extensive series of experiments, that rubber when properly cured to the requisite degree, possesses many characteristics of the human throat when employed for a sound reproducing agent, and by constructing the entire sound box body of rubber and mounting the diaphragm in a seat within the front annular bead, which is softer than the sound box body, there is produced a device whereby the sound delivered from the diaphragm is greatly mellowed and improved, and a clear and distinct articulation obtained, provision thus being made for the diaphragm to be yielding supported so that it has capacity for vibration adjacent to its perimeter as



well as its center, the novel sound box and its adjuncts being inexpensive to construct, sensitive in action, easily and quickly repaired and readily accessible for the purpose of inspection or replacement of parts, means being thus provided for a general improvement of the tones, amelioration of the scratchy, metallic or grinding sounds common in instruments of this class, and provision being thus made for a faithful development and reproduction of the delicate sounds ordinarily difficult to reproduce, which are reproduced by this device with a maximum degree of fidelity and faithfulness to the original.

To the above ends, this invention consists of a novel construction of a one-piece sound box composed of rubber or similar material, wherein the body portion is thickened and cured to the requisite degree of hardness, said body portion having integral with or secured to the front portion thereof, an annular bead encircling and containing the diaphragm, the material of which said bead is composed being softer than the body of the sound box, whereby the requisite capacity for the vibration of the diaphragm at its outer and intermediate portions is provided.

It further consists of a novel construction of a sound box having a one-piece body of rubber or similar material of varying degrees of hardness, within the softer portion of which the mica or other diaphragm is cast or molded, without necessitating the employment of extraneous fastening devices.

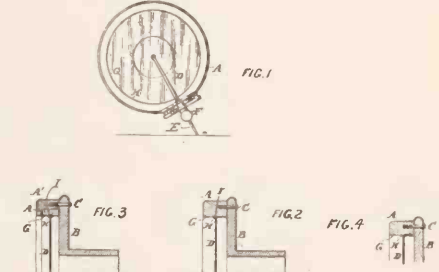
Fig. 1 represents a side elevation of a sound box for talking machines, gramophones, graphophones and the like, embodying the invention. Fig. 2 represents a section on line x-x Fig. 1. Fig. 3 represents a view similar to a portion of Fig. 2, showing the sound box on an enlarged scale.

**SOUND BOX FOR REPRODUCING AND RECORDING SOUND WAVES.**—Robert L. Gibson, Philadelphia, Pa. Patent No. 1,118,647.

This invention has reference to sound boxes for reproducing and recording sound waves, and consists of certain improvements.

This application is a division of application Serial No. 372,432, filed May 7, 1907.

The object of the invention is to provide a suitable manner of supporting the vibrating diaphragm with which the stylus bar connects, whereby the extreme perimeter or circumferential edge of the diaphragm will alone be held in engagement with the ring or casing of the sound box, and by reason of which the vibrations of the diaphragm will be independent of the elasticity of any intermediate supporting means in the plane of the vibrations such as have been heretofore employed and which cover a material portion of the face of the diaphragm.



This invention consists in providing a metallic ring portion which may be secured to or form a part of the case of the sound box in which the interior diameter is accurately formed, so as to cooperate with the extreme outer edge or perimeter of the diaphragm so as to hold the same definitely in position by a slight clamping action upon substantially the entire perimeter of the diaphragm, whereby the entire diaphragm is free to vibrate, while at the same time the perimeter is practically held against movement.

More specifically, this invention consists in providing the interior surface of the ring of such a construction that different portions thereof have different diameters, and by means of which the diaphragm may be crowded into position so as to be held at its extreme perimeter at one definite place within the ring, and in interposing between the perimeter of the diaphragm and that portion of the ring which it is to engage, an exceedingly thin layer of yielding material, whether of textile or other material, which while not having any material elasticity will form a better binding union between the extreme outer circumference of the diaphragm and the metal ring which supports it.

Fig. 1 is a front elevation of a sound box, embodying these improvements; and Figs. 2, 3 and 4 are enlarged cross sections showing definite manners of uniting the ring and diaphragm, embodying the invention.

60 YEARS' EXPERIENCE

# PATENTS

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RECORD BULLETINS FOR JANUARY, 1915.

VICTOR TALKING MACHINE CO.

Table with columns: No., SONG HITS OF THE MONTH, Size. Includes records like 'Meet Me in Blossom Time', 'You're Always Welcome at My Home', 'He's a Rag Picker', etc.

Table with columns: No., Song Title, Artist/Instrumentation. Includes records like 'A Birthday', 'The Garden by the Sea', 'Hungarian Dance No. 7', etc.

COLUMBIA GRAPHOPHONE CO.

Table with columns: No., SYMPHONY DOUBLE-DISC RECORDS, Size. Includes records like 'Mary (Richardson)', 'Tannhauser (Wagner)', 'Lucia di Lammermoor', etc.

Table with columns: No., Song Title, Artist/Instrumentation. Includes records like 'The Prize Song of the Panama-Pacific Exposition', 'Jackanapes Polka', 'When It's Night Time Down in Burgundy', etc.

EDISON BLUE AMBEROL RECORDS.

Table with columns: No., Song Title, Artist/Instrumentation. Includes records like 'Boat with My True Love's Name', 'By the Setting of the Sun', 'California Duet', etc.

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bel Apolda i. Th., Germany. The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Gramophone and Phonograph Recording. Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

One piano house that some few seasons ago decided not to continue the talking machine feature of its business, i.e., the Carlin Music Co., of Indianapolis, Ind., has recently changed its attitude and now re-enters the field, this time with the Edison disc line exclusively.



\$ \$ \$ \$ \$ \$ \$ \$ \$

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**R**EAD 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.

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**EDWARD LYMAN BILL**  
PUBLISHER

373 Fourth Avenue

New York City



Price, \$35.00  
Style "Jewel."

10½" Turntable. Tone Modifier. Sapphire Needle. Double-spring Motor. Equipment for playing all makes of disc records in the world. (Diamond Needle \$5.00 extra; Multi-Playing Needle \$1.00 extra.) Trimmings Nickel-plated.

# Tone Quality Universal Playing Motors of Power Precision and Individuality

These are some of the individual selling points of the Sonora. There are many other features, such as a Tone Modifier that modulates without muffling, an automatic Start and Stop, a filing system that preserves and keeps records for easy handling.

## Our Policy—Exclusive Representation

Our policy is one dealer to a territory. It is an inviting proposition to be the only Sonora dealer in your city. Every prospect must come to you. And every Sonora sale is the first of a series. Satisfied customers talk about their Sonoras. Be the first in your field. Someone is going to be our exclusive dealer in your district—why not you?



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Style "Jewel Combination."  
(Alhums Extra)

10¼" Turntable. Tone Modifier. Sapphire Needle. Double-spring Motor. Equipment for playing all makes of disc records in the world. (Diamond Needle \$5.00 extra. Multi-Playing Needle \$1.00 extra.) Trimmings Nickel-plated.

# SONORA

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"The Highest Class Talking Machine in the World"  
"Plays Perfectly All Makes of Disc Records"

The Sonora Phonograph Corporation has been the first to market a jewel disc record in this country—the first to offer a hornless machine under \$200—the first to perfect an automatic start and stop *that works*—the first to introduce an electric phonograph that does not require a mechanic to run it—the first to make a jewel needle to play all steel needle records without injuring the records.

**Other great advantages in preparation for next season. We lead in many points where others follow—why not lead with us?**

The Sonora line is a complete line, with styles from \$35 to \$200. Our policy is broad and liberal. Our dealers receive a good profit and co-operation. We have created a demand for Sonora instruments and solicit correspondence from reliable representatives.



Price, \$100.00  
Style "Imperial."

12" Turntable. Extra Strong Double-spring Motor. Nickel plated. Tone Modifier. Multi-Playing Needle. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Nickel-plated. Envelope Filing System, with capacity for holding 70 records. Compartment at bottom of cabinet for accessories.

# SONORA

## Jewel Multi-Playing Needle

Plays hundreds of times without changing. Plays on all makes of machines. Plays all steel needle records. Saves the life of new records, preserves the life of old ones. Saves needle expense. Costs \$1.00.

# Sonora Phonograph Corporation

57 Reade St. New York City

GEO. E. BRIGHTSON, Pres.



Price, \$200.00  
Style "Grand."

12" Turntable. Extra Heavy Double-spring Motor, playing half an hour, or ten 10" records, in one winding. Tone Modifier. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Multi-Playing Needle. Equipment for playing all makes of disc records in the world. Trimmings Gold-plated. Envelope Filing System, with capacity for holding 160 records.