

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, January 15, 1916



Victrola XVI, \$200
Mahogany or oak

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



“The **FIRST** in the World”



Do you wish to be “first” in your locality?

WHEN the jury of experts at San Francisco awards the highest Tone Quality Honor to the Sonora, our representatives and ourselves have the greatest endorsement to our statement that “The Sonora is the first in the world.”

Not only this, but we help the Sonora dealer by giving him exclusive territory. His rewards are equal to the amount of energy put into the work. Many Sonora dealers today are the leaders in their respective communities as regards **VOLUME** of sales and **NET PROFITS**.



Price, \$225.00
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.

The record library of the world can be played on the Sonora—any make of disc records, whether for diamond, sapphire or steel needle. Sonora motors are **NOISELESS**, playing 3 to 15 records with one winding. Furthermore, many Sonora machines are equipped with an **AUTOMATIC STOP** that works perfectly, as well as a Motor Meter and Spring control.

SONORA PHONOGRAPH CORP'N, Manufacturers

GEO. E. BRIGHTSON, President

57 READE STREET

NEW YORK

(Turn to the next COVER page)





EDWARD LYMAN BILL
Publisher and Editor of *The Talking Machine World*
Died January 1, 1916

The Talking Machine World

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New York, January 15, 1916.

Price Twenty Cents

PLAYER-PHONOGRAPH DEVICES.

Patent Just Granted to Walter M. Davis for Electrical Means for Controlling Operation Synchronously of Player and Phonograph.

Walter M. Davis, the well known piano man, temporarily residing in Paris, France, was recently granted Patent No. 1,164,265, on a combined piano player and phonograph, and which relates particularly to devices for starting the player record in predetermined relation to the phonographic record.

This is a supplementary patent to those granted Mr. Davis on May 24, 1910, and January 2, 1912, respectively, in which means were set forth for producing a record of a vocal or other selection upon the disc or record receiving element of a phonograph, and for simultaneously producing a record of the piano accompaniment thereof upon the record sheet of a piano player. In these patents devices are shown for starting the records in predetermined relation and comprise a separable connection in the driving mechanism of the piano player, and electro-magnetic means for closing this connection, said means being controlled by a contact piece inserted in the phonographic record. When these contact pieces come into relation with the metallic needle or stylus of the phonograph a circuit is closed which operates through the magnet to connect the driving mechanism to the player.

It is the object of Mr. Davis' latest patent to provide electrical means for controlling the operation of the driving mechanism of the piano player which shall still be controlled by the phonographic record, but which shall not involve the addition of special electrical connections thereto.

Accordingly the invention contemplates the provision of electro-magnetic connections controlled by the vibration of the stylus of the phonograph for starting the player sheet.

ARRANGE FOR NEW TOLEDO FACTORY

Doehler Die Casting Co., of Brooklyn, Places Contracts for Plant to Be Ready May 1.

The Doehler Die Casting Co., of Brooklyn, N. Y., and Toledo, O., has placed contracts for its new Toledo factory buildings, to contain 70,000 square feet of floor space, consisting of foundry, machine shops and offices.

With these buildings, which are to be ready for occupancy May 1, completed, this company will be in a better position than ever to give its Western patrons the prompt and efficient service which they have heretofore received from its Brooklyn plant.

VICTROLA FOR THE NURSES.

Board of Health of Indianapolis Purchase \$100 Instrument for Nurses of City Hospital.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 6.—The growing popularity of talking machines is indicated in a newspaper item in a local newspaper under the heading "Nurses to Have Music to Chase Away Gloom." Needless to say, the gloom chaser was to be a talking machine which the Indianapolis Board of Health has decided to buy for the City Hospital.

"The physicians agreed that the nurses should have something more interesting than the paintings on the walls of the hospital wards," the item says in telling why the board allotted \$100 for the purchase of the machine.

NEW PHONOGRAPH PLANT FOR TROY.

(Special to The Talking Machine World.)

TROY, N. Y., December 31.—Mayor G. W. Lorimer and Charles Hicks have formed the Lorimer-Hicks Co., and are making arrangements for the erection of a large factory to be utilized in the manufacture of phonographs here. The company will turn out a new machine, the invention of Mr. Hicks.

VICTROLA TEACHES THE DEAF.

E. B. Knight, of the Stewart Talking Machine Co., Indianapolis, Finds Interesting New Use for That Instrument in School for Mutes.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 3.—The Victrola as an aid to teaching the deaf is the unique use of the talking machine as found by E. B. Knight, of the Stewart Talking Machine Co., jobber of the Victor line. Mr. Knight recently visited the Indiana



Loraine Rue, a Deaf Girl, in "Butterfly Dance" to Victrola Music.

School for the Deaf, located near Indianapolis, and there he witnessed deaf girls dancing in the gymnasium to the rhythm of the music of a Victrola playing in the center of the floor.

At one end of the gymnasium Mr. Knight saw a girl dancing with her head thrown back—dancing daintily to the rhythm of the music.

"The little girl can neither hear nor speak," an instructor informed Mr. Knight. The girl was doing the "Butterfly" dance and the Victrola was playing "Cecile."

The instructor explained to Mr. Knight that, while deaf, the girls could feel to a certain extent



Swedish Folk Dance by Girls in Indiana School for Deaf.

the beat or the vibration of the music, although, of course, they had to depend on counting for the accuracy of their time and steps.

Richard O. Johnson, president of the school, pointed out to Mr. Knight that Helen Keller gained articulate speech partly through the use of music, and Mr. Johnson hopes to be able to use the talking machine in some way to give his charges a chance for the same achievement, and it is his belief that the vibrations of the playing as felt by the mutes serve to quicken their sense of feeling.

WILL HANDLE THE SONORA LINE.

(Special to The Talking Machine World.)

CLEVELAND, O., December 20.—The furniture concern of C. L. Kaufmann, 3266 West Twenty-fifth street, has opened a music department and will handle exclusively the Sonora phonograph and the Tonk piano.

"LATERAL" OR "VERTICAL" CUT.

Public Should Be Educated to Use These Terms to Distinguish or Define the Two Styles of Records—Terms Used at Present Confusing.

Something ought to be done to educate the public at large to the difference in talking machine records. You are apt to hear of the "Smith-cut," of the "Brown-cut," of the "Sullivan-style" and other terms used to distinguish brands and to disturb the public as to the real character of records.

Analyzing the situation, there are only two styles of records, those in the "lateral-cut" class and those in the "hill-and-dale," or, as we prefer to call them, "vertical-cut," records. It would be for the benefit of the industry, as well as for the promulgation of knowledge, to refer to records as either "lateral" or "vertical," and cut out all the hocus-pocus designations which tend to confuse rather than to assist.

REAL TALKING DOLL THE LATEST.

William Rotter Invents Toy Containing Miniature Talking Machine.

William Rotter, of New York, has patented and is to place on the market a talking doll, the body of which, specially made, contains a phonograph $2\frac{1}{2} \times 3\frac{1}{2} \times 2$ inches in size. A cylindrical record, made of celluloid, is used, and is $1\frac{1}{2}$ inches in width. Such a record will contain forty-one words, the records, of course, being made by a child impersonator, so that the doll will have a "natural" voice. The spring, the train of gears and the governor of the miniature phonograph are all fitted inside the cylinder which holds the record, and by a unique arrangement a circular aluminum case protects the diaphragm, the reproducer moving across the face of the record on its own axis through a groove in the case, which arrangement makes possible the small size of the machine. The sound is emitted from a wire-screened opening in the chest, and the eyes and lips of the doll can be connected with the motor of the phonograph so that motions in keeping with the words can be effected.

PROPOSE PHONOGRAPH RECORD TAX.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 6.—Among the new suggestions that will figure, it is said, in the calculations of the Ways and Means Committee of the House of Representatives, which body is entrusted with the task of devising additional resources of revenue for the United States Government, is the taxing of phonograph records. Of course, this is largely rumor, but should it be considered, owners of talking machines will make a stiff fight against taxing what has proven one of the most pleasing as well as cheapest forms of entertainment imaginable in the home.

THE WORLD MARKET PLACE.

Help and Situations Wanted Up to Four Lines to Be Printed Free in The World.

There are many firms which are desirous of obtaining the services of salesmen, and there are many salesmen who are desirous of securing good paying positions. The World, therefore, would be the medium to bring them together—the market place, so to speak.

We are going to print Help and Situations Wanted notices free of charge, up to four lines of agate measure. Beyond that matter will be charged for at the rate of twenty-five cents per line.

The advertisement will be inserted and keyed if desired, and all replies will be forwarded to the advertiser without additional cost. This is done purely as a service proposition, and salesmen and employers are invited to make use of this offer,

SURPRISES PLENTIFUL FOR TRADE IN SAN FRANCISCO.

Closing of Canal Results in Placing of New Orders and Arrival of Delayed Goods Causes Some Embarrassment—Holiday Season an Unusual One in Many Particulars—Fred A. Denison New Columbia Manager—Activity of Local Association—Other News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 31.—The holiday talking machine business brought some surprises and, apparently, some disappointments, although all lines have made a substantial gain, as was to be expected, over the same period last year. The season was an unusual one in several ways, the situation being affected by the closing of the Panama Canal just as the heaviest holiday shipments were coming, making it necessary to place new orders, and later to receive some large delayed shipments. Then when the Christmas rush should have started everybody in San Francisco was going to the exposition, and it is believed that the amount of money spent there and in entertainment tended to cut down the volume of business. Moreover, there was more competition in the trade than in previous years. It is hard to tell how large a share of the business was taken by the newer makes of machines, but some of them had quite a large sale, and a good many dealers who stocked up heavily on several makes have more machines than usual to carry into the new year. In fact, the complaint of lack of stock which has always before been heard around Christmas was very little in evidence. A striking feature of the season has been the extremely heavy advertising campaigns carried on by several talking machine manufacturers.

Exposition and Advertising Boost Victor Sales.

Andrew G. McCarthy, of Sherman, Clay & Co., reports a very busy month in the talking machine department, with sales of Victor goods running well ahead of all former records, both for the month and the year as a whole, the business having been greatly stimulated both by the excellent work done at the exposition and by the publicity campaign that has been carried out since. While the season opened with a scarcity of stock, causing some delay in early deliveries, the goods delayed at Panama arrived in good time for the holidays.

Fred A. Denison New Columbia Manager.

The most important change to occur in the local trade in some time is the appointment of Fred A. Denison as Pacific Coast manager for the Columbia Graphophone Co., succeeding W. S. Gray, who had been in charge of this territory since shortly after the fire of 1906. The change took place early in December, with no previous announcement, and was a great surprise to the local trade. Mr. Denison made a short visit to the local office, after which he started on a general tour of the Coast, getting acquainted with the trade in southern Cali-

fornia and the North Coast States. He has just returned, and is well pleased with the prospects for business expansion in most parts of his territory. The December business, he says, was the best ever, exceeding last year's by 50 per cent. Mr. Denison has been in charge of the Columbia business in Detroit, Mich., and has had experience in most parts of the East, but says he hopes to remain permanently in California. W. E. Henry, a talking machine man of wide experience, who has lately been residing in southern California, has taken the management of the San Francisco establishment, F. R. Anglemeier remaining as his assistant.

Local Association Broadens Policy.

The new association of San Francisco talking machine dealers had its last monthly meeting December 8, a large number being present from all over the city and near-by towns. The most important action was a decision to admit to membership all employes, as well as the department managers. The prevalent opinion was that such action, besides strengthening the association, would stimulate a livelier interest among the salesmen and keep them more closely in touch with general trade developments, besides tending to eliminate some of the more injurious methods of competition. Action was also taken with a view to stopping abuse of the privilege of taking records home on approval. An interesting meeting is expected in January.

Where Competition Enters.

Clark Wise reports a great season in the talking machine department, attributing his success largely to the advertising of many makes, with facilities to try them out side by side. He is especially enthusiastic over the sales of Edison Diamond Disc machines, which have been one of the great hits of the year and are gaining enormous popularity.

The Hauschildt Music Co. has also been demonstrating competing machines side by side, featuring the Victor, Pathé, Sonora, Edison and Columbia. This has been about the only house in this vicinity handling Pathé machines, and while they have not been on hand long enough for thorough exploitation they are receiving considerable attention.

A. R. Pommer Home from the East.

A. R. Pommer, manager of the Pacific Phonograph Co., agent for Thomas A. Edison, Inc., has just returned from a trip to New York and the Edison factories, where he found things booming. He says it has been rather hard to get enough of the high-priced machines to meet the growing demand. The company is starting work on improve-

ments to its already large quarters on Geary street. Mr. Schwab, the company's Portland, Ore., representative, has been spending the holidays with his family at Provo, Utah.

Lively Demand for the Sonora.

The local office of the Sonora Phonograph Corp. reports a surprisingly good holiday trade, practically cleaning out everything that was in stock, though a fair lot of goods has arrived since. The Nicholls Piano Co. had planned to put in the Sonora line on moving to its new store in the Newman-Magnin Building, but the opening had to be postponed for lack of goods.

Charles Mauzy, in charge of the talking machine business of Byron Mauzy, has had great success this season with an enlarged and improved department, and is building up this branch of the business to a point never reached before.

A. E. Spencer, in charge of the talking machine department of Hale's department store, which was recently greatly improved, says the enlargement was fully justified by the holiday trade.

IMPORTANT COLUMBIA CATALOGS.

Semi-Annual Record Catalog and New Grafonola Book Just Issued—Numerous Text and Design Improvements to Be Found Therein.

The advertising department of the Columbia Graphophone Co. has just issued two new catalogs of vital import to the trade, which indicate the "quality" atmosphere which characterizes every division of the Columbia publicity achievements.

One of these new catalogs is the semi-annual record catalog, which includes all records issued to date. This book contains 416 pages, 384 white pages and thirty-two tinted pages, and is indexed and cross-indexed in such a way that every selection is listed from eight to ten times. Every conceivable division under which a selection may be considered as belonging has been given consideration, and the result is a book which permits of maximum convenience in handling. The tinted pages are devoted to the recordings of the symphony and operatic artists in the Columbia record library. The cover of the new Columbia catalog is vastly superior to former editions, the design being both striking and artistic. The typography is excellent, and the catalog as a whole is deserving of hearty commendation.

The other new catalog, which is also a model of typographical excellence, is devoted to illustrations and descriptions of the complete Grafonola line, accompanied by an interesting story of the development of these popular instruments. A striking feature of this new catalog is the elimination of all names and the substitution of numbers corresponding with the prices. The "Favorite" will be known as "Grafonola 50," the leader as "Grafonola 75," etc.

MAY THE

New Year Be A Happy and Prosperous One

Is the wish extended to our dealers whose favors have made the year just closed the largest by far in the history of our Company, and as evidence of our sincere appreciation we pledge ourselves to an endeavor to improve upon our service and to, through cooperation, make 1916 the best ever.

To our own trade we have proven the value of "Eastern Service." To those whom we have not had the privilege of serving we say: "Try Eastern Service," it is the kind that helps to build a successful and profitable Victor business.

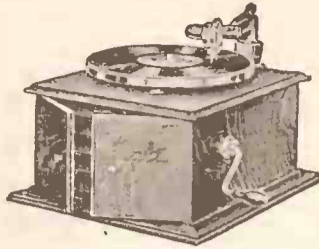
THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

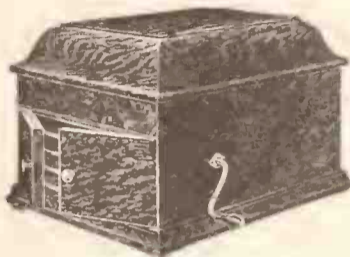
Largest Exclusive Victor Distributors in the East



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



Victrola IV, \$15
Oak



Victrola VIII, \$40
Oak



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

Victrola supremacy

The enormous public demand for the Victrola is an endorsement of its supremacy.

Victor dealers are successful because they give the public what it wants.

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

Detroit, Mich..... Grinnell Bros.
 Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex.... W. G. Walz Co.
 Galveston, Tex.... Thos. Goggan & Bro.
 Honolulu, T. H.... Bergstrom Music Co., Ltd.
 Indianapolis, Ind.. Stewart Talking Machine Co.
 Jacksonville, Fla.. Florida Talking Machine Co.
 Kansas City, Mo.. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Nebr.... Ross P. Curtice Co.
 Little Rock, Ark.. O. K. Houck Piano Co.
 Los Angeles, Cal.. Sherman, Clay & Co.
 Memphis, Tenn.... O. K. Houck Piano Co.
 Milwaukee, Wis... Badger Talking Machine Co.
 Minneapolis, Minn. Beckwith, O'Neill Co.
 Mobile, Ala..... Wm. H. Reynolds.
 Montreal, Can.... Berliner Gramophone Co., Ltd.
 Nashville, Tenn... O. K. Houck Piano Co.
 Newark, N. J..... Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La... Philip Werlein, Ltd.
 New York, N. Y... Blackman Talking Mach. Co.
 Charles H. Ditson & Co.
 Landay Bros., Inc.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega Jr., Inc.
 S. B. Davega Co.
 Greenhut Co., Inc.

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

NEW PROBLEMS FOR THE TALKING MACHINE RETAILERS.

Recent Developments in the Trade Require Close Study on the Part of the Dealer, Declares C. B. Noon, Manager of Music Department of Stix, Baer & Fuller Co., St. Louis.

(Special to The Talking Machine World.)

Sr. Louis, Mo., January 8.—“The talking machine business is to-day just beginning as a real business for the retailer,” said Manager Noon, of the musical instrument department of the big Stix, Baer & Fuller department store. “I mean that just now the retail dealer must begin to use his business judgment and to watch the corners. Heretofore the business has been largely mapped out for the retailer. He could not go far wrong with the merchandise offered him to retail. Competition was fair, the business has been in good hands, and unethical or unfair dealers did not last long. There has been a good profit in it for the men with energy to get out and hustle.

“Now things look differently to me. There is hardly a day passes but that I am not called on to look at or consult about some new machine. I have examined every machine that has come to my

attention, and on these machines are based my forecast as to the future. I believe that to-day the talking machine business stands exactly where the piano business did a few years ago when the avalanche of stencil and cheap instruments was thrown on it. I fear that the talking machine business has before it some of the unpleasant experiences that we of the piano trade can remember. I hope not, however, but that hope is not as strong as the fear.

“I am not passing judgment on any particular machine, but samples have been brought here for my consideration that reminded me, by the sounds that came forth, of fifteen years ago when we marveled that the human voice or the sound of a musical instrument could be reproduced, and someone sitting a few feet away would exclaim: ‘Why, that’s America!’ Some of these machines have had pasteboard sound boxes. Some were tacked

together and the lids would not fit. Some have been of very handsome cabinet work and the crudest possible mechanical apparatus. In fact, I have seen many sorts of machines that mean ill for the talking machine business when they are put on the market by some house that looks to first sale profits only. I have seen others that were in every way creditable. There lies the big question. Will the many dealers who know nothing of the talking machine business but who will now be urged to enter this trade be discriminating buyers? Will quality and ethics rule with them, and will it rule with all of the dealers now handling talking machines?

“The more you think of this question the more serious it becomes. I have mapped out my platform. I will stand fairly for quality for all of the talking machines I sell. That is to be the test. I do not mean to say that I would attempt to sell all of the talking machines that I can find that have quality any more than, if the possibility was presented, I would attempt to sell all pianos of quality from these salesrooms. Far from it; but what I mean is that the talking machine that is sold through my department must have quality, for I believe that is vital to a talking machine department and that quality machines will make for the record business, and that the person who sells a machine that is certain to prove unsatisfactory will destroy the confidence of his customers to the extent that he cannot sell them records.

“I hope that I am mistaken and that we will not have to fight out the old question of cut-throat competition as we have in the piano game, but I fear so. I have seen some machines that I would not under any circumstances attempt to sell from here. Also, I have seen some that look good at first hearing and glance, but why be in a hurry to put in something that you want to keep a long time. Every talking machine retailer should remember that the future of one of the greatest businesses in the land is in the hands of himself and his associates or competitors, as he cares to regard them. The responsibility is great, and if the dealers stand firm it will make for the future of ourselves, our salesmen and our industry.”

VICTOR DEALERS

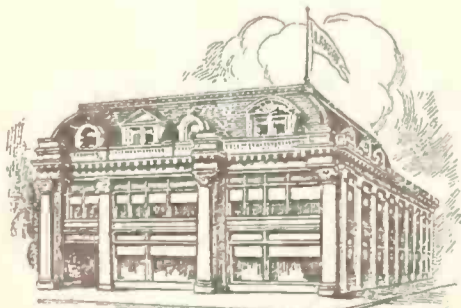


Who desire the support of a Victor Distributor who thoroughly understands and appreciates their problems will do well to let us serve them in 1916.

The House of Landay invites you to submit your problems:

- Are you carrying sufficient stock?
- Do you need financial assistance to develop your instalment business?
- Do you advertise enough?

The above are only a few of the questions our experts will help you solve, and this is only a small part of the service which costs you absolutely nothing.



THE HOME OF LANDAY BROS

Landay BROS

Victor Jobbers
Exclusively

563-569 Fifth Ave.
NEW YORK N. Y.

GREAT TRADE AT PATHEPHONE SHOP.

Holiday Demand So Enormous that the Large Stock Carried Was Cleaned Out Repeatedly.

The Pathephone Shop, 487 Fifth avenue, New York, which handles the products of the Pathé Frères Phonograph Co., New York, exclusively, looked on December 27 as though a cyclone had visited it the previous week. The warerooms were absolutely bare of machines, there being only two \$200 Pathephones and three \$100 Pathephones in the entire store. Manager McCormick stated that the Christmas machine and record business had been phenomenal, the store being filled with machines five times from Thursday morning to Friday noon and being practically cleaned out of Pathé discs early Friday afternoon. This record indicates the tremendous strides which the Pathé products are making in the local talking machine field.

A NEW EDISON BOOK.

Probably no American in recent years has furnished so much copy for the newspapers as Thomas A. Edison, and now the Macmillan Co., 64 Fifth avenue, New York, has just published a book in what is termed the “True Stories of Great Americans” series, which will be of interest to readers of the World. This is Francis Rolt Wheeler’s “Thomas A. Edison.”

A personality such as that of Edison is always fascinating, and the author has told in an interesting way the story of Edison’s life, including, of course, his accomplishments in varied fields. The human interest in this Edison story is well maintained. It is illustrated, cloth bound, and is sold for fifty cents per copy.

Victor goods are handled exclusively in the talking machine department added to the Powers Furniture Co., of Portland, Ore.

The Victor Talking Machine Company

announces an important discovery

The Victor Tungs-tone Stylus

An improved, semi-permanent, changeable, reproducing stylus of tungsten combining all the desirable features of the Victor system of changeable needles with the added advantage of playing 50 to 200 records without changing.

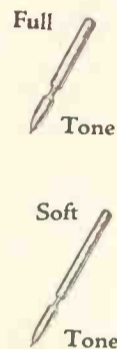


After searching the earth for better stylus material, a Victor expert discovered the miraculous reproducing and wearing qualities of tungsten. The Tungs-tone Stylus will play from fifty to two hundred records or even more. The life of the Tungs-tone Stylus depends on the character and volume of the records played.

YOU DON'T HAVE TO CHANGE THE TUNGS-TONE STYLUS until it wears out. When this takes place the stylus simply stops reproducing as a signal for a new one. There is no danger of spoiling the record, because, strange to say, tungsten is softer than the record, although its wearing quality is one to two hundred per cent. better than the hardest steel. We cannot explain why—it is one of nature's secrets—a phenomenon. We only know it is true and recommend the Tungs-tone Stylus to all Victor users.

NO NEEDLES TO CHANGE is the chief nostrum of manufacturers of machines operated with a permanent jewel point, but the Victor Company knows

what others will learn in time, namely: that no permanent point can be made to last forever on hard disc records. The jewel stylus was a success on the old wax cylinder records, but jewels do wear rough in time, and, if not instantly detected and changed, will quickly spoil a valuable collection of records—a most insidious danger; hence the Victor Steel Needle, to be used but once, was the only practical needle for the new gramophone type of hard record until the discovery of the miraculous properties of tungsten for reproducing styli.



TUNGS-TONE is a trade-name and was coined for the occasion. The new Tungs-tone Stylus is made in SOFT TONE AS WELL AS IN FULL TONE and can be changed instantly, just the same as a steel needle. The virtue of the Tungs-tone Stylus lies in a small cylinder of tungsten projecting from the end of a steel holder in which it is rigidly set.

The tiny cylinders of tungsten reproduce Victor Records better than any other known material. Smooth, strong and full as to tone. The Victor Tungs-tone Stylus fits all Victor sound boxes.

Made in Full Tone
and Soft Tone
Boxes of ten, 25c
Packages of four, 10c



Manufactured
exclusively by
Victor Talking Machine
Company, Camden, N. J.

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NEW YORK, JANUARY 15, 1916.

ANNOUNCEMENT

The business of The Talking Machine World will be continued by the Estate of Edward Lyman Bill, with the co-operation of the efficient staff which for so long has had charge of the paper, both at the New York headquarters and the various branch offices. James Raymond Bill, the eldest son of the late Colonel Bill, will be actively connected with the business.

NINETEEN SIXTEEN bids fair to be a good year from a business viewpoint, and it will be a high-price year as well, for it seems that everything is soaring skyward, so that all previous price records will be annihilated.

Americans may as well make up their minds that they will have to pay more for everything during the new year.

A good many manufacturing houses in various lines have withdrawn all quotations on supplies on account of the unsettled condition of the markets. But, on the other hand, there is going to be a business activity practically unprecedented in American industrial history. New records of accomplishment will be made in many industries.

It is believed, too, that the present active business conditions are not merely the result of a temporary trade feverishness, due to unusual demands made upon America by the people in the war-torn lands of Europe, but it is argued that America is entering upon an era of prosperity which will last for a long period of years, and that at the close of the war we will not slump immediately into business stagnancy.

The business situation, as the man at The World mast-head views it, is full of opportunity, and the spirit of optimism which is now abroad in the land must be staunchly upheld.

One of the greatest possible helps for the business situation to-day is to encourage prosperity by speaking at all times optimistically of the country's future. In that way wavering confidence is reinforced. And thus strengthened with a vast army of American optimists, who confidently face the future, business will move on all the while to higher points.

IT has been customary for years to use as our barometer the agricultural and mineral productions of the land, but these have been materially reinforced. The banks throughout the country contain more money than ever before.

Prices are better, and the railroads are now placing large orders for betterments, so with a tremendous balance of trade with foreign countries in our favor, which is bringing us almost unlimited wealth, it would seem as if 1916 should be a pretty good year from every viewpoint.

Money, crops, great industries prosperous, railroads busy and a big export trade, are pleasing facts which face American business men at the beginning of the present year, and the deeper those thoughts sink into the mind of every business man the better it will be.

We do not need hold-backers in business. They are only sand in the bearings, and, with a good, healthy, optimistic class of business men to aid, in all probability 1916 will be a record-breaker in every respect, for prosperity is actually here, with no crimp in it, with no one to throw a wrench in the business machinery as it moves resistlessly on.

Surely a perusal of the reports of the great business corporations, reports of banks and of stock quotations should make every talking machine man in this country glad that he is doing business, and should aid him to go ahead and build up his trade to larger proportions.

Every avenue of trade to-day is feeling the inspiring touch of the times, and talking machine men should make the most of the great possibilities which are round about them.

PREPAREDNESS is a word that is perhaps used more now in the general discussions of the country than ever before, and it is assumed that the word will not be relegated to an inactive vocabulary for some time to come.

In business we must be prepared at all times to make the most of the conditions which are round about us. We must be prepared to adjust our plans to fit the exigencies of the times. All of us must be prepared to hold what we have and make a strenuous effort for new advance.

Preparedness really is only foresightedness, and the business man who plans carefully for the new year is always working on the safe side.

At this season there are always readjustments and new policies adopted in the business world.

It would seem as if 1916 would be a year which, so far as America is concerned, will show a continued increase in business.

The latter days of 1915 were days filled with cheer, because the demand for products in the industry which The Talking Machine World covers was unprecedented. It was rush orders everywhere. Manufacturers, jobbers and dealers were reaping big returns during the holiday season, for it must be admitted that the talking machine has become one of the most favored of all Christmas gifts.

The quickened demand during the holiday season shows the result of steady publicity, and the slogan of a talking machine in the home at Christmas has meant nothing more than to arouse public sentiment in favor of the talking machine.

The year which closed was particularly good in many essentials, and for the talking machine trade it was a year of practically unbroken success. All lines looked up toward the close, and while for a time during the early part of the old year the cry of business depression was frequently heard, due perhaps to a multiplicity of reasons, this period has passed, and all sections of the country report prospects for the immediate future as very encouraging.

The training of the American business man is such that he is not easily discouraged by an apparent slowness in trade. He is usually optimistic and always confidently faces the future.

Nineteen sixteen will eclipse any previous year in the history of the talking machine business, because there are new forces constantly coming into the trade which will mean a larger output, as it is a known fact that the great manufacturing houses, notwithstanding their enormous physical properties, were unable to fill the avalanche of orders which came in upon them.

The talking machine trade has shown that it is a live one in every respect, and it is certain that 1916 will show enormous advances.

SO far as The Talking Machine World is concerned, we cannot refrain from expressing our appreciation to our good friends who have made the success of this publication possible.

Letters and telegrams of sympathy have been received at this office from all parts of the country, expressing the sincerest regret at the death of Colonel Edward Lyman Bill, for which, in behalf of his family and the staff of The Talking Machine World, we beg to express our deep appreciation.

We have thousands of readers in this and other countries, and to all of them we desire to express sentiments of appreciation for their approval of our humble efforts. We have endeavored to give the best that is in us to the industry, and to be a constructive force in its development.

Some of our friends are kind enough to say that we have succeeded. Certainly we have been successful in building a trade publication which not only is widely read, but which dealers rely upon for the accuracy of its reports.

Nineteen-fifteen was by far the best year which this publication has ever enjoyed since it was established in January, 1905. For a while it was uphill work to develop a sufficiently strong clientele to support a paper such as this, which necessarily must involve a great outlay to produce, but steadily, as the industry has expanded, our patronage has expanded, and last year was a banner year with us, as with others.

It shall be our constant endeavor to be of ever increasing service to all with whom we come in contact.

New Year's greetings to our many friends, and may their business show a steady increase during 1916!

THE latest reports from Washington would seem to indicate that the Stevens Bill may be enacted into law before the close of the present session of Congress.

There is, however, strong opposition among department store heads, who are ably represented at the capital, and talking machine men should see to it that they put their views in a forceful manner before their Representatives in Congress. Let them know exactly that the talking machine merchants of this country believe in price maintenance which carries with it not only protection to the manufacturers who create a standardized article, but for the public as well.

It is rather significant to note that practically all of the opposition to the Stevens Price Maintenance Bill comes from department store heads, who allege that it places a monopoly in the hands of the manufacturer to the disadvantage of the retailer, and, of course, compels the public to pay the maximum price fixed by the producer.

Some of the arguments are brought out in an interesting manner, but they forget one essential, and that is that the manufacturer of a standardized product is not only benefiting his entire trade by

price maintenance, but the public as well, and the public receives a protection through a standardized product, the manufacture of which is conducted on the highest scale, which it cannot secure in bargain counter purchases.

The department stores, which naturally endeavor at all times to feature bargain counter offerings, do not select unknown products. They, themselves, wish to profit by the values and the demand created through standardized articles, and they wish to slaughter another man's assets to draw people to their stores, and then they prate about this bill being contrary to the interests of the public, and constituting an unfair monopoly.

Stuff and nonsense!

One point that interests department store men is to secure standardized articles which they can offer at cut rates with the idea of drawing people to their store, and with the hope, of course, that they will make other purchases on which there is a larger percentage of profit than in the cut-rate articles.

Then, again, they wish to cultivate the belief on the part of the public that if they can offer standardized articles at cut rates they can do it on all, hence leaving the impression that their establishment stands for low rates.

And the department store advocates have the nerve to stand up and say that this bill is contrary to the interests of the jobber and retailer—that distributors who have fixed expenses in their business are alone competent to decide what prices should be placed on articles which they offer for sale.

The arguments which they make are illogical, and it is difficult to imagine how thinking men could be deluded in the slightest by them. When they prate about the public they mean nothing more nor less than self, and if it were self alone that was interested there would be some reason for their line of argument, but by the slaughtering of prices on standardized and trade-marked articles they would wilfully destroy the property which other men have spent years of time and millions of dollars in creating.

Is the Government under which we live not obligated to protect the property rights of its citizens?

Get busy, talking machine men, and do your part to protect your own interests. Do not expect that others will do all the work for you.

Do your part and do it now.

IN order that his legion of friends throughout the country may have some memento of the late Col. Edward Lyman Bill, we are presenting in this issue of The Talking Machine World his latest and favorite portrait, printed on heavy calendered paper, and so prepared that those who wish to do so may preserve the same by framing or mounting. May it serve as a constant reminder of that kindly soul who

“ . . . turned his clouds about,
And wore their silver lining inside out.”

RAPIDITY of Pearsall Victor Service is unusual. There was a time when orders received in the morning went out at night. Now, orders are received, time-checked and usually go out within a few minutes.

This makes a big difference for frequently it saves a FULL day's time.

Dealers who used Pearsall Service during the past rush of a few weeks realize better just what this means, but we will PROVE it to YOU NOW if you will send a test order.

SILAS E. PEARSALL CO.

16 West 46th Street, near Fifth Ave.

New York, N. Y.

Death of Col. Edward Lyman Bill

It is with the deepest sorrow that we announce the death of Edward Lyman Bill, editor and publisher of The Talking Machine World and The Music Trade Review, which occurred suddenly at his home, 21 Broadview avenue, New Rochelle, N. Y., on January 1. On Friday night he extended his usually cheery "good night" supplemented by felicitations on the near arrival of the New Year to the members of The World staff, being apparently in the best of health and spirits. On Saturday, New Year's Day, after dinner, he visited the Wykagyl Country Club, returning home at 4.30 p. m. He went to the music room on the second floor, where he was talking with Mrs. Bill over plans for a short vacation some time this month, when he suddenly became ill. A trained nurse was called from a residence opposite, and Dr. Albert H. Moore and a physician from the New Rochelle Hospital arrived quickly, but Col. Bill was beyond their aid. He had been attacked by a cerebral hemorrhage.

Col. Bill was born in Lyme, Conn., June 5, 1862, and was the son of Judge John Wight Bill and Prudence Gallup. He was a blood descendant of William Bill, first Dean of Westminster Abbey and Provost of Eton, and was also descended from Elder Brewster, who came over in the Mayflower in 1620. He was the eighth direct descendant of John Bill, who came to America in 1630. He was educated at the State Normal School of Connecticut and Wesleyan University. After leaving college, he spent several years in teaching and in elocutionary work. Then going West, he became an officer in the first military organization in Dakota Territory, and saw active service on the plains. Later he was elected a police justice and entered business life at Fargo, N. D. During this time he corresponded regularly with several Eastern newspapers. This gave him the newspaper experience that began to shape his career toward journalism. Mercantile business soon became distasteful to him and, returning East, he purchased a part interest in The Music Trade Review, which had been established in 1879 as a semi-monthly. In 1891 he became the sole proprietor of this publication and changed it to a weekly, and from that time its growth and influence have been materially augmented.

In 1905 he established The Talking Machine World, which is the only trade paper in America devoted exclusively to this industry—a publication which has steadily grown in influence and prestige throughout the world. He was an honorary member of the National Talking Machine Jobbers' Association, and actively interested in this organization's welfare. At the last convention held in San Francisco, he was the Association's guest of honor at the Panama-Pacific Exposition festivities.

For some time he was president of the New York Press Club. He was also, at one time, president of the Republican Club of New Rochelle. For many years he had been a member of the New Rochelle Yacht Club, and was at one time vice-president of the Rochelle Park Association. He held membership in the Huguenot Association of New Rochelle, Society of Mayflower Descendants, Sons of the Revolution, the Reform and Wykagyl clubs, the Luther Burbank Society and the Tolland Fish and Game Association. He was a member of every Masonic body in both the York and Scottish rite work, holding membership in the Blue Lodge, Chapter and the Consistory. He was also a member of Bethlehem Commandery, Knights Templar, and was a Shriner, belonging to Mecca Temple.

Col. Bill was very popular with the people of New

Rochelle, and time and time again refused to be a candidate for mayor of that city. He was, however, a member of the local Board of Education, a former police commissioner and actively interested in the Fire Department. He was also treasurer of the New York State Commission for the St. Louis Exposition in 1904, being the only representative of a trade paper on that board.

He was appointed as a colonel by President William McKinley on his military staff, and was a personal aide to the President in the McKinley and Roosevelt inaugural parade.

On February 12, 1889, he was married to Caroline Lee, daughter of Senator James L. Raymond, at Lyme, Conn. Mrs. Bill, with her two sons, James Raymond, a senior at Wisconsin University, and Edward Lyman, Jr., and her daughter, Hester, survive him. He also leaves a brother, J. Nelson Bill, who resides in Lyme, Conn.

Col. Bill's home life was an ideal one. He spent most of his leisure time with his family, all of whom possess marked musical and literary inclinations.

* * * *

When a life work is done, when long years of toil have gone unrewarded and a man is patiently awaiting the hour when the scythe shall cut him down, thereby ending his labors and his struggles, it may be in a certain sense reasonable to reckon with death as with a power which steals away that which has been cruel and harsh. It may be possible to feel that Pity has taken a hand and that the Eternal Sleep in its kindness has called to rest one more creature upon whom the burdens of life rested too heavily. But when in the fulness of his life, in the glory of a work which was steadily in its ascendancy, in the possession of mental strength which was the pride of all who loved him and the admiration of all who knew him, Edward Lyman Bill was taken away, the bravest and the most trusting, in their bitter grief, can but question why.

His last words, as he left his office on the last day of the year, to those who had been closely related to him through his long and honorable business life, were spoken with all the genial affection and confidence that on the following Monday morning together they should again meet and pursue the regular tenor of their life. He spoke of the new year which would dawn upon the offices where he had spent such happy days and he had bright hopes for his work and for the work of those whom he had made his associates throughout his beautiful and valuable business career.

None dreamed that already the King of Shadows had selected one of the most brilliant of its vaunted "shining marks" and that never again the master would radiate his splendid intellect, his sympathy, his wisdom and his warmth upon those assembled in the great work of journalism which he had built up, and that he would be seen in his daily haunts no more, snatched as he was without one moment of warning, into another life.

There is some small degree of gratification in the realization that here was one who did not have to receive at his death honors which were denied the living, for no man ever received more glowing tributes to his brain and character, to his feeling for mankind and to his understanding of great subjects than Mr. Bill, who was honored by the greatest individuals and political parties as well as by the music trades and allied industries in which he was for many years one of the most potent factors.

Col. Bill plied his oars steadily through a sea of com-

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mercial journalism, and there was never a voice that did not refer to him as the soul of honor and integrity. He was a great, towering, and unfailing proof that trade journalism, frankly commercial in its nature, could be conducted along lines that were as clean and free from taint as the pulpit. This doctrine he preached through the columns of his papers, he disseminated it through those whom he took into his employ and he proved it daily to those with whom he was engaged in business relations. So completely was he recognized as an unflinching example of purity in business that his name was rarely mentioned where someone did not make the comment that there was no "whiter" man in business. And perhaps this defines it more clearly and subtly than any other expression that might be applied, as his was a white, pure, lovable life, every phase of which was reflected in the career which he had carved out for himself, and every sheet of white paper upon which he wrote his ideas and ideals, his sentiments toward the industries to which he had devoted himself, was enhanced and ennobled by receiving what came from his pen, his brain and his heart.

The optimism of his nature has shone forth resplendently week after week in the editorial columns of *The Music Trade Review*. His confidence in man and in his work was supreme, and his belief that a man is as he thinks and is a creature of suggestion was never shaken. For this reason he felt a sense of responsibility to his brethren and he lent his best efforts to letting in the bright spots through the clouds when the piano trade was weathering the hardest storms. His encouragement, his intelligent guide-posts, his determined efforts to keep the wearying captains steadfast in hope have been masterpieces in the annals of trade journalism in the entire world, and far beyond the commercial worth of his efforts and achievements was his influence upon the spirits of those who read him and thus came to depend upon him for their strength and support in the hour of sorest need.

As is well known, Col. Bill had learned through military service what devolved upon the man at the head, and his military life well fitted him for the particular line of journalism in which he embarked. It was his knowledge of the financial and political conditions of the world, his wide knowledge of the conditions of this country, which gave him the authority and the faith in the ultimate success of every American enterprise, and with the courage of this conviction supplemented by his knowledge of how to handle forces and how to direct them he wrote himself into one of the largest industrial organizations of the world. Nor was his an acquaintance based upon supposition or imagination. He knew personally the dealers from every part of the country, he was in personal touch with every allied enterprise of Europe, added to which he had a retentive memory which never failed him and the sort of logic which made him understand.

Col. Bill was regarded by many as "easy-going," due to the great suavity of manner, the extraordinary self-control which he ever exercised, but those who knew him more closely, those to whom he showed himself without reserve knew the warmth of his temperament, the enthusiasm with which he faced every contingency that arose in his daily life, and the great beauty of spirit which he brought into his very happy family life. They also knew the wrath and indignation which swept him at the sight of things which he regarded as unjust, unkindly and unethical, but he was a strong advocate of living his own life and of never interfering unless asked to do so. He never projected his ideas of private matters through the columns of his papers and never in any way allowed them used for

personal reasons. He was a powerful ally and an opponent who aroused respect even as he conquered.

While few men ever devoted themselves with greater concentration to their business lives, Col. Bill always found time for wide interest in other things. He was an authority on many matters pertaining to the world of literature, he interested himself greatly in the civic welfare of New Rochelle, where he lived, and in that city he was held as a man of importance and influence. He had the unusual faculty of possessing a wide understanding of and sympathy for man and mankind, and it always seemed that wherever he carried his personal touch, he carried weight and conviction.

His advice was sought and respected by men in every run of life, and he gave of himself willingly, gladly and without show or egotism, always recognizing himself as the part of a greater thing, never seeking either reward, credit or recompense outside of the ultimate success of the thing in which he had interested himself.

In his own circle he built powerfully and his organization will long reflect the man and his mind, the aims and his methods, and so long as the present generation shall last, whether in the piano or in the talking machine industry, the name of Edward Lyman Bill will be a watchword, an example to be emulated and a memory to be revered. All who knew him will know that every avenue into which his forces have been directed were the better for his having lived.

The influence of Mr. Bill on trade journalism was uplifting in the truest sense of the word. In the early days of the industry when "hold-up" journalism was somewhat in vogue he fought it tooth and nail, believing that the industry would best thrive along the lines of trade honor and trade honesty. Later he fought just as earnestly and successfully the so-called coupon-picture contest advertising, exposing its baneful influence on the industry and showing how it lowered the ethical standards of the trade.

Col. Bill believed in an organized music trade industry, and was the first to support the formation of and helped to organize the National Piano Manufacturers' and Merchants' Associations. He took an active part both personally and through *The Review* in this movement with the idea of bringing the members of the trade closer together, so that they could work to the common end of uplifting and cleansing the industry of many of the evils which then prevailed. In fact, up to the day of his death he was a steadfast upholder of the value of trade organizations.

Col. Bill was the first to emphasize the importance of technical instruction in the piano trade and ten years ago inaugurated a technical department in *The Review*, under a competent editor, which has been of the greatest assistance to piano tuners, dealers and superintendents—in fact, to all having to do with the constructive side of the industry. In this connection a large number of technical books were issued by Col. Bill which have had a wide circulation.

With the advent of the player-piano he recognized the important part which it was destined to play in trade history, and he inaugurated a special player section as a monthly feature of *The Review*, and published a number of technical works bearing on the construction of the various player mechanisms which still command trade favor. More recently he devoted considerable attention to the importance of a higher conception of salesmanship and advertising in all branches of the piano trade.

In fact, Col. Bill had ever been a man of practical ideas, who believed in the importance of constructive work

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DEATH OF COL. EDWARD LYMAN BILL.—(Continued from page 11).

in every department of the industry and that the functions of a trade paper were to educate, as well as to convey the news of every happening in the industry.

As James F. Bowers, of Lyon & Healy, so well says in his tribute elsewhere in this paper, Col. Bill possessed an almost prophetic vision along the lines of trade development, and this is shown by the fact that he was the first trade journalist to realize the growing importance of the talking machine industry.

When the talking machine business was in its infancy he started a department in *The Review* which he devoted to furthering the interests of the talking machine, and in which he predicted its future as a great factor in the musical world. So convinced was he of the future of the talking machine that in 1905 he launched *The Talking Machine World*, to which he gave a great deal of attention. Through its aid the industry expanded and grew to enormous proportions, and the talking machine progressed from a toy to a dignified instrument that has long been one of the recognized factors in the dissemination of musical knowledge and enlightenment throughout the country.

Manufacturers, jobbers and dealers were given through this publication a new conception of the greatness and possibilities of the industry, and the success of *The Talking Machine World* itself is evidence that Col. Bill worked along the right lines and laid a sound foundation for the future of his publication and for the industry as well.

He assisted largely in the formation of the National Talking Machine Jobbers' Association, and never missed a convention from the time of its organization. He was made an honorary member at its first convention, and journeyed to the Pacific Coast last year in order to be with the "boys"—for the feeling of affection that existed between Col. Bill and his friends in the talking machine trade was like unto that of a brother's. He worked shoulder to shoulder with the talking machine men to advance their interests in every possible way, and they in turn early recognized the importance of his advice and influence in the development of the industry.

Col. Bill was essentially of a judicial temperament and few men were more consulted by members of the industry on matters of great moment concerning their business difficulties which never seemed to faze him. He was a man of remarkably even temperament, who tossed off with apparent ease those routine annoyances that come up in everyday life and which worry and irritate so many.

He was a man of broad vision, whose opinions rose above the small selfish considerations that dominate so many in this work-a-day world. He disdained subterfuge and underhand methods and always believed in fighting in the open. His friends were countless because his character was so clean and his mentality so inspiring that he possessed a charm of personality which so impressed itself upon those with whom he came in contact, that once an acquaintance was made he was a friend for life.

By the members of the trade who knew him, as well as by his associates of *The World*, he was looked upon as a true friend and counselor, whose lovable qualities demanded an affection so close and so sacred that it can hardly be described in cold type. He had a big heart, a great love for his fellowmen. He was a Christian in the truest meaning of that word, for he believed in helping humanity along the road to higher achievements.

This philosophy of his has been exemplified frequently in his signed editorials which have long been a feature of *The Review*, the last one written by Col. Bill appearing in that publication of January 8.

In the field of fiction, Col. Bill wielded a facile pen, being the author of "The Last of the Danvers" and "The Sword of the Pyramids." Another volume which won considerable favor was "Hitting the Thought Trail," a collection of 100 of his best editorials on a diversity of subjects.

As a participant in political affairs in his home town, and at public dinners in the piano trade and elsewhere, Col. Bill had a rare facility in public speaking. His addresses were simple, yet forceful, never tiresome. The tone was lofty, the diction choice, the imagery rich and realistic.

Col. Bill's death leaves a vacancy in the hearts of his associates and co-workers which can never be filled. A "prince among men" and "one of God's noblemen" have been a few of the tributes which his fellowmen have paid him in the course of his successful career, but even these words of appreciation fall far short of properly honoring the memory of this beloved man.

From one end of the country to the other Mr. Bill had won the friendship of piano and talking machine men who recognized the sterling character which had shaped the destiny of a successful trade-paper institution, and which had never swerved from the paths of the Golden Rule as applied to business or personal relations.

Col. Bill's friends in the commercial, social and political worlds who have been so inexpressibly shocked by his sudden death have endeavored by divers means to express in a measure their sorrow and sympathy, but admit their inability to state in mere words just how deeply his passing has affected them individually.

Mr. Bill's splendid qualities not only influenced every department of his business, but were in addition reflected in the members of the staff. It was impossible to be in his presence and be associated with him in the conduct of his daily affairs without being imbued with the sense of honor, righteousness and good will towards all, which formed the basis of his principles. It was impossible to be in close touch with his business activities without realizing that unfairness and ill-feeling were totally foreign to his magnificent manhood. Always lined up on the side of justice and integrity, every man who has had the honor of being associated with Col. Bill in any capacity whatsoever feels that this association has made a better man of him—morally, spiritually and intellectually.

One of our famous poets must have had Col. Bill in mind when he wrote:

"It is not the tear at the moment shed,
When the cold turf has been laid o'er him,
That can tell how beloved was the soul that's fled,
Nor how deep in our hearts we deplore him.

"'Tis the tear through many a long day wept,
Through a life by his loss all shaded;
'Tis the sad remembrance fondly kept,
When all other griefs have faded."

* * * *

The ideals and policies that have made *The Talking Machine World* so influential and respected in this industry to-day, will be maintained by the capable staff organized by Col. Bill, and inspired by his achievements and aims the policy will be to make *The Talking Machine World* even a greater power for trade betterment and advancement in the future.

J. B. SPILLANE.

The funeral of Col. Bill

The funeral services of Col. Edward Lyman Bill were held at his late residence, 21 Broadview avenue, New Rochelle, N. Y., on Monday afternoon, January 3, and despite the fact that two business holidays intervening had made it difficult to get in touch with many of his

DEATH OF COL. EDWARD LYMAN BILL. —(Continued from page 12.)

close friends, the reception rooms and halls of the house were crowded with friends, neighbors and business associates of the deceased. The body lay in a plain black casket surrounded and almost covered with masses of bright flowers, tributes from all sections of the country. He appeared to those who so loved and respected him as simply resting in peaceful sleep, to awaken again, instead of having passed to the Great Beyond.

The services were conducted by Dr. Robert Gardner McGregor, pastor of the North Avenue Presbyterian Church, who paid an eloquent tribute to the memory of the departed as a loving husband, a good father, a valuable citizen and an honorable and forceful business man, doing right, without fail, as it was given him to see the right.

In addition to the leading city officials of New Rochelle, those who attended the services included many prominent members of the music trade, who had been associated with Col. Bill for years, and who included, among others, W. J. Keeley, president of the Auto-Pneumatic Action Co.; William Tonk, of William Tonk & Bro.; Henry Behning and Albert Behning, of the Behning Piano Co.; Charles Pfriemer, George W. Gittins, president of Kohler & Campbell; J. A. Le Cato, president of the Standard Pneumatic Action Co.; W. S. Weser, of Weser Bros.; William E. Strauch, of Strauch Bros.; Mark P. Campbell, president of the Brambach Piano Co.; Ben H. Janssen, C. A. Longwell, the Aeolian Co.; Frank C. Decker, president of Decker & Son, Inc.; Charles Muhlenfels, of Wessell, Nickel & Gross; Charles E. Bruno, of C. Bruno & Son, Inc.; Mr. and Mrs. George H. Beverly, William J. Haussler, of M. Hohner; Henry Christman and John Christman, of the Christman Piano Co.; Francis Connor, Max De Rochemont, treasurer of the Laffargue Co.; W. E. Baldwin, of The

Music Trade Indicator; D. L. Loomis, of the Music Trades; H. N. McMenimen, managing director of the Pathé Frères Phonograph Co.; J. Newcomb Blackman, president, and F. P. Oliver, vice-president, of the Blackman Talking Machine Co.; Julius Winter, Winter & Co.; L. D. Perry, Ludwig & Co.; E. B. Bogart, The Bogart Piano Co.; John W. Stevens, Mathushek & Sons' Piano Co.; R. C. Rogers, Krakauer Bros.; J. B. Spillane, managing editor of Col. Bill's publications, and the staffs of both The Talking Machine World and The Music Trade Review.

The pallbearers were Dr. Robert Condit Eddy, Henry M. Lester, William A. Trubee, Dr. Edwin H. Coddling, Ernest Albert and Hugh M. Harmer.

The floral tributes, which filled to overflowing an open carriage, included elaborate pieces from the Masonic bodies, the New York Press Club, Huguenot Association of New Rochelle, New Rochelle Yacht Club, Republican Club of New Rochelle, Picnic Luncheon Club, Girls' Card Club, Omega Chapter, Delta Gamma Sorority, of the University of Wisconsin, of which Miss Hester Bill is a member; Alpha Iota Chapter, Chi Psi Fraternity, of the University of Wisconsin, J. Raymond Bill's Fraternity, New York Piano Manufacturers' Association, Louis F. Geissler, general manager of the Victor Talking Machine Co.; Talking Machine Men of New York, National Association of Talking Machine Jobbers, C. Bruno & Son, Inc., N. A. Secord, of John Wanamaker, New York; J. Newcomb Blackman; the Behning Piano Co.; the staff of The Review, and numerous other business and personal friends.

The interment was in Beechwoods Cemetery, New Rochelle, immediately after the services, being attended only by the family and immediate friends.

Expressions of Sympathy from the Trade

Letters and telegrams of sympathy on the death of Col. Bill have reached the office of The Talking Machine World in such numbers that it is impossible to print them all. The few reproduced herewith, however, express the general feeling of affection and esteem in which Col. Bill was held.

NEW YORK, January 7, 1916.

Mr. J. B. Spillane, Managing Editor, Talking Machine World, New York.

Dear Mr. Spillane:—I cannot describe the shock and sorrow caused me when I learned of Colonel Edward Lyman Bill's death last Sunday. I feel that I have suffered a personal loss, owing to our long acquaintance, which enabled me often to receive the benefit of his advice and experience.

I can recall, many years ago, the time when Mr. Bill launched the first issue of The Talking Machine World, and his conduct of that valuable medium has been so beneficial to the entire trade that his loss will be most keenly felt.

In him we recognized a man of extraordinary ability with a sterling character, so pronounced that it seemed impossible for him to do anything by word or action that would do other than impress everyone with a sense of respect and admiration.

I have talked with Mr. Bill on many subjects during our long acquaintance and have learned to look to him often for advice and inspiration, knowing that his business ethics were founded on the principles of honorable journalizing and merchandising, and his ideas in general those of the true, patriotic American.

I therefore feel that I can justly share the loss with his family and business associates, and extend to them, not only in my own behalf but that of the officers and employes of our company, our most heartfelt sympathy.

The influence of Colonel Edward Lyman Bill will live and should prove an inspiration to his many friends, and I consider it an honor to have been numbered among them.

Very sincerely,

J. NEWCOMB BLACKMAN.

WASHINGTON, D. C., January 6, 1916.

The Talking Machine World, New York.

Dear Sirs:—It is with feelings of deepest sorrow that we write this letter to extend to you our heartfelt sympathy and condolence in the great loss which not only you but the entire trade of our country has sustained in the demise of our dear and highly esteemed friend, Mr. Bill.

The writer counted Mr. Bill among his dearest and best friends, and not only loved Mr. Bill for his wonderful qualities of heart, but admired him intensely for his great and broad qualities of mind as well.

Kindly convey our expressions of sympathy to the family, and believe us to be,

Sincerely yours,

E. F. DROOP & SONS Co.,

E. H. DROOP, Secretary.

PHILADELPHIA, PA., January 5, 1916.

The Talking Machine World, New York.

Gentlemen:—We have heard, with much regret, of the death of your editor and proprietor, Mr. Edward Lyman Bill, and in behalf of our firm and the attaches of our

piano and Victrola departments we offer you our heartfelt sympathy.

Yours very truly,

GIMBEL BROS.,

R. S. MCCARTHY.

NEW YORK, January 5, 1916.

Mr. J. B. Spillane, New York.

My Dear Mr. Spillane:—The news of our good friend, Col. Bill's, death came to the writer as a blow such as I have not experienced in a long while, and I sincerely sympathize with you in the loss of such a valuable friend and associate.

I know that of words of consolation at such a time probably the less said in your hour of bereavement would be the best. Assuring you that my sorrow is far greater than I can express, I am,

Yours sincerely,

H. N. MCMENIMEN.

HOT SPRINGS, VA., January 3, 1916.

The Talking Machine World, New York.

I sympathize deeply with you all in the death of your chief and my friend.

LOUIS F. GEISSLER.

ORANGE, N. J., January 3, 1916.

Mr. J. B. Spillane, New York.

Dear Mr. Spillane:—I cannot tell you how shocked I was when I picked up the paper yesterday morning and read of the sudden death of Mr. Bill.

Please accept for yourself and your associates, and convey to Mr. Bill's family, my most sincere sympathy.

(Continued on page 14.)

DEATH OF COL. EDWARD LYMAN BILL.—(Continued from page 13).

In the death of Mr. Bill the talking machine industry has lost one of its loyal friends, and one to whom it is much indebted.

Sincerely yours,
L. C. McCHESENEY.

St. Louis, Mo., January 3, 1916.
The Talking Machine World, New York.

Gentlemen:—It is with deepest regret and heartfelt sympathy that I have learned of the death of that acknowledged defender of the talking machine industry and the music trades generally—Col. Edward Lyman Bill.

This association will feel deeply the loss of one who has at all times been a friend since its inception, and I wish to extend to you my condolences in behalf of the members of the National Association of Talking Machine Jobbers.

Respectfully yours,
E. C. RAUTH, Secretary.

CLEVELAND, O., January 3, 1916.
The Talking Machine World, New York.

Gentlemen:—It is with deepest regret that I read in the morning paper of the death of your Mr. Edward Lyman Bill.

The writer has always had the highest regard and admiration for Mr. Bill, and it certainly was a pleasure to be in touch with him and know him as a friend. His work during the past year as editor of his publications commands the greatest respect and his principles always stood for the highest ideals and straightforward transactions of every nature in the musical industry of this country.

The same may be said of his interest shown in the National Association of Piano Merchants of America, and I extend to his associates my heartfelt sympathy in the loss of this noble character, Mr. Edward Lyman Bill.

With kindest personal regards to your fellow members in business, I remain,

Yours very truly,
HENRY DREHER.

President The B. Dreher's Sons Co.

NEW YORK, January 3, 1916.
The Talking Machine World, New York.

Gentlemen:—It was with the deepest regret that the members of the piano and Victrola departments of Gimbel Brothers' New York store learned of the death of the Hon. Edward Lyman Bill.

We all mourn the loss of so sterling a character, who always stood for everything that was fair and just, and extend our heartfelt sympathy.

GEO. M. MORGAN,	GEO. E. REDDING,
F. E. FITZGERALD,	EL. LAW. BARNES,
CHARLES H. SAMBALINO,	F. M. MARTELL,
H. K. MANCE,	JOHN KELLY,
D. W. GORDON,	CHAS. F. FROMM,
CARL H. EICHNER,	J. G. RIORDAN,
RICHARD STROBEL,	J. HAMMERSLAGH,

NEW YORK, January 5, 1916.
Mr. G. Henderson, New York.

My Dear Mr. Henderson:—The death of Mr. Lyman Bill has just been brought to my notice, and I should kindly ask you to convey my condolences to the bereaved family, and also to your office staff.

It is indeed regrettable, and I believe I express the sentiments of the entire musical industry throughout the world, as it is well known that through his energy and good judgment both the piano and talking machine industries have benefited largely, and have succeeded to a great extent through his advice.

Well may I say that his loss will be mourned by the whole musical world. I sin-

cerely hope that his good work will be kept up by your office and be as a monument to his memory and for the new generation.

Yours sincerely,
J. A. KRAUS.

ALBANY, N. Y., January 5, 1916.
Mr. Glad Henderson, New York.

My Dear Mr. Henderson:—I have heard indirectly that Mr. Bill passed away. I have not had any authentic statement on this matter, but if such is the case I hope you will extend my sympathy to his family. This surely is a much greater loss to the industry than we realize to-day. Time alone will prove the worth of such a noble character.

Yours very truly,
JOHN L. GATELY.

PITTSBURGH, PA., January 6, 1916.
The Talking Machine World, New York.

Gentlemen:—We are greatly shocked to hear of the sudden death of Mr. Edward Lyman Bill, editor of *The World*, whom the writer looked upon as a very warm personal friend, and we would be very glad if you will convey to his family our deepest sympathy and respect, and if there is anything we can do we would be very glad to hear from you.

Sincerely yours,
J. C. ROUSH,
Standard Talking Machine Co.

NEW YORK, January 4, 1916.
Mr. J. B. Spillane, New York.

Dear Mr. Spillane:—We wish to express our sympathy and sorrow at the death of Mr. Edward Lyman Bill. The writer has personally known Mr. Bill for a number of years and was terribly shocked to see his death announced in last evening's paper.

There was no one man in this country that ever did more for the talking machine industry than Mr. Bill; and everyone, whether small or large, received a square deal through the columns of his paper.

Again expressing our sorrow, and wishing you and his papers the success they deserve, we are,

Very truly yours,
WONDER TALKING MACHINE CO., INC.
H. B. McNulty, President.

PATCHOGUE, N. Y., January 3, 1916.
The Talking Machine World, New York.

Gentlemen:—The news of the death of Col. Bill in yesterday's *New York Times* came as a great shock to the writer, and we hasten to extend to you our profound sympathy. The entire trade has certainly lost a worthy representative leader.

The writer's personal acquaintance with Mr. Bill was always pleasant. He was indeed one of the few men that the small dealer could grasp by the hand and have returned a warmth unfound in many people occupying a position as high as his.

Very truly yours,
JEROME W. ACKERLY.

MOBILE, ALA., January 3, 1916.
J. Newcomb Blackman, New York.

Telegram received. Am shocked to hear of the sudden death of Col. Bill. In his passing we suffer a distinct loss personally, as an association and as an industry. Please convey my heartfelt sympathy to the family.

W. H. REYNOLDS.

Tributes from Chicago

(Special to *The Talking Machine World*.)

CHICAGO, ILL., January 10.—Universal regret is expressed in the trade here because of the sudden death of Edward Lyman Bill. Even those who had not the privilege of inti-

mate personal acquaintance expressed the deepest admiration for him as a constructive force in the talking machine industry, among which his remarkable personality was reflected in his writings. Here are a few of the tributes paid in talks to *The World* representatives:

James F. Bowers—"Music trade journalism has suffered a serious blow. One of the greatest lights has gone out. I have known him and Lyon & Healy have known him for a number of years, and we have always found him a cultured, high-class, dependable gentleman. I knew him intimately as a man as well as an editor.

"He was a man of most remarkable breadth of view and kindness of nature, and in all the years I have known him I have never heard him speak disparagingly of anyone in the trade. In both piano and talking machine lines he exercised a wide and enduring influence. He possessed almost a prophetic vision along the line of trade development, and this is shown by the fact that he was the first trade journalist to realize the growing importance of the talking machine industry. He was largely instrumental in the formation of the National Talking Machine Jobbers' Association, and at its first convention in Buffalo was made an honorary member of the organization. He was present at all subsequent conventions, and his advice was always sought and valued. He was universally admired and respected by every man in the trade. Those who knew him intimately were ever impressed by the wide range of his knowledge. He was one of the most delightful conversationalists I have ever known. His life was gentle and the elements so mixed in him that nature might stand up and say to all the world, 'this is a Man.'"

C. E. Goodwin—"I was greatly shocked to hear of the death of my friend, Edward Lyman Bill, and am conscious of a deep and great personal loss. I have always regarded him as the ideal type of man to conduct a trade paper. He was fearless, fair and clear headed in all of his dealings with every branch of our trade. It is gratifying to know that his publications will be continued without change by an organization thoroughly imbued with his ideals and policies."

F. A. Siemon—"Mr. Bill was a wonderful man—a gentleman in the highest sense of the term and a journalist of most distinguished ability. I spent many delightful hours with him on the journey to the Talking Machine Jobbers' Association Convention in San Francisco last summer. He was a loyal friend to the entire talking machine trade, which will feel his loss most keenly."

L. C. Wiswell—"I cannot find words to express my sorrow at the death of Mr. Bill. Our entire trade esteemed him as an adviser, counselor and friend. We will miss greatly his genial presence at the meetings of the National Talking Machine Jobbers' Association, with which he had been so intimately associated from its inception."

R. J. Keith—"I esteemed it a great privilege to know Mr. Bill, and his loss to the trade cannot be estimated. The members of his family and the staff of his publications have my sincerest sympathy."

W. C. Fuhri—"I last saw Mr. Bill at the funeral of our late president, Mr. Easton, last summer, and was impressed anew with his fine character and tender heartedness of the man. He has exerted a wide influence for good in this trade, and his loss will be keenly felt."



The Superior Tone

of The Aeolian Company's
new phonograph, the

AEOLIAN-VOCALION

THE Advertisement on the two pages following appeared in the September issues of the leading national magazines as a part of the impressive campaign of publicity being conducted on the Aeolian-Vocalion. The campaign as a whole has attracted widespread attention. Thousands of inquiries have been received from all parts of the country, and many from such far-off points as China and the Philippines.

This particular advertisement deals in a suggestive way with the method by which the superior tone-quality of the Aeolian-Vocalion has been achieved. The complete story is told in The Aeolian-Vocalion Catalog, probably the most interesting and unusual piece of commercial literature ever published.

While the Aeolian-Vocalion has many features that distinguish it from other phonographs, its most important attribute is naturally its tone. Its superiority, in this respect, is immediately apparent to listeners. Curiosity is often expressed, however, as to how this distinctive tone has been attained, and the story of its scientific devel-

opment has proved to be readily understood and interesting to everyone.

Every fact relating to the tonal development of the Aeolian-Vocalion, which is published, is accurate and based on the most advanced scientific knowledge of the present day. The conclusion that these facts indicate—that the Aeolian-Vocalion is unquestionably the leading phonograph upon the market—is amply supported by the evidence rapidly accumulating from authoritative musical sources, and by the extraordinary success this instrument has achieved in the year that it has been before the public.

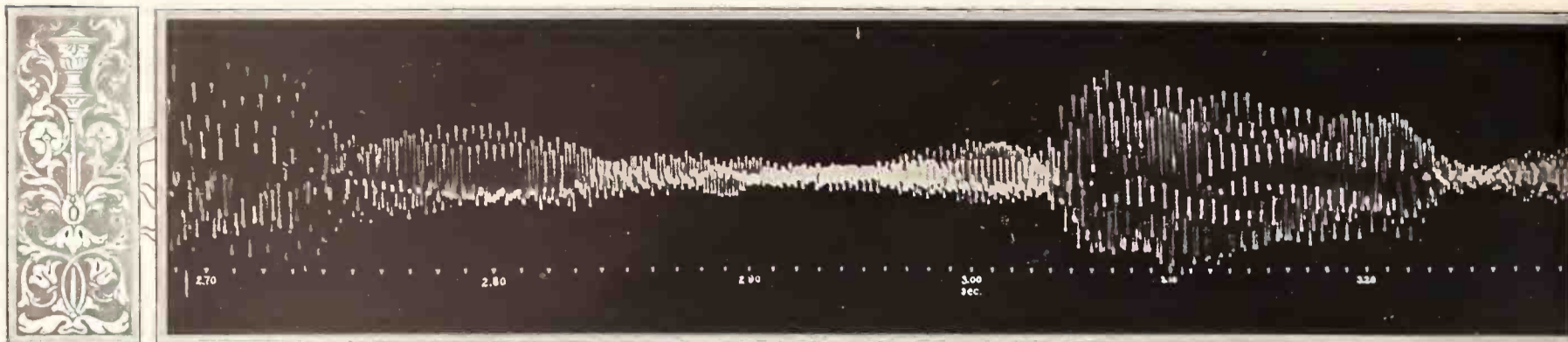
Territory is now being assigned for the representation of the Aeolian-Vocalion. Such territory is exclusive, thus insuring to the merchant the benefit of all the business he helps to create.

Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE

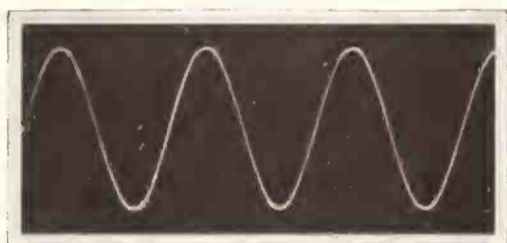
A complete display of all models of the Aeolian-Vocalion may be seen at this office



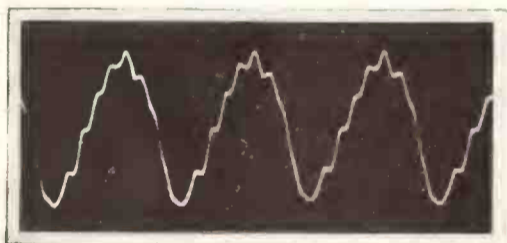
Here is reproduced an actual photograph of the tone waves created by an orchestral rendering of Tschalkowski's "Marche Slave." The duration of the waves shown was 7/10 of a second. The instruments playing were the violins, violas, violincellos, double basses, flutes, clarinets, oboes, French horns, trumpets, and trombones. This illustrates the way in which musical-tones reach our ears—by means of "tone-waves" traversing the atmosphere. Every musical instrument, every combination of instruments and all voices produce their own peculiar waves. The phonograph is simply a scientific device for reproducing these waves, and the nearer



Wonderful New Phonograph



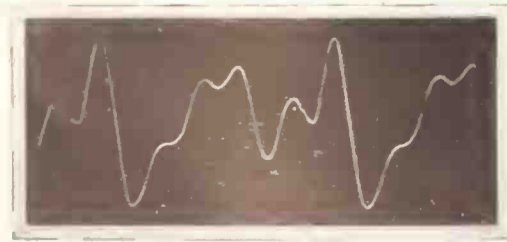
TUNING FORK—The tone of a scientifically mounted tuning fork is absolutely devoid of partial-tones. Hence the tone-wave it creates is entirely free from the irregularities found in other tone-waves which are caused by their partial-waves.



VIOLIN—The tone of the violin has many partial-tones. None of these are aggressively dominant, however, hence the fluent, smooth quality of the instrument. This is shown in the photograph of its tone-wave. There are many irregularities in the wave but they are all too small to influence its general symmetry.



OBOE—Here we have a tone-wave which shows unmistakably a tone of very distinct individuality. The pronounced irregularities of the oboe's tone-wave are caused by the dominance of certain of its partial-tones.



HUMAN VOICE—This tone-wave was created by pronouncing the vowel sound "Ah." The voice is particularly rich in partial-tones, some of which, indeed, containing as many as 40 that are appreciable.

Last winter in New York a new and improved phonograph was announced by The Aeolian Company, the leading organization in the world's music industry.

The standing of this great concern was such; its achievements in developing other musical instruments, of such epochal nature, that this announcement attracted widespread attention. The public, musicians and those interested in the music industry hastened to hear the new instrument.

Nor were any disappointed. All who heard it realized that a new era had dawned for the phonograph. Many have desired to know the *secret* of its extraordinary tone.

There is no secret, however, connected with The Aeolian Company's marvelous success in developing the tone of its new phonograph—The Aeolian-Vocalion.

For years this Company has been studying and applying the principles of tone-production. In its employ are the most able musical and mechanical experts in the music-industry. It maintains complete laboratories for research, both here and abroad. And during the past dozen years it has

spent greater sums in experiment and investigation than probably *all other music-manufacturers combined*.

There are many features in The Aeolian-Vocalion that contribute to its pronounced musical superiority and its extraordinary tone. Some of these, like the marvelous Graduola device for *controlling* tone, are entirely novel to the phonograph. Others, like its new and scientific Sound Box and Symphonetic Horn, are in the nature of higher developments of existing features.

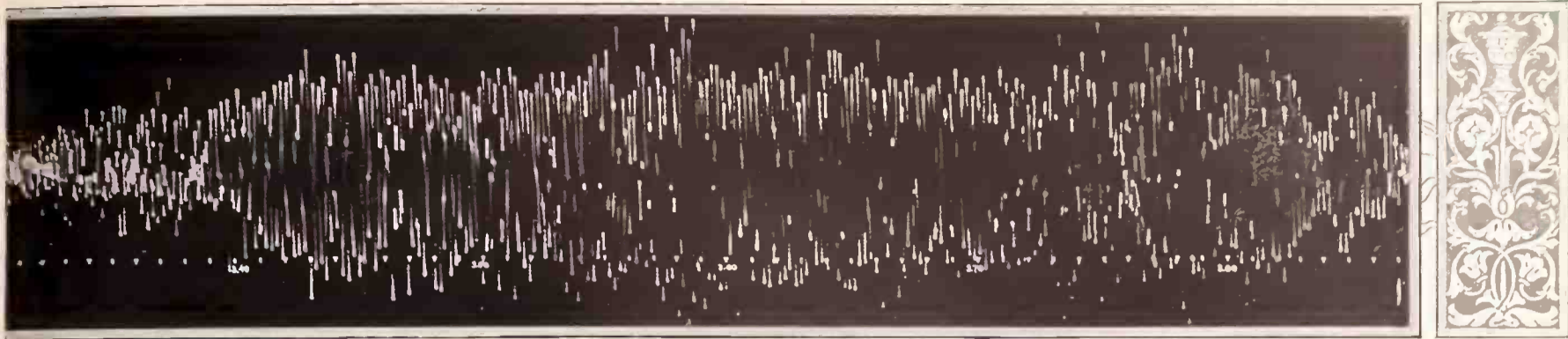
How these features have been developed—the origination of some of them in single brilliant inventions, and the slow processes attending the attainment of others, constitutes one of the most interesting stories in musical history.

One phase alone will serve as illustration. On these pages are reproduced actual photographs of *tone-waves*. These are but a few from among hundreds taken in the course of developing The Aeolian-Vocalion.

They were all produced by a patented process—the most perfect known to science—and were made especially and exclusively for The Aeolian Company.

While as has been shown, many factors have contributed to the perfection of The Aeolian-Vocalion, the availability of such means for scientifically analyzing and studying tone, for the first time in musical history, has been of invaluable assistance.





it approaches scientific exactitude in doing so, the more "natural" it sounds. The Aeolian Company has at its command the most perfect means known to science for photographing and analyzing "tone-waves." And it is interesting to know that the tonal perfection of its new phonograph — The Aeolian-Vocalion — is partly due to hundreds of photographs of such tone-waves. These afforded the means for visual comparisons and analyses, so that the superiority of the Vocalion's tone is a tangible, demonstrable fact.

The Aeolian-Vocalion

Tones from the Phonograph you never heard before

Have you heard The Aeolian-Vocalion—that tonal phonograph whose voice is *art*?

If you have never done so a revelation of the music possibilities in this perfected phonograph awaits you.

Tones, so delicately beautiful that they could never be voiced by a phonograph before, enchant the ear. Sweet, full richnesses of round, deep tone sound with the very vibrancy of life. The long familiar meagreness of lower tones has gone. The unmusical metallic phonograph qualities have disappeared, thanks to its marvelous new Sound Box. Because of its wonderful Symphonetic Horn the true, the delicate, the *living* character of each single instrument is preserved and set apart, distinguishing it subtly from the rest.

And while it is doing this, it is permitting you, if you choose, to vary on a single record every changing shade of your passing mood.

Just press the *Graduola*, that exclusive tone-controlling feature of The Aeolian-Vocalion. You will hear the music melt to your touch, then grow to strength again, graduated delicately by every changing pressure of the hand—and without the slightest muffling or dulling of its qualities.

You are varying infinitely the color and shading yourself—just as you remember the artists themselves to have varied their perfor-

mances each time they have sung or played for you.

Thus, this great instrument produces tones incomparably more melodious than you have ever heard from phonographs before, and also gives you command of them, lets you express your music-feeling if you wish. But only if you wish, because like other phonographs The Aeolian-Vocalion will *play itself*, without your help, if you prefer it to.



Notwithstanding the marked musical superiority of The Aeolian-Vocalion and the fact that architecturally it sets an entirely new standard, it costs no more than other phonographs of equal capacity.



The Aeolian-Vocalion is made exclusively by The Aeolian Company. Owing to its relatively limited output, it is on exhibition and sale, at present, only in certain cities. To all who write, information as to where it may be seen will be sent. Also there will be mailed a catalog giving styles and prices and containing the most interesting popular treatise on "tone" and "tone-production," probably ever published.

Address Department D10

The Aeolian Company
Aeolian Hall - - New York

Makers of the world-famous Pianola and the largest manufacturers of musical instruments in the world



Copyright 1916, The Aeolian Co.





AEOLIAN-VOCALION
STYLE E, \$50.

THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

The stock models reflect the broad experience and ample artistic capacity of The Aeolian Company's department of design and case-making. Utmost care and technical skill are apparent in every detail. Simplicity and the repression characteristic of genuine art are evident in every design.

In the Art Styles the most unusual and artistic case effects are displayed. While some of these are original, others are based upon authoritative Period and other classic models.

No intelligent merchant need be reminded that there is a large clientele in every community that appreciates real beauty and art, and that this clientele constitutes a highly desirable addition to his trade.

Aeolian-Vocalions appeal to all classes. Their prices range from \$35 to \$2000 as follows: Conventional designs, \$35 to \$75 without the Graduola. \$100 to \$350 with Graduola. Art Styles from \$375 to \$2000 with Graduola and other important and exclusive features.



ART VOCALION
STYLE Q-K (Sheraton)
\$1250



1915 has passed—the biggest year by far in the history of the Columbia Graphophone Company. We have still enough big news for Columbia Dealers to make them think that their best months heretofore were only promises.



(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

NEW VOCALION CATALOG ISSUED.

Attractive Volume Gives Interesting Details Regarding the New Phonograph Manufactured by the Aeolian Co. and Which Has Proven Popular—Graduola Emphasized.

A catalog of unusual excellence has just been issued by the Aeolian Co., New York, featuring the company's new phonograph, the Aeolian-Vocalion. Although several catalogs devoted to this instrument have been published during the course of the year, this new book is by far the most interesting and valuable that has yet made its appearance. Typographically it is beyond improvement in every detail, and the text and illustrations are equally as worthy of commendation from a trade or musical standpoint.

It was the intention of the Aeolian Co. in preparing this new catalog to have it present the Aeolian-Vocalion as a musical instrument in the true sense of the word, and to that end the reading matter is of keen interest to music lovers.

The first few pages of the new Vocalion catalog feature the prestige of the Aeolian Co. in the musical world, and the fact that the Aeolian organization was ideally equipped in every way to perfect a new type of phonograph. The contents of this section are summed up: "The Aeolian-Vocalion is the logical product of scientific and artistic capability." This section is followed by several pages presenting pertinent paragraphs headed, "The Work of Development," "An Aeolian Triumph" and "A Practical Phonograph with Ideal Qualifications."

The constructional features of the Aeolian-Vocalion are set forth interestingly and informatively, several pages discussing the tone of the Aeolian-Vocalion, the improved sound-box and the Symphonic horn in a manner free from technical terms. The Graduola, which is one of the most important developments in the phonograph field, is adequately described in two pages.

Following the text matter, which is accompanied by striking sketches, the various models of the Aeolian-Vocalion are illustrated and described.

Among these instruments are Styles "D," retailing at \$35; "E," at \$50; "F," at \$75; "G-1," at \$100; "H," at \$150; "I," at \$200; "J," at \$225; "K," at \$300; art style "Q-K," at \$1,250; art style "L," at \$375; art style "V-K," at \$450; art style "P-K," at \$875, and art style "R," at \$1,500.

The Aeolian Co. calls attention to the fact that the above named art styles are only a few of the artistic and special designs which have been produced by the Aeolian department of design, which is equipped to manufacture any style of Aeolian-Vocalion to suit individual requirements.

E. C. DAVIES ATTRACTS TRADE.

Novel Advertisement of Diamond Disc Phonographs Results in Good Business.

E. C. Davies, of Dodgeville, Wis., who has the agency for the Edison Diamond Disc machines, secured excellent results from a small advertisement, which he used in the daily press, containing a picture of Thomas A. Edison, with the announcement that "Mr. Edison will show you marvelous discoveries in sound production at the Davies Music Store next week; you are invited." Many responses to the invitation were received in the form of personal calls, and the subsequent demonstration of the qualities of the Edison phonograph resulted in a very agreeable business in machines and records.

WANTS OLD RECORDS FOR SOLDIERS.

Popular Records Which Are No Longer Interesting Wanted for French Hospitals.

A very admirable use for old phonograph records which may have lost some of their original charm is pointed out by Miss May Taylor Morelton, of the Vacation War Relief, 38 West Thirtieth street, New York, who has made an appeal for old records and machines to be sent to various hospitals in France to help make things cheerful for the wounded soldiers.

"So many people buy quantities of popular records, play them a short time, and then put them

aside for new ones," she says in her appeal. "Just think of the pleasure these would give in a French hospital! There the men have very little to amuse or cheer them during the long, weary days of recovery. Any donation of new or old machines and records will be more than appreciated by hundreds and perhaps thousands of soldiers."

Charitably inclined individuals who are tired of their popular records of the yester-year will probably welcome this opportunity to put these old records to a very humanitarian use.

JOINS THE TRAVELING STAFF.

W. G. Porter to Fill This Post with the New York Talking Machine Co.

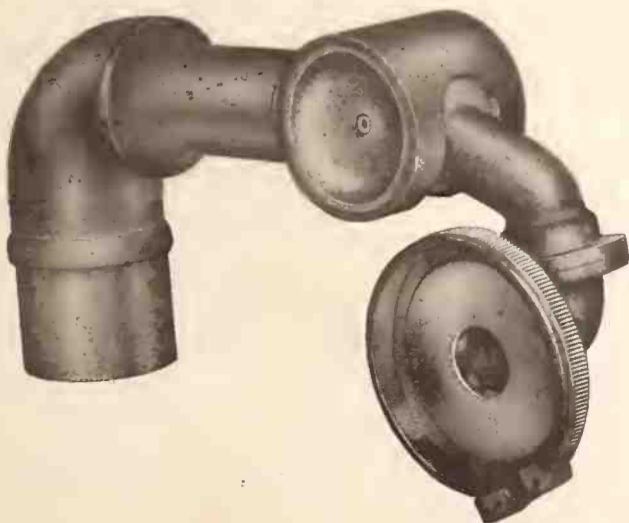
W. G. Porter has been appointed a member of the traveling staff of the New York Talking Machine Co., New York Victor distributor, succeeding A. T. Doty, who is no longer connected with the company. Mr. Porter will travel in central Pennsylvania and southern New York, and his first trip has been very successful. Mr. Porter's past experience ideally equips him for his present post, as he has had a thorough training at the Victor Talking Machine Co.'s factory and is well versed in all details of Victor merchandising. His intimate knowledge of the business will enable him to extend to Victor dealers in his territory co-operation of a practical and result-productive nature.

BUYS OUT TALKING MACHINE STOCK.

(Special to The Talking Machine World.)

GREENVILLE, S. C., January 3.—The entire stock of the Talking Machine Co., of this city, has been purchased by John H. Williams, the local piano merchant, who will remove the machines to his own establishment. The Williams Music House will then carry Victor and Columbia records besides all other equipment for these instruments.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!



Doehler Die-Cast

means a more perfect and more economical production of talking machine parts than when machine-finished

Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When castings are delivered they will have all holes, slots, etc., accurately located, and a smooth surface ready for buffing, polishing, plating or enameling. Send us blue prints or models of parts, and let us tell you what the actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.



BROOKLYN, N.Y.

TOLEDO, OHIO.



Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

Edison Diamond Disc Phonograph Perfect, Say Noted Critics

When the New Edison Diamond Disc Phonograph was placed on the market, Mr. Edison stated that he had at last produced the perfect phonograph. Such a statement from such a man should have been sufficient for the most skeptical, but Mr. Edison himself was not satisfied with a mere statement, so he is proving by public tone tests that what he said is true. He is having concert and operatic artists sing in direct comparison with the Re-Creation of their voices on the Edison Diamond Disc Phonograph.

Newspaper critics of leading musical centers have come forward and confirmed everything Mr. Edison claimed, in such enthusiastic terms as:



CHRISTINE MILLER, Noted Contralto
Singing With Edison Diamond Disc Phonograph

"Just how true and faithful is this re-creation of the human voice was best illustrated when Miss Miller sang a duet with herself, it being impossible to distinguish between the singer's living voice and its re-creation by the musical instrument that bears the stamp of Edison's genius."

BOSTON (MASS.) HERALD.

"Thomas A. Edison has solved perfectly the problem of life-like reproduction of music."

MILWAUKEE (WIS.) EVENING WISCONSIN.

"Except for the volume of sound, the reproduction was as perfect as the original interpretation."

PHILADELPHIA (PA.) PUBLIC LEDGER.

"Record so like voice could not tell difference."

CLEVELAND (O.) LEADER.

"It was almost impossible last evening for the audience to ascertain when Miss Verlet had ceased singing, so perfect were the notes given out by the instrument."

ALBANY (N. Y.) ARGUS.

"It was almost impossible to tell when she (Miss Elizabeth Spencer) stopped and when the phonograph began, except by watching her lips."

ST. LOUIS (MO.) GLOBE DEMOCRAT.

These criticisms speak volumes more than we could say in self praise.

Purely mechanical comparisons are common. Comparison of machine with human voice was unheard-of until Mr. Edison startled the critics with his Re-Creation, preserving all the magic of the living tones. The almost, the near, the approximate are things of the past—

The Perfect Phonograph Is Here

Edison Dealers Are Adding Daily to Their Clientele the Most Cultured and Critical Music Lovers

Why?

Because they know the Edison Diamond Disc Phonograph is the one instrument that actually Re-Creates the human voice in all the magic of the living tones. Nothing less than perfection would satisfy them.

Webster says PERFECT is: "Without defect or lack—complete."

Do you realize the full meaning of PERFECT when applied to the phonograph? Especially when it comes from the most competent, unbiased critics.

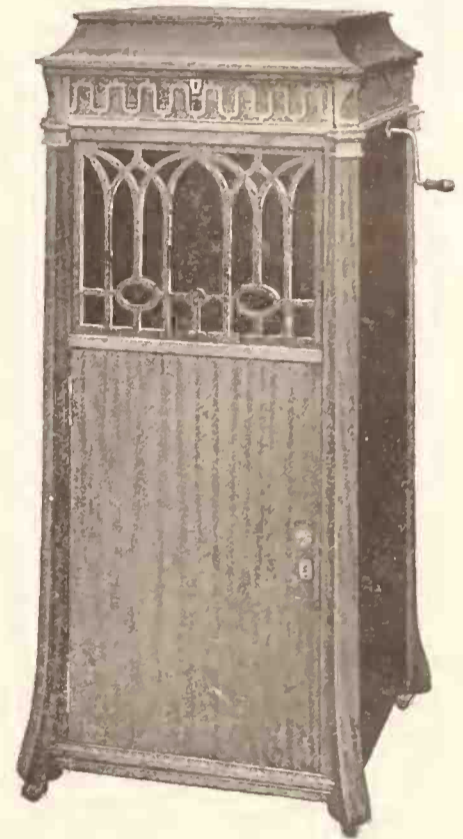
Do you want anything short of PERFECT?

If so, you are not interested in the Edison Diamond Disc line, but if you want to sell an instrument "without defect or lack" the Edison Diamond Disc Phonograph is the only one to consider.

Judge for Yourself Whether the Edison is Perfect— Hear a Tone Test

Find out about the next tone test recital near you and go hear it. Arm yourself with all the skepticism you can command and we will leave it to you to decide.

Edison tone tests are educating the public to the highest standard of reproduction—to greater dissatisfaction with the "talking machine" product and greater demand for Edison Re-Creation. Constantly increasing sales of Edison dealers prove this.



Model C 250 Chippendale
Price \$250



Model B 250 Modern Renaissance
Price \$250

Edison Artists World's Best Musically

The fresh, youthful, full-toned voices of artists who are making their names world famous are at the command of the Edison owner—Alice Verlet, one of the most wonderful of all coloratura sopranos; Jacques Urlus, greatest of Wagnerian tenors; Emmy Destinn, the famous Bohemian dramatic soprano of the Metropolitan Opera Company; Anna Case of the Metropolitan Opera Company, who has one of the sweetest soprano voices in the world; Christine Miller, one of the finest contraltos on the concert stage; Albert Spalding, America's greatest violinist, and over a hundred others.

Our Plans for 1916 Tell How You Can Qualify as a "Re-Creation" Dealer. Get Them.

Thomas A. Edison, Inc.

279 Lakeside Avenue

Orange, N. J.

GOOD STATIONERY IS IMPORTANT.

Every Business House is Judged to Some Extent by the Stationery It Uses, and Strangers Are Guided by Their Impressions.

The first impression made by a business letter goes a long way toward determining what sort of attention the letter will get, and this, of course, applies almost more strongly to the form letter than to any other. Look your letter heads over carefully and figure out what sort of an impression they are apt to make on strangers.

You yourself may know, and your customers may know that your store ranks high in efficiency, good taste and all the other desirable qualities that a good store should have. But how are you going to convey that impression to a stranger?

By having your business stationery carry the suggestion.

It can be done, and easily. Go through your own letter files some day and compare a dozen or so of other people's letter heads. You will find letter heads that are dignified—sometimes too much so. They can be so dignified that they are cold, stiff, repellent—so, there is an extreme to be avoided. You will find other letter heads that fairly sparkle and are in such thoroughly good taste that it's a pleasure to look at them. You will find others that are slovenly and cheap looking. You will, in other words, find that business stationery does make an impression, and a very definite one. Then, in the light of that experience look at your own with a critical eye. If you are satisfied with it—stick to it—otherwise, change it.

There are business houses to-day which continue to use admittedly unattractive stationery for no other reason than that they have used that particular form for so long that it has come to typify the house and is consequently an advertising asset.

It is perfectly true that the stationery of any house after it has been used for a considerable time does acquire a certain advertising value, but is it wise to advertise that you are too indifferent or too lacking in taste to know good stationery when you see it? If you are lacking in attention

to the details of your own business isn't it likely your customers may fear that you will similarly be lacking in attention to details which will affect them?

A slip in grammar or the improper use of a word somewhere is regarded as a serious error, but even that may be excused more readily than slovenly stationery. "There's many a slip 'twixt the cup and the lip," and in the various stages of dictation, transcription from notes and the perversity of typewriting machines there are possibilities of trouble which can be readily explained away. A slovenly letter may be attributable to an employe, says the Voice of the Victor, but the house's stationery is attributable only to the house.

HERZOG PROSPERITY BANQUET.

Employees of Herzog Art Furniture Co. and a Number of Prominent Citizens of Saginaw the Guests of the Company at a Banquet Given at the Teutonia.

More than 300 employes and executives of the Herzog Art Furniture Co., with a number of prominent citizens of Saginaw, Mich., where the big Herzog plant is located, as their guests, were present at a "prosperity banquet" given by the heads of the firm at the Teutonia, Saginaw, December 27. The event was held in commemoration of one of the most successful seasons ever experienced by the company and of the sale, during the last two months, of approximately \$160,000 in Herzog art furniture.

John L. Jackson, president of the firm, who acted as toastmaster, reported that the year's business would reach \$600,000, and with the enthusiastic approval of those in attendance, the million dollar mark was set as a goal for 1916. The banquet tables were arranged in a huge letter "H," and the Herzog orchestra furnished music throughout the evening. Those seated at the speakers' table included John Herzog, manager of the plant; Mr. Jackson, Congressman J. W. Fordney, W. S. Linton, president of the Saginaw Board of Trade; Postmaster William F. Hemmeter, M. N. Brady,

Zack Baskin, Robert B. Hudson, J. W. Ippel, Phil. Ittner, Charles A. Khuen, William Seyffardt, W. K. Andrews, Fred Zahner, John Stenglein, A. D. Furong, Louis Liskow and William Robertson.

In the after-dinner speech of Congressman Fordney the facts that the Herzog payroll totals \$250,000 and that 1,800 men, women and children are dependent upon the company's business for support were mentioned. Postmaster Hemmeter declared that of the total receipts of his Saginaw office, \$47,562, the Herzog Co. paid \$3,600. John Herzog was given an enthusiastic ovation by the Herzog employes and emphasized, in his address, the spirit of co-operation that had made the company's success possible. A. C. Warner, head carver at the Herzog factory, and William Perkins, yard foreman, also addressed the firm's guests.

NO PAY UNTIL AFTER THE WAR.

German Talking Machine Firm Offers Full Credit to Customers Until Peace Comes.

Correspondence of the Associated Press from Berlin states that a Breslau firm dealing in talking machines has either decided to go in for long credits or else it expects an early peace.

It advertises its instruments and records on the following terms: "During the war you pay nothing. Beginning four weeks after the war you pay four marks monthly until phonograph and records are paid for."

INCORPORATED.

The Albany Diamond Disc Studio was incorporated with the Secretary of the State at Albany, N. Y., this week, for the purpose of dealing in talking machines. The capital stock is \$22,000. The incorporators are: Edward R. Hoffman, Rudolph Horst, Richard M. Nelson, 465 Broadway, Albany, N. Y.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

CRESCENT "Silvertone" PRODUCTS

CRESCENT RECORDS 35 Cents

8" double-sided, play as long as any 10" standard record

UP TO THE MINUTE MUSIC

Played With Steel Needle

Attachments enabling you to play Crescent, Edison, Pathe records on standard machines, 25 cents, retail

Sapphire Records 65 Cents

10 1/2 inch double-sided. Something new

CRESCENT "Silvertone" JEWEL POINT—NEEDS NO CHANGING

Can be used in place of DIAMOND POINT as well as for lateral cut steel needle records, \$1.00

CRESCENT "Silvertone" PHONOGRAPHS—PLAY ANY MAKE OF DISC RECORD

without attachments or change of parts, \$15.00 to \$200.00

WRITE FOR CATALOGUE

CRESCENT TALKING MACHINE CO., Inc. 99 Chambers Street
New York City

"Crescent"



TRADE-MARK.

NewEngland
Distributors
Crescent
Sales Co.
Providence
R. I.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street
NEW YORK

Central West Division
CHICAGO, ILLS.
19 West Jackson Boulevard
A. S. RIBOLLA, Sales Mgr.

FACTORY
Elyria, Ohio

Northern Pacific Coast Division
SEATTLE, WASH.
218 Second Ave. So.
JOSEPH M. ABRAMS, Sales Mgr.

We manufacture high grade motors
for phonographs. Eight different
styles, playing from one to eight
records with one winding.

TONE-ARMS
SOUND-BOXES

Write for our new catalog



MIDDLE WEST TALKING MACHINE TRADE PHENOMENAL.

Reports from Cincinnati Correspondent to The World Tell of Tremendous Activity in All Departments of the Industry in That City—Reserve Stock Completely Cleaned Out—This Applies to Every Make of Machine—Same Condition in Surrounding Territory.

(Special to The Talking Machine World.)

CINCINNATI, O., January 5.—A rather phenomenal talking machine business is the only way the jobbers and retailers of the Middle West are able to describe the holiday demand for this instrument. Generally speaking, the trade, from a reserve standpoint, is pretty well shot to pieces, and all along the line there is talk of getting extra supplies in storage by early fall in order to prevent a repetition of the shortage of the past two weeks.

Fred J. Empson, inventor of the Graduola feature of the Aeolian-Vocalion, spent part of the holiday week in this city. His principal object in coming to Cincinnati was to view the grave of his wife, who died recently in the West and was buried in Spring Grove Cemetery. Mr. Empson was accompanied by a relative. While here he announced that he would become a resident of Los Angeles, giving up his home in Australia. The visitor was shown considerable attention by Messrs. De Vine and Byars, of the Aeolian Co., and addressed the talking machine force on some of the salient features of his invention. The address was heartily appreciated.

Scarcity of material, particularly brass, is crippling the efforts of the Knabe Bros. Piano Manufacturing Co. in supplying the trade with the Crystola talking machine. Although the latter instrument only appeared in the market in December, Ernest Knabe yesterday stated that the department was rushed to the limit. Should the demand keep up, he was of the impression that a new building would be required before the end of the year.

Mr. Byars, manager of the Vocalion department of the Aeolian Co., reports December business considerably over double that of last December, and 90 per cent. of the business was Vocalions. Three styles were sold out entirely before the 20th of the month, the Style "H" (\$150) and the Style "J" (\$225) were the two big sellers. The tremendous demand for the Vocalion only stands as a monumental demonstration of the fact that an article of merit, backed by a concern with real prestige and an advertising campaign of forceful and elegant copy, can command the immediate confidence of the thinking public.

The most fascinating part of the 1916 holiday business was the fact that there was small demand for low-priced instruments, a large percentage of the business was cash and practically none of it long time payments. These characteristics surely indicate prosperous conditions generally.

"We have just witnessed the largest rush I have ever had the pleasure of participating in since I have been connected with the Columbia Co.," said Manager Whelen, of the local Columbia store. "In every department records of previous years were smashed and all the old statistics have faded to nothing in the face of the new standards that are being set this year.

"We had a wonderful increase over last year, and had we been able to supply the demand in its entirety the increase would have been far greater. As it was, it kept all departments hustling night and day to deliver as far as possible, and, despite the fact that there were many disappointments, the results were phenomenal, and we believe that all our dealers are satisfied with the total figures.

"The new electric Grafonolas have filled a long-felt want, and the trade, both wholesale and retail, have ordered heavily and have made us realize just how great was the demand for an electric-driven machine. The new year is starting out with a 'boom,' and we anticipate that 1916 will even far surpass 1915, which is going some, as 1915 was some year."

The Starr Piano Co.'s branch is now devoting more attention to the new instrument of that house. New styles are being received and are meeting with approval.

The many patrons of the local Columbia store

will miss a familiar face from the sales force. Andy Griffig passed away the latter part of December after a short illness. Mr. Griffig was well liked, always had a smile for everyone, and his loss is felt at the store.

President Summey, of the Cable Company, who features the Victor line, was the one dealer of this line who did not worry during the holiday rush. As early as last July he stored a sufficient supply for his needs, and his expectations as to the demand and the goods on hand were realized.

Just now all dealers are swamped with demands for records. This phase of the business has caused the houses to be as busy during the past week as the salesmen were in disposing of machines.

NEW DIAMOND DISC STUDIO OPENED.

Crowds Attend Opening of New Exhibition Rooms at Gloverstown, N. Y.

(Special to The Talking Machine World.)

GLOVERSTOWN, N. Y., December 20.—A large and commodious studio has just been opened here by the Diamond Disc Co. The new studio, located in the Rose Building at 3 North Main street, is elaborately decorated and no convenience for the benefit of its patrons has been omitted. The largest of the demonstration rooms easily accommodates a score of people. During the evening hours the sales force are in evening dress to meet the visitors and interest them in the phonographs.

INCORPORATED.

The Peruna Recording Laboratories Corp. was incorporated recently at Albany, N. Y., for the purpose of manufacturing and handling master records, musical instruments, talking machines, etc.

Albany—for CAPITAL Service

Read it again—Albany—for CAPITAL Service

Now you have both the black and white of it. This is the sign of Victor stability; it is the sign that you can secure records and machines when you want them—when your customers want them.

We want to dwell on this strongly—1916 will be the biggest Victor year. It means that your Victor profits will be the largest ever IF you are backed up with G-E Service. Don't overlook the fact that several of the most experienced men in the talking machine business—specialists in every instance—are here working heart and hand to further your interests.

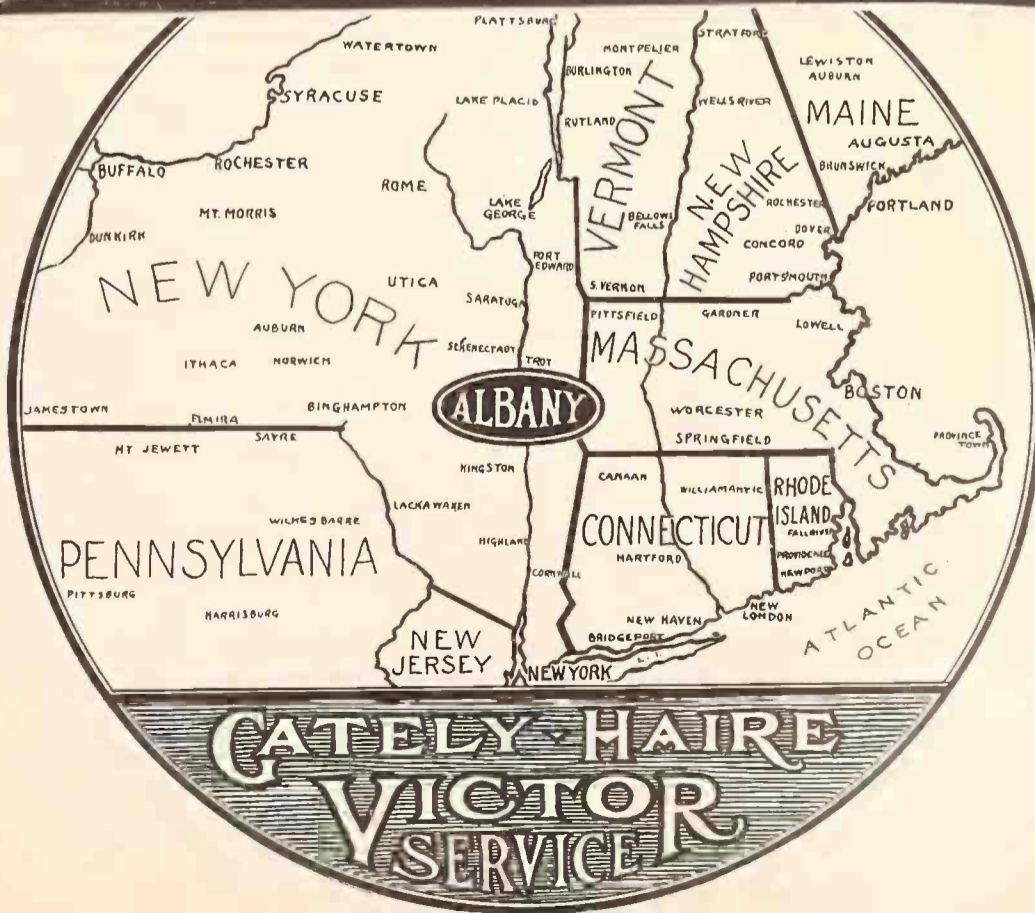
Tell us about your problem; one of our experts will help you to solve it.

GATELY-HAIRE COMPANY

John L. Gately, President

James N. Haire, Treasurer

Albany, N. Y.



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., January 8.—A remarkable year has passed for the talking machine business. Of this there is no mistake, as evidenced by the widespread comments one hears among the heads of the various concerns. Everywhere the sales showed an increase over 1914—in some cases a gratifying one, in other instances a phenomenal one. There is no question, at the rate the business has grown, as to what 1916 will show; that seems to be already established. Everyone in the business is looking for a large increase, but none dares speculate as to what the percentage of increase will be. With some of the local concerns there has been a little lull in trade since Christmas, but in other cases the month thus far appears to have made an excellent beginning.

Death of Colonel Bill Regretted.

Throughout the Boston trade there is a feeling of keen loss over the death of Edward Lyman Bill. Some of the members of the trade had known him a long time, but not as many in the talking machine business knew him for so long a period as those of the piano trade, for the reason that the business is so comparatively new. Many who had never had the pleasure of meeting Mr. Bill in person yet knew of him, for no one ever mentioned his name that it did not suggest a remarkable personality. Those who went to San Francisco to attend the talking machine men's convention most pleasantly recall Mr. Bill, and several who then had met him for the first time were loud in their praises of the man. One in Boston who pleasantly recalls Mr. Bill on that occasion is Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., who went on that trip with his wife. Mr. Winkelman, it appears, had known Mr. Bill for about nine years, and the latter had often dropped in to see Mr. Winkelman on his visits to Boston. Mr. Winkelman always found Mr. Bill a man of the highest principles, who never allowed any sense of personal gain to stand in the way of his giving the best of himself to the cause of the business which he always sought to advance.

Talking Machine Men Should Get Together.

Up to the present writing the possibility of the Boston Talking Machine Club having a dinner this month looks pretty slim. There was a good excuse in December for not having a dinner, because all the trade were worked to the limit, but now that the holiday rush is over it would seem about time

for the boys to again get together. The first meeting proved so enthusiastic that everyone thought it augured well for permanence, but things don't look so rosy now. And it's about the same way with the bowling teams that started off hotly enthusiastic over the prospects of a busy and lively season. For the first month the alleys were just about monopolized by the talking machine fellows, but now some of the teams fail to show up, and unless there is more interest shown there'll be next to nothing doing long before the winter is over. Come, boys, get busy, keep the ball a-rolling, and don't forget the festive board at least bi-monthly.

Makes Glowing Reports of Business.

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co., makes a glowing statement of the fine business done in the Edison Diamond Disc outfits during the holidays. The business, too, for the year showed a most satisfactory increase, satisfying alike to Manager Silliman and to Mr. Pardee, head of the Pardee-Ellenberger Co., who was over in town for a few days from New Haven. The highly efficient staff surrounding Manager Silliman remains the same for the year.

Visitors at Eastern Talking Machine Co.

Harry Lauder, who has been playing an engagement at the Shubert Theatre, was a caller at the warerooms of the Eastern Talking Machine Co. while in town. He was accompanied by Charles Frank, his orchestral leader. Lauder's picture with an arrangement of his Victor records formed an attractive window display. Other callers at the Eastern Co. were Tom Brown, of the Six Brown Brothers, of the "Chin Chin" company; both Mr. Stone and Mr. Montgomery, the stars of that show, and their manager, Arthur Houghton; George MacFarlane, who has been playing at Keith's Theatre; Edith Helena, the singer, who has been playing at one of the Loew theatres.

Accident Happened at Bad Time.

Norman Mason, of the wholesale department of the Columbia Graphophone Co., lost more than a week in December by reason of spraining the ligaments of one of his feet, which kept him housed. His accident happened at a bad time, as his business was of large proportions. He is practically entirely recovered, however, at this writing.

Will Attract Many Visitors.

One bit of interesting news along the Talking Machine Row is that the tickets for the great open-air performance of "Elijah," to be given in the spring at the Braves' Field in Alliston, are to be

sold at the Eastern Talking Machine Co.'s warerooms. Sam Kronberg, who so successfully managed the "Siegfried" performance at the Stadium last summer, and which was an undertaking of great magnitude, will be in charge of the "Elijah" performance and will have his headquarters with the Eastern Co.

The Lack of Preparedness.

As one looks into the talking machine business the wonder grows that some dealers are so shortsighted as not to make sufficient provision for the enormous demand for goods that sooner or later overtakes them. Reference was made to this situation in a recent issue of The World, but here is a Christmas past and gone and still dealers are entering complaints to Manager Arthur Erisman, of the Columbia, bitterly complaining that had they three times the amount of goods they could have sold them. Mr. Erisman instanced the case of a dealer in New England who early in the season ordered 100 machines at a certain price. He was urged to make the order 300, for he could have had the goods then, but he replied that that was altogether too many, that he would be more than satisfied to get rid of the 100. December had scarcely got under way before the full 100 machines were sold; then he began to clamor for more, but they were not to be had. Could such a man see some of the orders running up into the hundreds of machines on a single order which could not be filled for the holiday trade, and even now are only beginning to be distributed from the factory, he would appreciate the amount of business that has been done through the Boston headquarters of the Columbia Co. If Columbia dealers learn their lesson from the recent experiences they will see to it that such a situation does not exist another season, and when Manager Erisman urges them in midsummer, as he did last year, to place their orders early, and make them big enough to cover emergencies, they will act upon his advice.

In this same connection it is of interest, on the word of Manager Erisman, that no new contracts will be closed with dealers until March 1. During the past few weeks Manager Erisman has been simply deluged with letters from would-be dealers, and there are fully 200 of these applications on file with him at the present time.

Spent Holidays in Washington.

Manager Erisman spent Christmas with his wife's family over in Washington, and on his return home spent a day or more in Philadelphia and

MORE is heard today regarding "quality" of phonograph music than ever before, and the Edison Diamond Disc Phonograph started this general conversation by reason of its admitted superiority. The Edison phonograph is also taken as the basis of ALL phonograph comparison and its tone is admitted to be best.

Aside from its tonal perfection, the artisticness of the cabinet designs enables the Edison Diamond Disc phonograph to harmonize with the most expensive interior furnishings of any home. We are "Exclusively Edison."

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

"E. D. D. P."

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 20).

New York, having been away for five days. The Columbia dealers with whom he came in contact were more than surprised and delighted at the amount of business that had been done by Columbia dealers everywhere.

Visiting the Victor Trade.

S. M. Revness, representing the Victor Co., arrived in Boston a few days ago from Camden, N. J., and is making his headquarters at the Parker House. Mr. Revness, who is calling on the local Victor dealers and will be in town for a week or so, is making friends wherever he goes.

Makes Encouraging Report.

Manager Wallace Currier, of the Victor and Edison departments of Chickering & Sons, makes a most encouraging report of business done during the holidays. The increase over the year's output of the previous twelve months showed a splendid gain, and January already has shown up well.

Enjoyed Big Holiday Business.

The Victor department of the Henry F. Miller Co. enjoyed a fine holiday business, thanks to Manager Warren Batchelder and his efficient staff of salesmen. Mr. Batchelder is one of those who succumbed for a time to the ravages of grip, and he was away from business for several days. An addition to his staff is Henry Hallett, who spends most of his time on the outside.

Fred Bond's New Post.

Fred Bond, the Boston baritone, has been placed in charge of the operatic department of the Eastern Talking Machine quarters in Tremont street, and he will have his offices on the third floor. By a shifting about Miss Martha Kadetsky, who had been on the third floor, is now located on the second, and Miss A. Beaumont is back on the first floor, where she will wait on customers.

Home for the Holidays.

Wilbur W. Longfellow came to Boston for the holidays from New Haven, where he is pleasantly located with the Pardee-Ellenberger Co. He paid a call upon his friends in the talking machine department of Chickering & Sons, with which he was associated before going to New Haven.

Another visitor from out of town who was given a cordial greeting locally was Harry Brown, manager of the Berliner Co. at Montreal. Mr. Brown formerly was with the Eastern Talking Machine Co., and his friends in the trade are legion.

Excellent Trade for Past Year.

John Alsen, manager of the Edison and Victor departments of the George Lincoln Parker establishment, makes a good report of the December business, and he and his staff were glad when the Christmas rush was over. Mr. Alsen's business for 1915 was highly creditable to the hustle that is so characteristic of his whole staff.

BONUS FOR COLUMBIA BOSTON STAFF

Every Employee of the Store Profits by the Great Increase in Business Developed During 1915, According to the Promise of Manager Erisman—Bonus Averages 15 Per Cent. of Yearly Salary—Some Excellent Advice.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—The forty-two employes of the Boston offices of the Columbia Graphophone Co. are in a merry mood these days because of the wonderful generosity of Manager Erisman, who early last year promised his staff a bonus on the year's business.

Throughout the entire past year the business grew and grew, and the distribution was not confined to those actually on the floor, that is, those daily meeting the customers, but included the bookkeeping force and even the janitor, as it was Mr. Erisman's laudable idea that everyone had played his or her part in developing business. Therefore no one was to be overlooked. The bonus was primarily based on the year's business, the increase alone having more than equaled the total year's business for any year in the history of the Boston office up to 1914, and out of this individual months could be cited which produced as much business as any total year's business up to and including 1912.

To arrange this plan satisfactorily Mr. Erisman was obliged to make several visits over to the home office, for there were many details to take into consideration.

In appreciation of what his splendid staff has been able to accomplish Manager Erisman addressed a well-worded letter to his men. One of the encouraging features of this bonus distribution, the size of which was a great surprise to the employes, is the establishment of bank accounts by several who never before had them. The letter in part says:

"This bonus, which represents approximately fifteen cents on each dollar paid you in the year 1915, should mean more to you than you might see at first glance. It is certainly a splendid investment for one dollar to earn you 15 per cent.—it is more than equal to the enormous profit paid to stockholders in some of the most successful concerns, especially some of the concerns now making war supplies, but I believe it is of greater satisfaction to you to know that war has nothing to do with the bonus you have received from us, except if you should wish to liken some of the hard, conscientious work that you have all done days and nights to war in the trenches; certainly most of you have been on the 'firing line,' but fortunately no one has been 'fired.'"

Mr. Erisman's concluding advice to his men is

this: "Study our printed matter; be familiar with every advertisement that we run; know the goods that are displayed in our windows; give the best of service; make no enemies; read every trade paper you can get your hands on, and keep up the splendid pace set by this company."

THE VOCALION CO., BOSTON, OPENS.

Handsome New Quarters at 190-192 Boylston Street Opened to the Public—Handsomely Decorated and Equipped—R. F. Hibshman in Charge—Large Business Is Expected.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—The Vocalion Co. of Boston opened its doors to-day at 190-192 Boylston street, and the attractiveness of the store was the prime means of drawing hundreds to the place. Once inside, the admirers of recording instruments enjoyed a demonstration of the Aeolian-Vocalion, which is now widely known in New York, where it has been splendidly exploited by the Aeolian Co., but which is quite new in these parts. The war-rooms are large and flooded with daylight, and extend quite a distance back to Park Square, where there is an entrance and large show window. The interior is finished in rose and gray, the woodwork being in the latter tone and the furnishings in the former color. The electric fixtures are in antique bronze, and the whole interior is as cheery and inviting as one could wish. There are numerous demonstration booths, and the various styles of Aeolian-Vocalions are attractively arranged about the warerooms. The manager of this new Boston establishment is R. F. Hibshman, who comes over from New York and has brought with him several men from the New York house.

It is of special interest that the first day's demonstration resulted in the sale of many instruments, and the prospects look most encouraging for a large output.

AN INTERESTING NEW MACHINE.

The Arionola, Manufactured by the Arion Manufacturing Co., Presents Some New Features of Tone Production That Have Proven Exceptionally Successful and Very Popular.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—The announcement of the Arion Manufacturing Co. in this issue of The Talking Machine World will doubtless prove interesting to talking machine dealers. The unusual success of the \$15 Arionola, which has now been upon the market for two years, has created a widespread demand for larger machines employ-

(Continued on page 22.)

Bagshaw and Needles are Synonymous

We are pleased to announce that 1916 is the 45th year in the history of the Bagshaw business.

Ranking as the first makers of talking machine needles, our record to date covers the greatest number of quality needles ever produced by anyone in the world.

Some time ago we shipped over 63,000,000 needles in 10 days, showing conclusively that not only is Bagshaw-quality the world's leader, but for output we likewise stand unsurpassed.

Every time you play a talking machine record, think of Bagshaw.

W. H. BAGSHAW

Lowell, Mass.

Oldest and Largest Manufacturer
Established 1870

TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 21.)

ing the same method of tone reproduction and reflection that was so well received by the general talking machine trade and public.

This method of tone reproduction, which is similar to the construction of a piano, namely, that of the wooden sounding board, is one of the unique features of the Arionola. It produces a tone which is clear and mellow, eliminating any metallic sounds.

After months of experiments, testing and exhaustive study, this company has finally produced a larger machine, built on the same principle as the original. This machine retails for \$50 and has a handsome, well finished mahogany case, which fits standard record cabinets. The company has also produced an electric machine for \$75 which has the same case and finish as the \$50 machine. The company thoroughly tests and absolutely guarantees every phonograph in its line.

Charles F. Simes, sales manager of the Arion Manufacturing Co., is planning to start on an extended trip throughout the United States to introduce these two new models in various territories. The attractiveness of these new machines to the dealers lies not alone in appearance and mechanical excellence, but also in the broad policies of the company's sales plans. Judging from indications these new models will be received by the public with the same enthusiasm with which the little \$15 Arionola was greeted.

DOUBLES CAPACITY IN SHORT TIME.

Chas. E. Roat Music Co. Opens Finest Music House in Central Michigan.

(Special to The Talking Machine World.)

BATTLE CREEK, MICH., January 8.—With the formal opening of the large new companion room of the Charles E. Roat Music Co.'s store Battle Creek has the most commodious and up-to-date music establishment in central Michigan. The new department, which was formally opened Friday evening, December 10, proved a revelation to those who have watched the growth of this firm as the Roat Co. has doubled its facilities for handling its rapidly growing business twice in the last sixteen months.

The new department is devoted exclusively to Victrolas, Edison diamond disc phonographs and Apollo player-pianos and completes a very commodious arrangement with a frontage of 40 feet on Main street by 120 feet deep. The very last word in the manner of modern display and equipment has been reached. Five large demonstration booths, tastefully decorated in flat tones of pearl and Kaiser gray with midnight blue tapestries and rugs, luxuriously fitted with easy chairs and a suction air ventilating system, where the intending purchaser may be entertained, prove an attractive feature of the Roat store. In the basement is a well-appointed repair department, shipping room and surplus stock room.

The growth of the Roat concern is little short of remarkable. It started fourteen years ago with one clerk, and now employs fifteen people on the floor, with several outside salesmen. Two years ago Mr. Roat associated with him Forney W. Clement, who has entire charge of the talking ma-

chine department. That this particular branch of the business has advanced to its present large proportions is entirely due to his deep interest in musical matters, his thorough business methods, his capacity for painstaking courtesy in serving the public and pleasing a large and growing clientele.

TALKS TO SALES FORCE.

J. F. Collins Talks to Jacob Doll & Sons Salesmen of the Construction and Sales Possibilities of the Pathephone and Pathé Records.

Jacob Doll & Sons, 116 West Forty-second street, New York, have installed three very attractive Unico booths in their warerooms which will be devoted primarily to the display of Pathephones. These booths are finished in French gray and their furnishings harmonize with the general color design.

Frank Hamilton Jones, general manager of the retail stores of Jacob Doll & Sons, is well pleased with the Pathé business which the store is closing, and during the past few weeks there has been a shortage of several of the more expensive models of Pathephones and quite a number of the Pathé records. In order that his sales force may be conversant with the merits of the Pathé product, Mr.

Jones invited J. F. Collins, sales manager of the Pathé Frères Phonograph Co., to visit the store and give an interesting talk on the constructional features of Pathephones and Pathé discs to the sales staffs from all of the Doll & Sons stores.

VICTOR CO. LITERATURE.

A group of interesting letters was sent out recently by the Victor Talking Machine Co. to its dealers throughout the country. One division of this literature contained a batch of sales aids for the Victor records in the January supplement. This consisted of hangers, new window streamers, sheets of ready-made advertising electrotypes and proofs of some of the January magazine, educational and farm paper advertising. There was also a series of supplements of new Italian, Mexican, Spanish, Danish, Swedish and Polish records. Incidentally, it may be added that the January Victor supplement is unusually diversified and well calculated to meet with a ready sale.

Other letters to Victor dealers called attention to new repair part catalogs for certain types of Victors and Victrolas, and also gave some pertinent information regarding the proper handling of main springs on the smaller models of Victrolas.

INCORPORATIONS.

The Union Talking Machine Co., 555 Elizabeth avenue, Elizabeth, N. J., has applied for a New Jersey charter to manufacture and deal in phonographs and musical instruments. The capital is \$5,000, divided into fifty share of \$100 each.

* * *

The Toledo Pathephone Co., Toledo, O., filed articles of incorporation at Cleveland. The incorporators comprise Rob V. Phillips, A. C. Stevenson, F. K. Doty, E. H. Horton and Sholts M. Douglas, with \$5,000 capital.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

M. Steinert & Sons Co.

Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Wire or mail your orders to

M. STEINERT & SONS CO., 35 Arch Street, BOSTON



Up-to-Date Trade Puller

MY PROVEN PLAN

tried by over 2000 talking machine dealers with big results. This is no price-cutting scheme—no catch-penny idea, but a straight, legitimate business proposition. Will bring customers right into your place without any cost. Write me today for full particulars FREE.

W. I. SCHWAB, Mgr. 281 Canal Street PROVIDENCE, R. I.

DETROIT CLOSED GREAT TALKING BUSINESS IN 1915.

Increase of Prosperity Among the Working Classes Resulted in Money in Abundance to Buy Talking Machines and Records—Talking Machine Houses, Without Exception, Report a Most Satisfactory Business, with the Only Complaint a Shortage of Stock.

(Special to The Talking Machine World.)

DETROIT, MICH., January 8.—If space permitted, we could write at length regarding the fine year which Detroit talking machine dealers had—the enormous business transacted during the twelve months just ended and the bright outlook for 1916—but undoubtedly the same thing applies to all other sections of the country, judging from the reports of the orders now on hand at the different factories. But one thing we do want to state: Not only did the people of Detroit buy heavily of talking machines and records but their business was spread among all the dealers, so that the record-breaking business of 1915 means that not one, but all, the dealers received their share. The great trouble was to get enough goods. Victor, Edison, Columbia and Pathé jobbers have more orders on their books right now than will be filled for some time to come.

And so in starting a new year we feel justified in saying that the month of January opens up most auspiciously. The fact that the holiday season was over did not seem to make any difference. Of course, dealers did not have machines to sell, but record business was just as good, if not better, than during holiday week. The hundreds of people who received talking machines for Christmas presents naturally were anxious to get their favorite selections to play. And so, while the scarcity of machines will make that particular department dull until the factories can make shipments, dealers can be consoled with the fact that their record business will be better than ever. And after all, this is the best part of the business because it is practically all cash.

K. Mills, the new manager of the Columbia branch in this city, has already become a booster for Detroit—he likes the town, its people and its spirit of progressiveness. "I never met a finer

bunch of dealers," he said. "All of them are live wires and know how to do business on a real commercial basis. The best part of it all is that every one of them is doing a big business. The more I know of these men the better I like them. I know that we will all get along splendidly."

Sam Lind, city sales manager in Detroit for the Columbia, reports: "This has been by far the greatest year in our history. Business was thousands of dollars ahead of expectations. We easily lost \$50,000 worth of business by not having the goods."

Robert Barclay, manager of the talking machine department of the J. Henry Ling store, during December had tea served every afternoon in the Japanese room by a young lady dressed in Japanese attire. The idea was very original and proved a popular drawing card.

Louis McHugh, for eight years with the Cable Piano Co. talking machine department, has resigned to take charge of the new Columbia Grafonola department recently installed by the Elliott-Taylor-Woolfenden Co.

Goldberg's new talking machine store at 167 Gratiot avenue is without question one of the finest in the State. It is unusually fine when you consider that it is a half mile from the center of the city. This shop carries the largest assortment of foreign records in the State of Michigan. A formal opening is to be held some time in January.

Sidney Guest, 541 Dix avenue, is certainly enthusiastic about the talking machine business. Although in it a comparatively short time he says he can see great possibilities. He did an enormous holiday business.

M. Adler, 726 Michigan avenue, says he never saw anything like it.

Manager Bloom, of Summerfield & Hecht's talking machine department, did as big a business as

any Columbia dealer. This store went after talking machine business—used professional dancers in their windows—and sales were made faster than the firm could get goods. An order in January was placed for Columbia machines that was one of the largest ever given in Detroit.

The J. L. Hudson Co. did a million-dollar business in December. Each department was asked to reach a certain figure. The talking machine department, which is managed by F. K. Andrew and which handles Victor goods exclusively, reached its required figure several days before Christmas. Manager Andrew left Sunday, December 26, for Cleveland, Philadelphia, Camden, N. J., and New York. He was gone until the following Friday morning. He visited some of the leading retailers and jobbers and also the Victor factory, where he went through the various mechanical departments. He came back more enthusiastic and optimistic than ever. He still believes the talking machine business is only in its infancy.

The Detroit Piano Co., formerly in the Valpey Building, has moved to 73 Broadway, where it is now handling talking machines.

At the Grinnell Bros.' department managers' meeting December 31, C. A. Grinnell spoke. He emphasized the importance of giving service to the customer, of giving every customer individual attention and the Grinnell smile. He also said that 1915 was the best year in the history of the company, which included Detroit and all branches.

Frank Bayley, 11 Witherell street, said: "We sold thirty-one Edison talking machines Christmas week without one penny of advertising. It is coming better every day." Mr. Bayley, who for the past five years has been chairman of the entertainment committee of Friendship Lodge, F. & A. M., has resigned after building the membership from 300 to 1,200—a world's record. Mr. Bayley will hereafter give his entire time to business. He will move from his present location in the spring while a new building is being erected on the present site, the completion of which will probably find him back occupying a new store in the building.

On December 21 the J. L. Hudson Co. announced the receipt of over 100 mahogany Victrolas, Model XI, at \$100. They sold like wildfire. All were disposed of by Christmas Eve.

The East Detroit Music House, J. E. Schmidt, proprietor, 336 Gratiot avenue, is now selling the Sonora talking machine.

Richard B. Caldwell, of the Pathé Frères Phonograph Co., was a visitor to Detroit early in December on his way East. Manager Harry Shea, of the Pathé Co. of Detroit, reports a splendid trade for 1915—better than he figured on.

With every Edison machine sold at the Wallace Brown Shop, 31 East Grand River avenue, goes "The Wallace Brown Guarantee." This is against any defect of manufacture or finish for one year; the diamond point is guaranteed for life; every Edison record is guaranteed against wear or breakage for six full months. Wallace Brown did a "whopper" business in 1915.

The official opening of the new Victrola and Edison store at 60-62 West Main street, Battle Creek, was formally held on December 10. The store is owned by the Charles E. Roat Music Co.

Max Strasburg is now running two talking machine stores—74 Library avenue and in the Scherer Building.

COMPLIMENT FROM ALMA GLUCK.

William Knabe & Co., New York, received recently the following interesting letter from Alma Gluck, the famous opera soprano, relative to her visit to the company's Victor department:

"While in your shop selecting the pianos for my residence I had the pleasure of seeing your Victor department, upon which I wish to compliment and congratulate you. When Victor records can be played in such attractive surroundings they must be more irresistible than ever."

DO YOUR PART AND DO IT NOW. TELL YOUR CONGRESSMAN HOW YOU STAND ON THE STEVENS BILL SO THAT HE MAY KNOW YOU ARE IN BACK OF HIM. DO IT NOW!

Boston—Oliver Ditson Co. New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next two months.

Ditson Victor Service



INTERIOR TALKING MACHINE ROOMS
A \$10,000 UNICO INSTALLATION



HARDMAN HALL



A MILWAUKEE UNICO

UNICO DEMONSTRATING ROOMS

constitute the most advanced type of equipment for the talking machine and piano establishment.

MODERN MERCHANDISING METHODS

are essential to the successful merchant.

THE MOST SUCCESSFUL DEALERS

large and small throughout the country are daily adopting the *Unico System*.

WHETHER YOUR REQUIREMENT

is for a complete department or for but a single room you will find *The Unico System* to be your *most economical investment*.

To stimulate your sales, to increase your profits, to develop and hold new trade
INSTALL THE UNICO SYSTEM.

UNICO DEMONSTRATING ROOMS
are endorsed and sold by the principal talking machine distributors. Consult your distributor today or mail the coupon for full information.

CALL AND INSPECT OUR MODEL UNICO SHOP



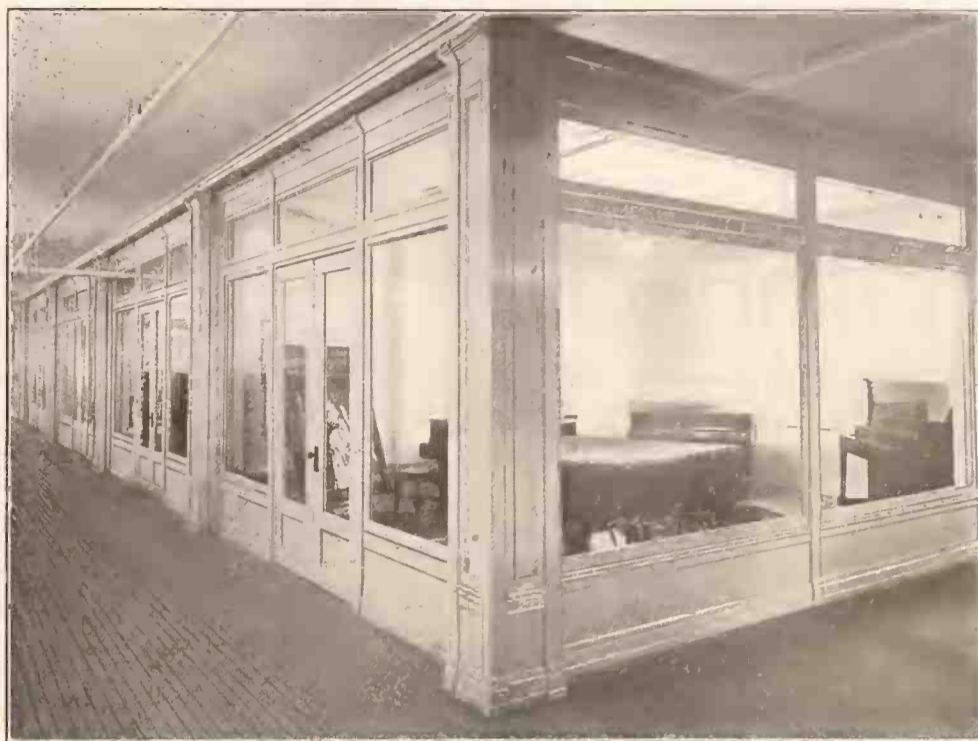
SINGLE ROOM

THE UNIT CON
121-131 South Thirty

Dis



HARDMAN HALL



EXTERIOR PLAYER DEMONSTRATING ROOMS

26 ROOMS FOR TALKING MACHINES, PIANOS and PLAYER ROLLS



ROOMS—COST \$1,458.75

UNICO DEMONSTRATING ROOMS

Sound proof—Elastic—Dust proof. Completely finished, glazed and fitted before shipment.

PATENT SECTIONAL UNIT CONSTRUCTION: Interlocking sections quickly assembled without screws, nails, cutting or fitting. Rearranged in size, plan or location as often as desired without delay or expense.

UNICO DEMONSTRATING ROOMS

are carried in stock for immediate shipment. Eight artistic designs. Five standard finishes.

Send for pamphlet giving 216 plan and price combinations ranging from \$75.80 to \$1,329.75. Then

**START THE NEW YEAR RIGHT
INSTALL THE UNICO SYSTEM**



ON—COST \$75.80

UNICO CONSTRUCTION COMPANY
PHILADELPHIA, U. S. A.

Cities

The Unit Construction Company,
121-131 So. 31st St., Philadelphia, Pa.

Date _____

Kindly send full information about the Unico System. The dimensions of our store (or dept.) are _____. We now have _____ demonstrating rooms. We desire to install _____ rooms in size _____. Our distributors are _____

Signed _____

CLIP THE COUPON—MAIL TODAY

APPOINTED ADVERTISING MANAGER.

Landay Bros., the Well-known Victor Distributers, Announce the Appointment of Herman A. Harris as Advertising Manager of Their Company—Has Had Wide Experience.

Landay Bros., New York, the well-known Victor distributors, have announced the appointment of Herman A. Harris as advertising manager of the company. Mr. Harris assumed his new duties a few weeks ago and was responsible for the splendid Christmas advertising which Landay Bros. used in the local newspapers.



H. A. Harris.

Mr. Harris is a practical advertising man in the true sense of the word, having been associated with the advertising world in various divisions. For some time he was a copy writer for the David Williams Co., New York, prominent technical and trade paper publishers, subsequent to which he was connected with the American Lithograph Co., the largest concern of its kind in the world. Before joining Landay Bros. Mr. Harris was a member of the staff of the Bates Advertising Agency, where he handled a number of important accounts.

In addition to taking care of Landay Bros.' general publicity, which has reached large proportions during the past year, Mr. Harris will co-operate with Landay dealers in the preparation of their advertising campaigns. The remarkable success which Landay's have achieved during the past few years is attributable in a large measure to the excellent advertising which they have used, and as the experience gained from this advertising is at the service of Landay dealers, there will doubtless be considerable interest aroused by the details of the 1916 wholesale campaign of Landay Bros., which will be announced later.

TIFFANY MOTOR CO.

MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES

75 FULTON ST.

NEW YORK CITY

FOREIGN RECORD BUSINESS

Being Carefully Developed by Columbia Co.—
New and Attractive Hangers Issued Each
Month—Records in 13 Different Languages.

The international record department of the Columbia Graphophone Co., formerly named the foreign record department, has been achieving remarkable results the past few months, and the valuable co-operation which it has extended Columbia dealers has resulted in the steady increase of foreign record sales.

This department recently sent out to Columbia dealers a very attractive record hanger featuring the foreign records for January. It is planned to issue new hangers each month, and the designs will be different for each list. Over sixty records are being issued monthly, and it is not uncommon to have records in thirteen different languages represented in a month's selections. There is now in course of preparation a detailed plan of service which will be at the disposal of Columbia dealers during 1916 to aid them in building up this important branch of their business.

CLOSED BANNER YEAR.

"Nineteen-fifteen was the best year in our history," said Philip A. Ravis, vice-president of the New York Album & Card Co., manufacturer of Nyacco record albums. "We have greatly increased our manufacturing facilities during the past few months, and as 1916 gives every indication of being a prosperous year for all branches of the industry, we have added to the equipment of our plant so that it can handle customers' orders with even greater promptness and dispatch. One

of the most pleasing features of our year's sales was the many repeat orders we received for Nyacco metal back albums, which have won praise from our dealers throughout the country."

BREAKS HOMESICK SPELL.

Hoolock Gibbon Perks Up Amazingly When
He Hears His Own Jungle Talk.

There is such a thing as being too exclusive, and Hoolock Gibbon, of Borneo, found it was nearly killing him. He is the nearest thing there is to a man that isn't. Up in the Bronx Zoo, in New York, he has had a cage all to himself—like an imprisoned prince.

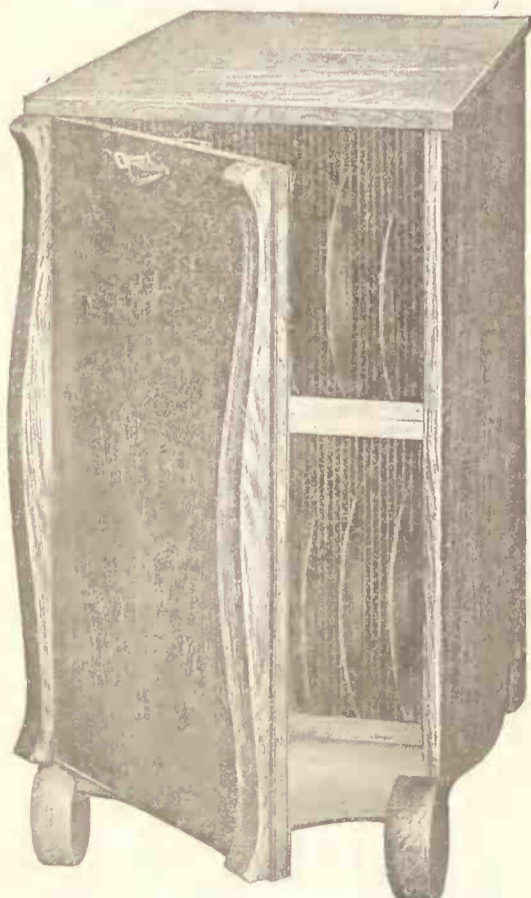
He doesn't talk low monkey talk, anyway. But he was getting very homesick. And the war made it impossible for Curator Ditmars to import any individual of Gibbon's own social class.

Ditmars' heart went out to the languishing Hoolock Gibbon, so he put a phonograph in his cage, and when Hoolock sang wistful jungle songs or chattered to himself, as perforce one must talk to himself or go mad, the phonograph took down every word of it.

Then the curator turned on his own stuff at him. Hoolock talked back to the machine gaily, perked up amazingly, ordered a double portion of bananas for supper, whereas his appetite has hitherto been very poor, and last night he was singing glee songs of Borneo to the little box that had in it the spirit of home.

RESPECTFULLY SUBMITTED.

Why doesn't somebody put the voice of the people on a few graphophone records?—Exchange.

Reputations will be WON and LOST in 1916

Colonial Style No. 750 Salter Cabinet.

Height, 34 ins.; Top, 21¼ x 18½ ins. Large enough to hold Victor IX, Columbia "Favorite," or any number machine. Felt-lined compartments hold 90 records. Wood Rack, 152 records.

Manufacturers and dealers will enjoy a tremendous business in 1916, but upon the service that they render and the quality of the goods that they sell will rest their business future.

We are not only preparing for a demand far greater than we have ever enjoyed before but also for an even greater degree of quality than we have yet reached. Salter Cabinets have been Quality-Built for many years and always will be.

Here are two of our styles that always sell well.



Style 166 Salter Cabinet.

Height, 30 ins.; Top is 25 x 20 ins. Will hold any sized machine. Records can be laid on front when down. Felt-lined compartments hold 52 Records. Wood rack holds 96. Any color of mahogany or oak.

What Catalogs shall
we send you?

SALTER MFG. CO.

JOHN F. MORTENSEN
President

337-39 N. Oakley Blvd.
CHICAGO



If you have not yet equipped yourself to supply Columbia Records by Ysaye, Hofmann, Casals—three of the world's leading instrumentalists—you are missing a considerable portion of your rightful income.



(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

PUSH THE STEVENS BILL.

National Association of Talking Machine Jobbers Makes Another Strong Appeal to the Trade in Support of the Measure.

(Special to The Talking Machine World.)

St. Louis, Mo., January 8.—The National Association of Talking Machine Jobbers, through its secretary, E. C. Rauth, of this city, again urges all Victor dealers and merchants generally to take off their coats and hustle for the Stevens Bill, which was reintroduced in Congress on December 14, 1915, by the Hon. William A. Ayres, of Kansas. This will be very essential if the merchants of the country are going to improve business conditions and protect themselves from the mail order houses and chain stores.

The opposition are working like beavers to defeat this measure, but if the dealers will do their share we will win out at this coming session of Congress.

If you have not already pledged your Congressman, write him again and again until you have his definite reply—either that he is for or against the bill.

The opposition are contending that the Stevens Bill will operate to create a monopoly on trademarked goods. The bill explicitly states that its provisions shall not apply to any article that is produced or controlled by a monopoly.

The following editorial from the St. Louis Post-Dispatch proves, conclusively, that the standard price would not work to the advantage of a monopoly:

"A CONGRESSIONAL AUTOMOBILE TRIP."

"An unnamed Missouri Congressman had a singular experience in driving from this State to Washington City by motor car. He left with a tankful of gasoline for which he paid 11 cents a gallon, but as he renewed his supply en route the price he was compelled to pay increased with a regularity suggesting that for every 100 miles traveled toward the East one cent a gallon is added to gasoline cost. The last stage of his journey into the capital was made on gasoline for which he had to pay 21 cents.

The "Congressman is curious to know why, in going from Missouri to the District of Columbia, the cost of running a motor car should practically be doubled, and may take means to find out. Of course, it is not explained by the transportation charges on the refined gasoline. He will discover that the principal reason is a difference in competitive conditions. In the Mississippi Valley Standard Oil has rivals it is anxious to put out of business."

TALKING MACHINE STOCK DIVIDENDS.

Announcement has been made of a new dividend of 1¼ per cent. on stock of the American Gramophone Co., which will aggregate \$45,981. The American Graphophone Co. has declared a dividend of a similar per cent., the total amount to be paid to stockholders being \$98,531.

The Lorimer-Hicks Phonograph Co., of Piqua, O., has completed the removal of its plant from its former location on West Ash street to Troy, O.

BANQUET OF BUFFALO ASSOCIATION.

Annual Dinner to Be Held Next Month at the Statler Hotel—Association Comes Out in Support of Stevens Bill for Fixed Prices.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 8.—The members of the Talking Machine Dealers' Association of Buffalo are now making ready to celebrate the most successful year in the association's career with the annual banquet to be held at the Hotel Statler early in February, on a date yet to be fixed, although Wednesday evening, February 2, has been suggested as the fitting time.

W. J. Bruehl, T. A. Goold and A. Biseinger form the committee in charge of the arrangements and are expected to provide some excellent entertainment. The speakers will include representatives from the headquarters of the prominent manufacturing companies.

The Talking Machine Dealers' Association of Buffalo is lined up solid in support of the pending Stevens bill for the maintenance of prices, and the members of the association have urged the legislative representatives in their various districts, in and out of the city, to support the measure. Several prominent legislators have already agreed to give their support.

Articles of incorporation have been filed for the Fremont Manufacturing Co. by E. M. Titus, F. S. Gannon, Jr., and W. H. Seibert, of 2 Rector street, this city. The new concern is capitalized at \$200,000, and will manufacture talking machines.

EDISON TONE TEST IN INDIANAPOLIS.

Over 1,000 People Expected to Witness Edison Diamond Disc Demonstration in That City—Elizabeth Spencer Will Be Star Feature.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 8.—With 800 acceptances already received, the Edison Shop is expecting to entertain more than 1,000 persons at a demonstration of the Edison Diamond Disc phonograph which will be given in the Riley Room of the Claypool Hotel Monday night. As in similar demonstrations which have been given the Edison machine in other cities, Elizabeth Spencer, the soprano, will feature the concert by the tone test demonstration.

This invitational concert is only another feature which has brought so much favorable attention to the Edison Shop, which is owned by the Kipp-Link Phonograph Co., distributors of the Edison machine.

The Edison Shop has been giving concerts in its concert hall which have been well attended. This week the records of Christine Miller were featured. Arch Olds, manager of the Edison Shop, reports that the public has displayed great interest in the matinee concerts.

Christman Sons, who recently opened new ware-rooms at 753 Sixth avenue, New York, have arranged to handle the Edison Diamond Disc line, and a number of sound-proof demonstration rooms are now being constructed to properly present this high-class line. Newspaper advertising will feature the Edison Diamond Disc phonograph.



ATLAS 3-PLY VENEER PACKING CASES

Over seventy-five per cent. of the cabinet machines made are packed in these northern hard-wood veneer cases with clear spruce cleats. There must be a good reason—the fact is there are many excellent reasons.

We will gladly furnish convincing facts concerning the superiority of Atlas cases. Write today—only a card is necessary.

NELSON & HALL COMPANY
MONTGOMERY CENTRE VERMONT
New factory at Camden, New Jersey

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 8.—The Philadelphia talking machine trade closed the biggest holiday business it ever experienced. Many firms doubled their business of last year, and all the firms were limited to the amount of goods they were able to receive, and this was in no way nearly equal to the demand. One thing which the dealers as a whole express is the patience of their customers in recognizing conditions, the dealers willing to share with the jobbers and the public willing to patiently wait, and it is this consideration that has made trade active ever since Christmas. The factories shipped goods to the local dealers at the eleventh hour. This was rather a hardship, for it kept firms unable to keep their promises, but they did the best they could and worked until a late hour Christmas Eve to get out the machines that came to their stores late on the afternoon of the 24th.

C. J. Heppe & Son tell me that the Victor Co. delivered to them about ninety machines on December 24 at 5 o'clock in the afternoon, but they put every one to work, and before the store closed the day before Christmas every machine was delivered. Many other firms received large stocks at the same time, but some of them were not able to get them out Christmas Eve, and the delivery wagons were compelled to work Christmas Day.

This was undoubtedly the banner Christmas, and probably it will never be possible again to duplicate it. With records the conditions were not as bad, for the firms had laid in big stocks and the factories seemed to have this part of their business in better command.

Louis Buehn & Co. reported that their business was "overpowering" in December. In fact, their business for the entire year was greatly in excess of any previous year. They say that although they were unable to receive a sufficient number of machines during December to fill all their orders from the dealers complete they received practically no cancelations, which was most gratifying to them. On the other hand, there is still a large shortage in machines and they believe that this condition will continue for some time to come.

The Edison dictating machine had a very heavy business in Philadelphia in December, and while they supplied this machine to a great many firms the month brought them many orders and pros-

pects for the new year after the firms began readjusting things. Among some of the leading firms supplied with the Edison in December were the United States Navy, seventeen to the Franklin D'Olier Co.; a number of machines to the Frank H. Stewart Co.; to Eugene McGuckin; to Arthur Thomas; seven machines to D. L. Ward, the paper firm; a large number to the True Shape Hosiery Co., the Philadelphia Dye Works and many other prominent firms.

N. C. Durand, vice-president of Thomas A. Edison, Inc., division of the Edison dictating machines, was a Philadelphia visitor the past week. January has already started in brisk, the firm having sold forty-three machines the first week.

The Penn Phonograph Co. reports that its De-

cember business was very big, and in spite of this the company was unable nearly to meet the wants of its dealers and the public. The heavy shipment that came to it the afternoon before Christmas day was sent to near-by stores, thus helping out these firms, which had been driven almost to despair. The company's Christmas business was very much better than any previous year. It is expecting a very large record business for the next few months and is placing orders accordingly. It has every facility for handling a tremendous stock of records and is going to lay in a very large supply.

Louis Buehn & Co. are at work removing their shipping and packing department from the basement of their warerooms to the first floor.

Walter Eckhart, manager of the Pennsylvania Talking Machine Co., went to New York at the end of last week to see what arrangements could be made to get more stock in Philadelphia. Mr. Eckhart was almost as bad off this year with the Columbia as were other firms with the Victor, not being able to get nearly enough machines to supply his trade. He has built up a tremendous business in this territory, and unless he is able to get more goods it will be useless for him to attempt to hold it. The company had a remarkable business in December. It was greatly ahead of 1914, and in spite of that seemed most discouraging in the amount of business that was lost through inability to get goods. Mr. Eckhart states that when he says that the company had an increase of 100 per cent. the past December it means a whole lot, for its December of 1914 was very big. It finds one gratification in the fact that its dealers have been most considerate in their attitude in view of the existing conditions, and seem to be willing to make the best of the situation, which is prompted no doubt by their recognition of the equitable way in which the company made distribution of the goods it had on hand.

Mr. Eckhart takes a rather cautious view of the future when he says: "We do not dare let our men get on the firing line until we are assured of more product. The question of business is a small matter. Our shortage has been in everything; not only in machines but in records, even down to catalogs. We are very grateful that, under the conditions, we have been able to hold the good will of our accounts. It seems that of late all the

(Continued on page 30.)

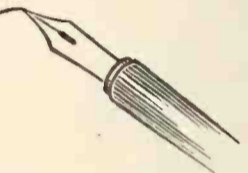
Penn Phonograph Co. VICTOR

The Penn is mightier than the sword, it stands for right service. We know what you want and your first order will prove it. If you want service on "shorts" during the rush of the next few weeks, 'phone us and we'll deliver. Victor Records a specialty.

PHILADELPHIA

PENNA.

*Pen Your Victor Orders
to Penn*



1864—ESTABLISHED OVER HALF A CENTURY—1916

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

for the best Victor Service in the East

We are now booking orders for Victrolas,
all types, for early deliveries.
May we serve you?

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street

Philadelphia, Pa.

We Are Filling Record Orders Practically 100 Per Cent.

BALDWIN LOCOMOTIVE is now quoted at about 118. What was it a few months ago?

Is there any difference between buying an advancing stock and selling VICTOR goods? You must buy them—somewhere. Selling Victor records during January and February to all the machine sales in December offers an opportunity of unusual profits.

Records cannot be sold, except in few instances, unless the customer hears the selection. You cannot take “advance” orders; you cannot describe “how good” any number is; you cannot do anything but actually DEMONSTRATE the record.

RECORD orders are filled as complete as factory deliveries to us permit. Send your record orders to us and orders for the different types of Victor machines. Orders for repair parts and accessories are filled promptly and correctly.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

We will guarantee a larger percentage than any other jobber.

Get the records from Buehn. Buehn Service provides all records when you want them. It is clean-cut, compact service, with the aim of YOUR satisfaction foremost.

Safe to say that you can make up a list of a thousand (1,000) or more records, and you can GET them as fast as hands can pick them from the racks.

Buehn Service is intelligent, efficient, complete and trustworthy.

The Louis Buehn Co.

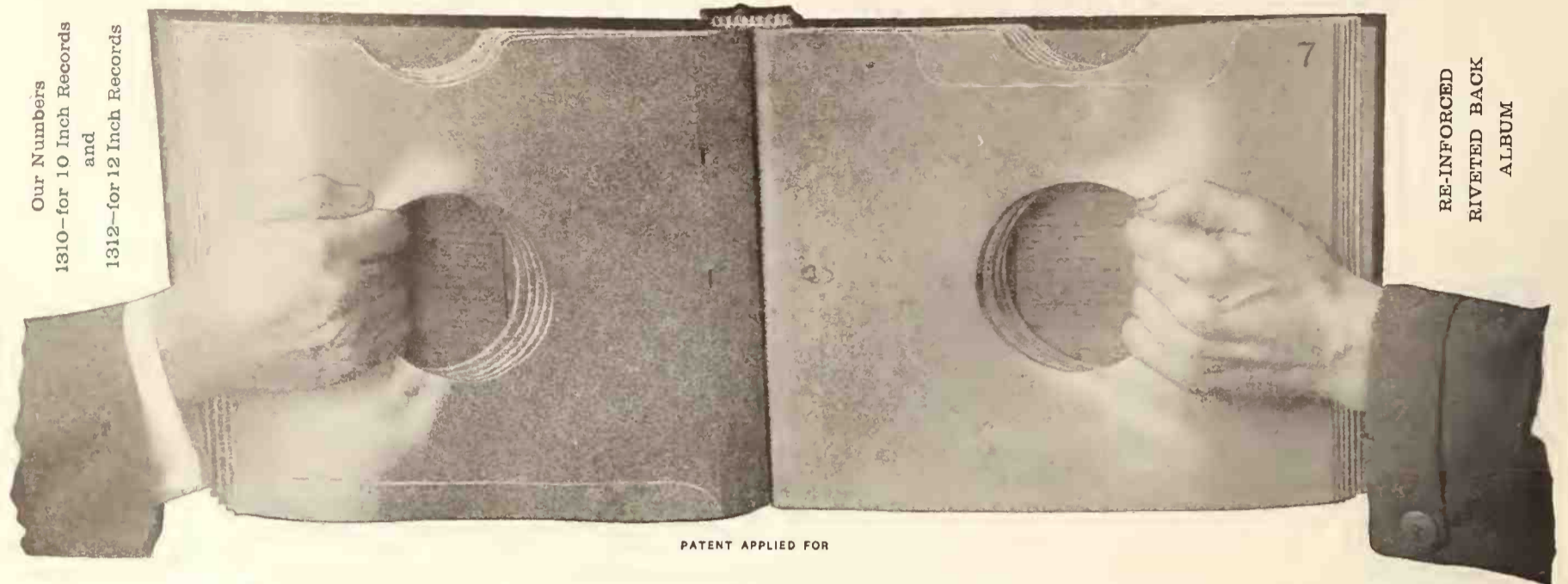
Philadelphia

Exclusively WHOLESALE

Victor Distributors

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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

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

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

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

TRADE NEWS FROM PHILADELPHIA.

(Continued from page 28.)

machines we were able to keep in stock here were just sufficient for demonstration purposes."

The Columbia Dictaphone business in December was also very large, and the management is highly gratified that it was able to get its 100 per cent. increase over the corresponding month of the previous year, for such a thing is naturally becoming harder all the time. With the addition of two more salesman to the city force, the company believes it is in fine shape for 1916.

Blake & Burkart, the big handlers here of the Edison, enjoyed a tremendous holiday business, and enter the new year with most encouraging prospects. This firm has fought hard, and its own energy has been the reason for its gratifying success. They are about to occupy the whole of the first floor of their present building, which will double their floor space and give them a fine concert hall. They expect to do considerable campaign work in this line during the next two months, for they believe it is the only way for them to get in direct contact with the people. All of the Philadelphia Edison dealers seem to have done a very satisfactory Christmas business.

The Philadelphia talking machine dealers to a man deeply deplore the death of the editor of The Talking Machine World, for they believe that through his enterprise in their behalf very much good has been accomplished. Mr. Eckhart tells me he was very much shocked when he heard the sad news, for he counted Mr. Bill one of his warmest friends, and will always remember with great pleasure their many talks on the business and the much good advice he received from the late editor—in fact, every member of the trade was greatly shocked and greatly lamented the news of his death.

Proprietor Goldberger has moved his Detroit phonograph salesroom from 236 Gratiot avenue to newer and more commodious quarters at 167 Gratiot avenue.

A WONDERFUL JOURNAL.

The twelfth and final number of the eleventh volume of The Talking Machine World reaches my desk while this column is being prepared for our Talks this week. In my opinion The Talking Machine World is the most wonderful journal of its kind in existence. It has a field all its own and any competitor attempting to enter the field might as well prepare an advance obituary of itself. The World, aside from being the pioneer in the field of the talking machine industry, has done more than any other power in bringing manufacturer and dealer together. It is in this journal that all of the manufacturers of talking machines, records, supplies and everything entering into the making of talking machines, are brought into touch with dealers over the entire world where the talking machine is known or sold. It is a magazine that keeps the live dealer fully posted on all that is new in the industry and is a magazine that does not hesitate to recommend or condemn a product with all the vigor at its command. The World is a wonderful journal at a dollar a year. It's worth a dollar a single number to any dealer. Of the hundreds of journals and magazines reaching this office within the course of the month there is one valued above all the rest, and that is The Talking Machine World. I congratulate the publishers of The

World, and will look forward with interest to the succeeding number of the twelfth volume.—R. E. Cord, in the Camden Daily Courier, December 22, 1916.

ANNOUNCES SUCCESS WITH HIS LINE.

(Special to The Talking Machine World.)

St. Louis, Mo., January 10.—J. P. Fitzgerald, sales manager of the Artophone Co., 454 North Boyle avenue, announces that his company is achieving a success with the Artophone that has exceeded his fondest hopes. The holiday sales of the Artophone were so great as to make the most strenuous demands upon the factory output. The Artophone is equipped with all the standard features, and in addition is said to possess an unusually large sound-developing chamber, with a resultant round and mellow tone. The machine stands 45½ inches high, is 24½ inches deep and 18½ inches wide. The Artophone is made in any finish.

The East Detroit Music House, 336 Gratiot avenue, Detroit, has secured the local agency for the Sonora phonograph.

Frank Schultz, who has opened a new piano store at 5354 Seventh avenue, Brooklyn, N. Y., is also handling talking machines.

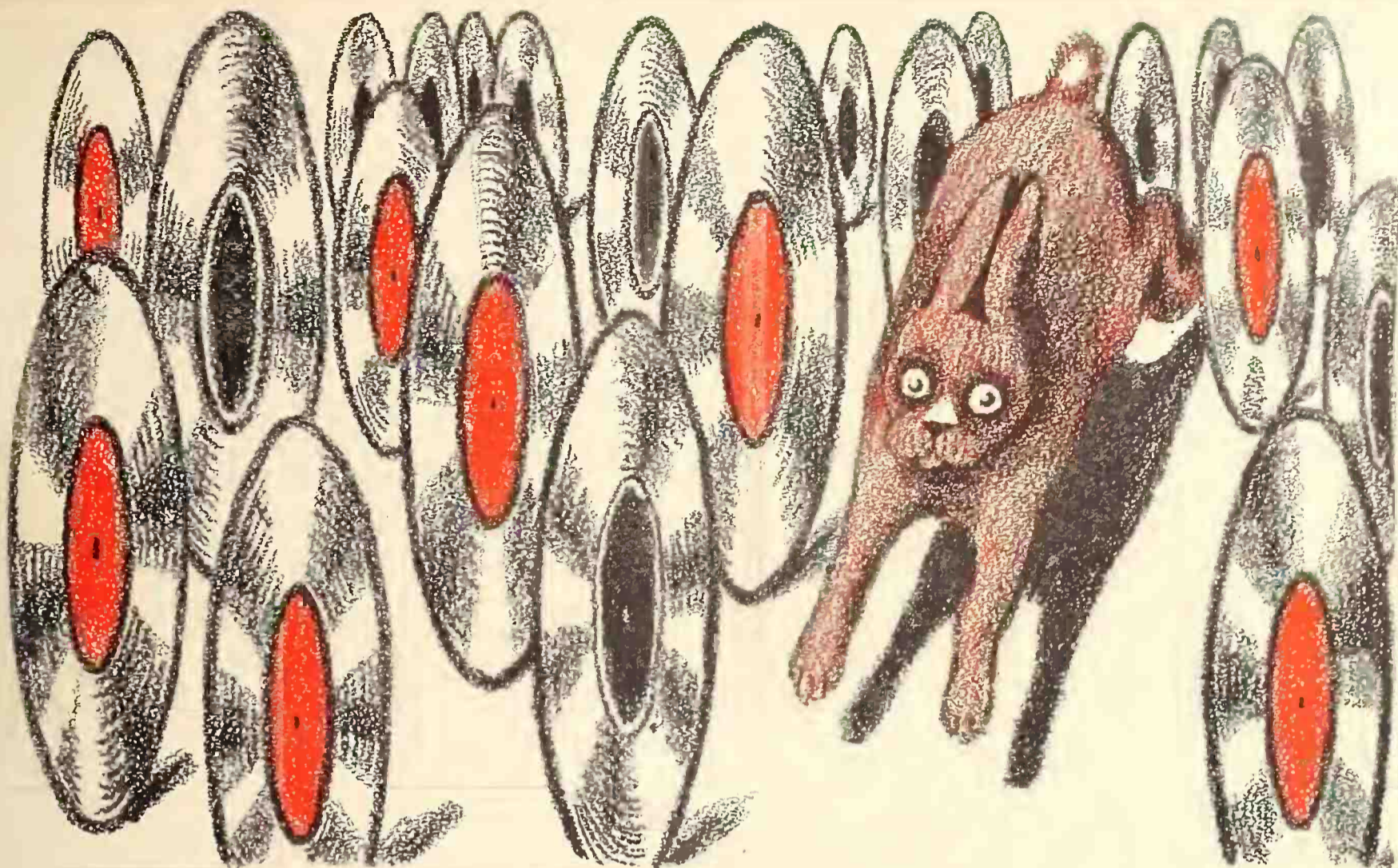
We Are in the Market

For Talking Machine Notes, Leases
and Contracts Held by Responsible
Dealers and Manufacturers. Will
Pay the Highest Percentage.

EMPIRE SECURITY COMPANY

208 S. LA SALLE ST.

CHICAGO



Give us a Chance!

“Let Some One Run What Can Run!”

as the Rabbit said! Let some one serve you that can serve you—the spryest, swiftest, speediest service that ever hustled a package of records to the express office! Rip! Your letter or telegram is opened! Scratch! Swish! Bang! Your order is entered, filled and on its way! No lost motion! No excuses! Just smooth, efficient action!

☞ The fact that we are jobbers exclusively helps materially! We do one thing and do it well! And, incidentally, we never compete with our customers.

Koerber-Brenner Company



Victor Distributors

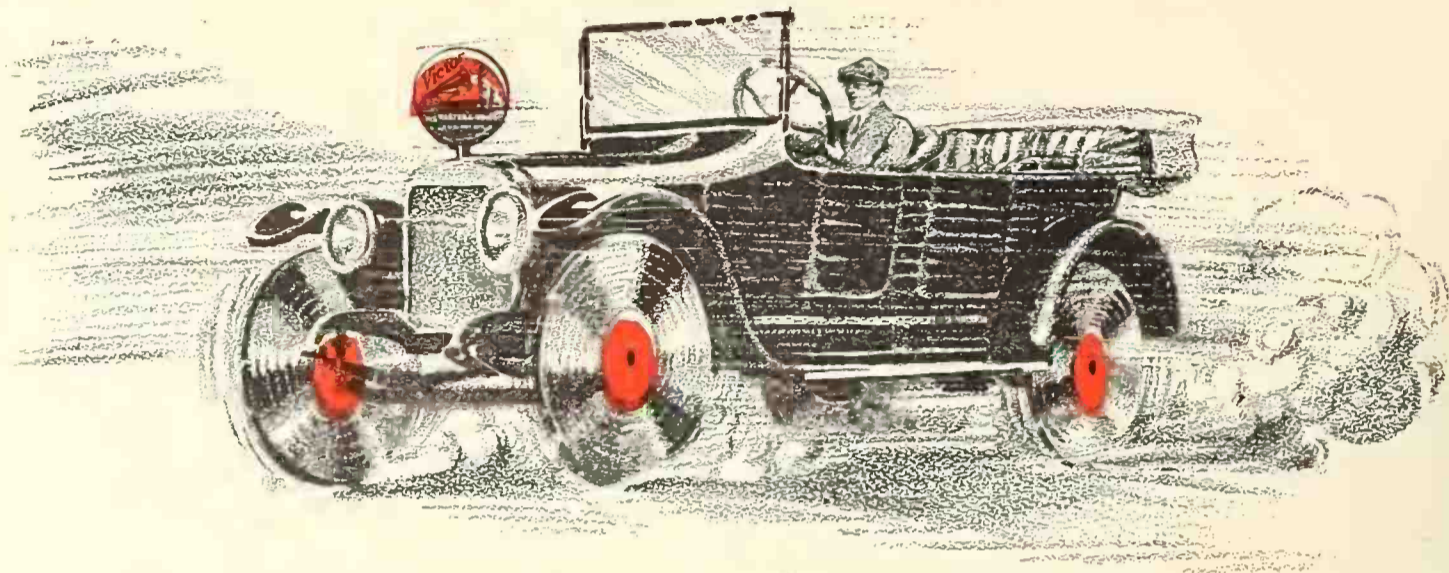
Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

We'll Break the Speed Limits!



JUST ASK us to give you an example of our S. O. S. (Speed-Order-Service) when next you need Victor Records. We'll have your order entered, assembled packed and on its way within two hours from the time we open your envelope! Yet there'll be nothing heedless or careless about it—every item is packed with utmost care, but without lost motion or wasted moments.

Q One of the largest assortments of Victor Records in the entire country is here, backed by a thoroughly systematized shipping service that we've never seen surpassed!

Q The central location of St. Louis makes it the logical place for you to buy—a fact we'll be glad to demonstrate by means of your next order. Just send it to us and compare the time it takes with the time required from any other shipping point!

Koerber-Brenner Company



Victor Distributors

Saint Louis



Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary



TONE ARMS, SOUND BOXES, ELBOWS, TONE ARMS AND SOUND BOX ATTACHMENTS AND TONE ARM SUPPORTS OR BASES

may be die-cast by the Acme process, when used in quantities, giving you a beautiful and accurate product at less cost than if the same parts were made out of tubing or sand castings. The parts have a perfect finish and fit and are delivered by us unplated, but otherwise ready for assembly. We have had years of special experience in phonograph work, and will co-operate with you in the matter of design when desired. Submit models for estimate, stating quantities you will order.

ACME DIE CASTING CORPORATION
 Bush Terminal Building 5, 35th Street and 3rd Avenue, Brooklyn, N. Y.

LONDON COLUMBIA MANAGER HERE.

Louis Sterling, on Visit to Headquarters, Declares That Past Year Was Record One for Company in Great Britain—Prosperity of Working Classes, Due to War, Having Effect.

"Nineteen hundred and fifteen was the best year in the history of the Great Britain division of the Columbia Graphophone Co.," said Louis Sterling, general manager of the European interests of the company, who arrived Sunday on the "Adriatic," accompanied by Arthur H. Brooks, head of the English recording department. "We not only closed the best year in point of sales volume, but also the best in profits, the entire twelve months' business being satisfactory in every respect.

"This gratifying prosperity, notwithstanding the



Louis Sterling.

European war, may be attributed to a number of causes, chief of which is the fact that the working classes of Great Britain are earning more money at the present time than they ever earned before, and what is more important, are spending it freely. Less money is being spent for beverages and similar forms of 'amusement' and more money is being spent on the brightening of the home. The workmen are buying better furniture for their homes, together with talking machines and pianos to furnish musical entertainment for their families.

"It should also be considered that the Great Britain people as a whole are in no mood to enjoy visits to theatres and other public places. They have loved ones at the front who are ever foremost in their minds, and they prefer to spend their spare time in their own homes. As they are all working harder than ever before, they need some form of amusement, and turn to the talking machine as best suited to entertain the whole family.

"It is interesting to note that the average machine sale in 1915 was 30 to 40 per cent. higher in price than the average sale of the past three or four years. The people recognize the advisability of owning a talking machine at the present time, and realize that they may as well purchase a good one which will give them perfect satisfaction. The present duty of 35 per cent. levied by the English Government on talking machine imports has also decreased the sale of the so-called cheap machines, as this duty makes a material difference in machine prices. As we all know, freight schedules from this country to England have jumped 100 to 300 per cent., all of which contributes to the increased price of machines.

"Record sales in 1915 were enormous and were practically double those of any preceding year. Our entire business showed a very large gain over 1914, our previous banner year, and we have every reason to expect a similar condition this coming year.

"General conditions in England are excellent, contrary to the reports in some of the American newspapers. There is a job for every man in England who wants work, and there is also employment for those women who may desire it. There has been a slight increase in the prices of food-stuffs, which was expected, but even this has been immaterial. There has been no increase in rents, or any general advancement in clothing prices. As a matter of fact, the English workmen are approaching the American standard of living more closely than at any time in the past.

"The conscription question has not exercised the slightest influence on English business activities, and instead of the nation being divided, as some reports may lead the American people to imagine, there is a general feeling that the conscription measure will place every man on the same basis as his neighbor, and that is exactly what the English people desire."

EDISON TO BE GUEST OF HONOR.

President Wilson Also Invited to Ohio Society's Dinner.

Thomas A. Edison will be the guest of honor at the dinner of the Ohio Society of New York in the Waldorf-Astoria Saturday evening, January 15. "Preparedness for Defence" has been selected as the topic, and will be discussed by speakers of national reputation, including Henry D. Estabrook, the Rev. S. Parkes Cadman and Martin W. Littleton. President Wilson has been invited.

An unusually large number of prominent men will be present and join the Ohioans in New York and from Ohio in honoring Mr. Edison, who is a native of that State.

DEPLORE PASSING OF COLONEL BILL.

Talking Machine Men of Twin Cities Looked Upon Late Editor of The World as Friend of the Industry—Some Expressions of Regret.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., January 8.—Announcement of the death of Edward Lyman Bill was received with surprise and genuine sorrow by the piano men and the talking machine dealers of Minneapolis and St. Paul. A brief Associated Press notice was all that the local papers carried, but to the men who knew him this was sufficient, for they carried in their memories all the eulogies that could be said.

Robert O. Foster, of Foster & Waldo, held a high opinion of Mr. Bill as a writer and publisher, and often spoke of him as the head of the piano trade writers. Eugene F. O'Neill, of the Beckwith-O'Neill Co., had known Mr. Bill for many years, as had Laurence Luckner, president of the Minnesota Phonograph Co. Archie Matheis had many pleasant recollections of the dead author from various conventions.

W. J. Dyer, the leading music dealer of the Northwest, had many pleasant recollections of and commended always Mr. Bill's stand for clean advertising.

Even the dealers who had not counted Mr. Bill as a personal friend knew of him by repute and deplored his passing as a distinct loss to the trade.

ADDITION TO VICTOR PLANT.

Ballinger & Perrot are preparing plans for a four-story addition, 274 by 91 feet, and a six-story addition, 76 by 233 feet, that will be erected at Front and Market streets, Camden, for the Victor Talking Machine Co.

The Superba Phonograph Co., of Chicago, has been incorporated with a capital of \$1,000 by A. A. Olsen, B. G. Richards and H. G. Bull.

We Are

Prepared

to make immediate shipment, from a large supply on hand, of all styles of "The Very Best" Disc Record Cabinets shown in our catalog. Prosperity awaits you in the New Year if you start it right. It is our earnest wish that you enjoy it, so we are ready to tell you how it may be done.

Send for Catalog at once

SCHLOSS BROTHERS
 637-645 West 55th St., New York
 TELEPHONE: COLUMBUS 7947

700—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 ins. Top, 17 x 20 1/2 ins.

THE TRADE IN NEW YORK CITY AND VICINITY

After closing the best December in the history of the talking machine trade the local dealers started the month of January with the natural assumption that a breathing spell would be in order, and that they would have an opportunity to recover from the strain caused by the remarkable activity of the past few months. Such has not been the case, however, as the great majority of the local distributors and dealers are at the present time almost quite as rushed as they were in the holiday season. As a matter of fact, January, 1916, is proving to be every bit as good as the Decembers of only a few years back, and this healthy condition gives every indication of continuing for some time to come.

Shortage More Acute.

There is only one topic of discussion in the local trade just now, and that is the tremendous shortage of stock which has kept up unabated for the past six months. The scarcity of machines is almost a matter of alarm, as it is now almost impossible to get certain types of machines when they are needed. A fair idea of the extent of this machine shortage may be gleaned from the comments of one leading distributor, who remarked the other day that his company had on file unfilled orders for over 8,000 machines, with very little prospect of catching up with these orders for many months to come.

The record situation is somewhat better, but as January is recognized as one of the biggest record months of the year, it is quite likely that the comparatively slight shortage which exists at the present time will become more acute by the end of the month. Those dealers who had the foresight to place their record orders well in advance have very little complaint to make regarding shipments, but that percentage of the trade which waited until the last moment to give the distributors their record requirements are sorely in need of many of the standard and popular selections.

Efficiency Department Producing Results.

"Nineteen hundred and sixteen has opened up with unusual activity," said R. W. Morey, general manager of the New York Talking Machine Co., Victor distributor. "We have been short of merchandise for many months and as far as machines are concerned January has seen absolutely no diminution of the remarkable Victrola trade of the past year. The record situation is showing the effects of the tremendous record demand which always occurs in January, but the New York Talking Machine Co. placed large orders many months ahead and had an actual stock of 400,000 standard records, which it has carried since last summer to meet the demands of the dealers at this time. There has been absolutely no lull in the business with the passing of the Christmas holidays, and the demand is equally as great at the present time as it was in the fall. Our dealers are becoming better acquainted with our efficiency department, and the results already achieved have proven to many dealers through their increased record sales what a valuable asset this efficiency department really is in developing profitable trade. Quite a number of our dealers have visited our offices the past few weeks to confer with Mr. Moody and his assistants regarding 1916 efficiency plans."

Closed Banner Year.

R. F. Bolton, district manager of the Columbia Graphophone Co., referring to conditions said: "We closed December with the biggest sales of any single month in the history of this division and finished up the year the same way, the total figures showing a very large gain over any preceding year. January has started off with so many orders on hand that there is no question about the month's sales totals being far ahead of 1915. As an indication of the Columbia dealers' confidence in the future it is interesting to note that we have received a larger number of advance orders for delivery in spring months than ever before. In some cases the dealers are planning

to place orders within the next thirty days for delivery in July and August in anticipation of their fall requirements. One of the gratifying features of our 1915 business was the high standard of the new representation which the Columbia product secured during the year. We closed deals with live-wire, energetic dealers whose enthusiasm is reflected in the handsome Columbia departments which they have opened. Our sales of electric Grafonolas are steadily increasing, and the general advertising which is being carried on in behalf of these machines is producing excellent results."

Will Inaugurate Series of Recitals.

The Phonograph Corp., of Manhattan, which conducts the Edison Shop, 473 Fifth avenue, is planning to start a series of recitals the end of the month which will embody several distinctive features. A number of prominent artists recording for the Edison Diamond Disc library will be heard

at these concerts, which will probably be generally similar to the successful series of recitals held last season. Commenting upon the retail sales the past month Raymond Duncan, of the Edison Shop, stated that Christmas business had exceeded all expectations, and had even run ahead of December, 1914, which had been a phenomenal month. The new Edison Diamond Disc phonograph designed after the Chippendale period and retailing at \$250 is meeting with marked favor and is one of the leading sellers in the Diamond Disc line.

Using All Available Sales Space.

The activity at the Pathé Shop, 487 Fifth avenue, may be gleaned from the fact that the management has not yet been able to spare the time or the space to restore the recital hall to its former appearance and uses. In the midst of the holiday rush the recital hall was transformed into an

(Continued on page 34.)

Use This Order Blank

These are some of the Records you should be well supplied with to give the best of service to your many new patrons, as well as the old ones, who will be big record customers during the next few months.

They are numbers always in demand and you will not only lose immediate profits but lasting patronage if you cannot supply them promptly.

___16008	___17222	___35306	___64260
___16029	___17231	___35342	___64306
___16137	___17268	___35352	___64425
___16184	___17311	___35398	___70036
___16386	___17380	___45052	___74163
___16394	___17454	___60001	___87107
___16408	___17474	___60031	___87132
___16440	___17523	___60106	___87502
___16523	___17577	___61131	___88065
___16786	___17600	___64078	___88127
___16960	___17701	___64120	___88138
___16967	___35095	___64174	___89001
___16995	___35196	___64181	___89060
___16996	___35270	___64205	___96001
___17189	___35289	___64257	___96200

Use this as an order blank
Sign your name below and
mail to us

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Distributors to the
Dealer Only

351-353 FOURTH AVE., NEW YORK

WE DO NOT RETAIL

Teach Your Children To Sing
AMERICA I LOVE YOU
A New and Beautiful National Song

CHORUS:
AMERICA I LOVE YOU,
YOU'RE LIKE THE HEART OF MINE,
FROM OCEAN TO OCEAN,
FOR YOU MY DEVOTION,
IS TOUCHING EACH BROTHER LINE,
JUST LIKE A LITTLE BABY
CLIMBING ITS MOTHER'S KNEE.
AMERICA I LOVE YOU,
AND THERE'S A HUNDRED MILLION
OTHERS LIKE ME.

Record No. 17902

MOLLY DEAR, IT'S YOU I'M AFTER
The Song Hit from "The Girl from Utah"

FOUR RECORD HITS!
NEW YORK HIPPODROME MARCH
BALLYMOONEY
IRELAND
SOMEWHERE A VOICE IS CALLING
ON VICTOR RECORDS
Ask to hear them played

New Records for January

The Close Of A Perfect Day
New Records of This Beautiful Number

"Soft Eyes" --17867
A New Hawaiian Song of Love

The Land of the Sky-Blue Water
Sung by Evan Williams

"A Stein Song"
And "Swind Along," Sung by the Orpheus Quartette.

Lovers of GOOD MUSIC Will Want These Records

VICTOR RECORD 17900

Service and Efficiency

DO YOU KNOW WHAT IT MEANS?—To be allied with an efficient Distributor? One who places at your disposal the unique service of a complete and thorough organization?

Snappy Window Cards, and Selling-Tips on records, stock systems, suggestions, and co-operation of all kinds that really benefit.

An efficient Victor Distributor must furnish Dealers with business-getting material and assist them to make the most of their opportunities.

ORDER FROM US. YOU'LL GET MORE THAN MERCHANDISE

NEW YORK TALKING MACHINE COMPANY

119 WEST FORTIETH STREET
NEW YORK CITY

THE TRADE IN NEW YORK CITY.

(Continued from page 32.)

auxiliary salesroom, and it was expected that after Christmas there would be a sufficient lull to permit of its return to its original purposes. This month's business has provided an agreeable surprise, however, and there has been such a steady demand for Pathephones and Pathé discs that every inch of floor space has been utilized for demonstration and sales purposes. The \$200 Pathephone is the popular model of the line, the Pathé Shop finding it well-nigh impossible to keep an adequate stock of these instruments on hand.

Arousing Favorable Interest.

The extensive advertising campaign which the Aeolian Co. has been carrying on in the daily newspapers the past year to present the Aeolian-Vocalion has certainly created keen interest among music lovers regarding this new type of phonograph. Notwithstanding the fact that the Aeolian Co. has placed at the disposal of its Aeolian-Vocalion patrons unlimited display and salesrooms the favorable reception accorded this instrument by the local trade reached such proportions during the holiday season that many patrons were unable to have personal demonstrations of the particular type they wished to purchase, but bought their instruments on the strength of a general demonstration. The Vocalion sales force at Aeolian Hall was greatly enlarged and strengthened for the holiday trade, but even with its new members fell far short of the necessary requirements. The unusual success of the Aeolian-Vocalion in the short while it has been on the market is indeed a tribute to the prestige and methods of the Aeolian Co.

Appropriate Holiday Remembrance.

"The Spirit of the Season" was the title of a unique Christmas and New Year's booklet which the Blackman Talking Machine Co., Victor distributor, sent out to its dealers and friends, accompanied by a handsome leather wallet and card case. The booklet expressed the company's appreciation for the business which its dealers had entrusted

to it in 1915, which incidentally was the banner year in the successful career of the Blackman Talking Machine Co.

Piano Houses Feature Graphophones.

The Columbia line, in addition to being well represented in local territory by exclusive talking machine dealers, department stores and furniture houses, is handled by a representative number of high-grade piano houses which are giving the Columbia product active exploitation. Among those piano stores which have closed an excellent Columbia business the past year are the following: Aeolian Co., Hardman, Peck & Co., Otto Wissner, O. W. Wuertz, Weser Bros. and others, in all sections of Greater New York.

Publicity Sold Machines and Records.

The joint advertising campaign which was sponsored last month by the dealers handling the products of the Pathé Frères Phonograph Co., and which reached its apex Christmas week, served to inform the local public in a convincing way of the popularity of this line in New York and the adjacent cities. As an example of the profitable results achieved by this publicity Jacob Doll & Sons reported a shortage of all types of Pathephones and Pathé discs in their New York, Brooklyn and Jersey City stores for two weeks preceding Christmas. This healthy condition has continued without interruption, and the Doll stores are enthusiastic boomers of the sales possibilities of the Pathé line.

UDELL DISPLAY AT GRAND RAPIDS.

Showing Full Line at the Klingman Furniture Exhibition Building, with Tom Griffith in Charge of the Complete Display.

For the next two or three weeks Tom Griffith, sales manager of the Udell Works, Indianapolis, Ind., is to be at the display space of Udell furniture at the Klingman Furniture Exhibition Building, Grand Rapids, Mich. The Udell Works is one of the factors of the furniture industry of Grand Rapids, dealers coming from distances as far away as several hundred miles to see the cabinets made by the house.

FALL IN JOIN THE ARMY OF NYOIL DEALERS AND



Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

GOES WITH SONORA CORP.

L. S. McCormick, well known in both the wholesale and retail divisions of the talking machine trade, has joined the staff of the Sonora Phonograph Corp., New York, in an important executive capacity. Mr. McCormick was previously manager of the Pathé Shop, 487 Fifth Avenue, New York, from which position he resigned last Saturday.

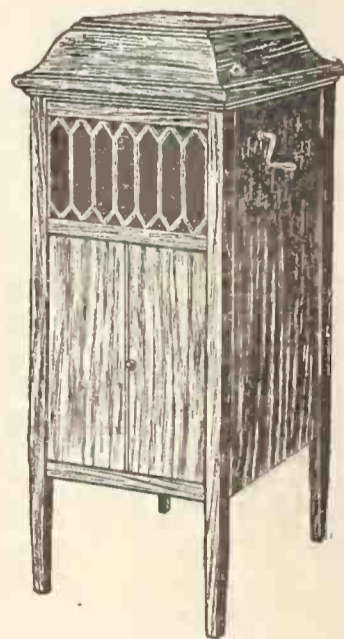
Eight thousand five hundred turkeys and 17,000 quarts of cranberries were distributed among its employes on Christmas Eve by the Victor Talking Machine Co.

A single shipment of fourteen carloads of talking machines left Camden, N. J., recently over the Reading Railway for Western points.

ANNOUNCING THE ARTOPHONE

Here are good and sufficient reasons why YOU should include the ARTOPHONE as one of your standard sellers

- ☐ Tone arm of universal type, perfectly balanced. Has special adjustment screw to keep soundbox in perfect center, which does not destroy records through imperfect centering of needles.
- ☐ Plays ALL makes of records without any extra attachment and if desired, without change of needle (we furnish jeweled point needles). The Artophone will also play records of ball jeweled point character.
- ☐ The ARTOPHONE has 7,200 cubic inches of tone developing space, against 4,450 cubic inches in instruments of competitive type, at the same wholesale price. Consequently, a rich, clear volume of tone.
- ☐ Motor especially constructed, fully nickel-plated (can be shown as talking point), absolutely silent smooth running, double barrel spring, will run full 15 minutes at 78.
- ☐ The retail price is well below \$100.00, the wholesale price, well! one large successful dealer, who purchased 125 ARTOPHONES during the Holiday period, wrote us, "your wholesale price fairly takes one's breath away."
- ☐ Write us today and by return mail will give you full details of our proposition.



Dimensions: Width 18 1/2 inches; depth 24 1/2 inches; height 45 1/2 inches. Made in any finish.

THE ARTOPHONE COMPANY

454 N. BOYLE AVE.

SAINT LOUIS, MISSOURI

DEATH OF JOSEPH H. DODIN.

Well-Known Talking Machine Man Stricken While at Work at Gimbel Bros.

Joseph H. Dodin, in charge of the Victrola department of Gimbel Bros., New York, under Manager George W. Morgan, died in the French Hospital December 29 after being stricken suddenly while at his work. Mr. Dodin had been in poor



Joseph H. Dodin.

health for some time, and the exertion of the holiday season was largely responsible for his collapse. Mr. Dodin had been connected with the talking machine business in New York for many years, and joined the Gimbel department when it was first opened. Previous to going with the Gimbel department Mr. Dodin was for five years connected with the talking machine department of Frederick Loeser & Co., Brooklyn, N. Y., and two years with Driggs & Smith, Waterbury, Conn. He had hosts of friends both among his associates and the members of the outside trade.

Mr. Dodin was thirty-five years old, and is survived by a widow and one child. His brother, Andrew H. Dodin, is connected with the New York Talking Machine Co.

SUFFERS LOSS FROM FIRE.

Carbolic Acid Plant at Spring Lake Destroyed by Fire—Defective Insulation Blamed.

(Special to The Talking Machine World.)

SILVER LAKE, N. J., January 9.—One of the buildings which formed part of the Edison chemical plant here, being used for the manufacture of carbolic acid, was destroyed by fire last evening, the loss being estimated at \$5,000. Defective wiring is believed to have caused the fire. Mr. Edison was notified by telephone when the fire started, and he and Mrs. Edison motored from their Llewellyn Park residence to witness it.

When the building was plainly doomed Mr. Edison said: "This fire won't delay us at all. I'll have that building replaced within forty-eight hours, and before I go to bed to-night I'll have plans drawn for the new machinery." The property was not incorporated and belongs solely to Mr. Edison.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

GREAT PROSPERITY IN NORTHWEST.

Heavy Demand for Talking Machines and Other Musical Goods Indicates That Money Is Plentiful and That the People Are Confident of Future—All Stocks Depleted During Holidays—Edison Tone Tests Attract Attention.

(Special to The Talking Machine World.)

ST. PAUL, AND MINNEAPOLIS, MINN., January 8.—Without comparison the closing month of 1915 was the best that the talking machine dealers of the Twin Cities have ever known, and the new year is one of joy to them, as a continuance of good trade is presaged by the general prosperity pervading the Northwest.

Just before the holidays W. J. Dyer & Bro. and the Beckwith-O'Neill Co., the two big jobbing houses, were "shot to pieces" by orders. The former had upward of fifty orders which could not be supplied. Beckwith-O'Neill's wholesale stock was a wreck, and they were at their wits' ends to piece out orders by loans from retailers.

Among the retailers of Victrolas, Foster & Waldo were almost swamped at times, and reported the biggest trade ever for December. The J. E. Frank Music Co.'s report was that the increase had been phenomenal. The Cable Piano Co.'s three stores in Minneapolis, St. Paul and Ashland reported excellent business.

The Talking Machine Co.'s store, of which Archie Matheis is manager, had a generally successful trade through and after the holidays, with Prince Lei Lanii, of the "Bird of Paradise" company, as a regular feature.

More business was done by the Minnesota Phonograph Co. in December, 1915, than during the entire year 1912, according to President Laurence H. Lucker. The new \$20 Edisons are proving an attraction not only in the cities, but many are being shipped into the country. William A. Lucker, who handles the Edison instruments in St. Paul, has discontinued his Victrola department and will concentrate the business on what was his major line. Most interesting events of the past month were the "tone tests" at the Auditorium in Minneapolis and the People's Church, St. Paul, by Richard Czerwonky, concertmeister of the Minneapolis Symphony Orchestra, and Alice Verlet, the grand opera singer, accompanied by their own records. Christina Miller will duplicate their tests in February, using Edison records.

Robert Souders, the new manager for the Columbia Co. in the Northwestern territory, found himself in deep water over the holiday rush, but is emerging in good condition. The new year opened nicely, and many new accounts are being opened. The Emporium, a large department store in St. Paul, and Howard, Farwell & Co. have added the Columbia line to their talking machine departments, making an even dozen Columbia dealers in the Twin Cities.

Thomas L. Shevlin, the millionaire lumberman and former Yale football star, whose death was a severe blow to the Northwest and to Yale athletics, was a relative of George C. Beckwith, of the Beckwith-O'Neill Co.

William Fuhri, Western manager for the Columbia Co., was a visitor in St. Paul and Minneapolis, calling on the trade generally as well as on the Columbia dealers. The company has no retail stores in the Twin cities.

Isaac Rosenstein, manager of the talking machine department of the Minneapolis Dry Goods Co., has been under the weather for some time, but has not been in any serious danger.

ACROSS CONTINENT TO MAKE RECORD

D. A. Curry, of "Camp Curry," Yosemite Valley, Cal., Makes Personal Record for Columbia.

The longest trip made to date for the purpose of making a personal record was made by D. A. Curry, proprietor of "Camp Curry," Yosemite Valley, Cal., who journeyed to New York to visit the recording laboratories of the Columbia Graphophone Co. for this purpose. Mr. Curry recorded two personal records, one a vocal song, composed by a member of the camp, "I Am Strong for Camp Curry," and an instrumental march featuring a human call and echo—one of the amusement novelties of the camp. These personal records are to be sold to camp visitors, and it is reasonable to assume that they will afford a valuable advertising medium.

POSITION WANTED.

Thoroughly competent man with nearly twenty years experience in the Talking Machine business, desires position as Manager in Wholesale and Retail business. Edison preferred. Best of references. Address Experienced, care Room 307, Marvin Bldg., San Francisco, Cal.

SWAPS.

5,000 Indestructible U-S records, both two and four minute, guaranteed new, perfect stock. Will trade for Columbia and Victor records and machines. Deninger Cycle Co., Rochester, N. Y.

YOU NEED MY SERVICES.

My age is 25, with 10 years of successful business training. My experience for the past 3½ years as business stimulator for a leading phonograph concern, manager of phonograph shop and a thorough knowledge of fitting up artistically retail shops. Thoroughly understand mechanism of all makes of talking machines. Will be open for position Jan. 24, 1916. Address 303, care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH paid from 20 per cent. to 60 per cent. for any quantity or make of used phonographs and records. State price and make. Address Box 304, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED.

Large consumer of talking machine motors open for negotiations for the delivery of considerable quantities of one and two spring motors of American manufacture. Offers must be low and accompanied if possible by illustrations. Reply to "Ready Cash," Box 305, care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN.

We have a side line for men who call on the phonograph trade. We manufacture the Huskey Record Demonstrating Rooms. Communicate with Huskey Manufacturing Company, Columbia Ave. and Howard St., Philadelphia, Pa.

MANAGER WISHES TO COMMUNICATE.

Expert Phonograph Department Manager, with executive ability, takes this means of getting in touch with retail phonograph dealers and manufacturers. Road experience. Open February 1 for high grade proposition. Address "Box 306," care The Talking Machine World, 373 Fourth Ave., New York.

ATTENTION, MANUFACTURERS!

An opening sales office for distribution of talking machine accessories, confining myself to first class. Have had long experience in the talking machine business. Personally familiar with the trade. Commission only. None but manufacturers of first class lines need apply. Address "Box 307," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED.

A capable first-class Victor roadman, thoroughly experienced. Apply by letter. Standard Talking Machine Co., Pittsburgh, Pa.

WE WILL PURCHASE

Disc Talking Machines and records of any make in any quantity

If you have any cut-out or unsalable records and machines to close out or should you wish to dispose of your entire talking machine and record stock, write us for quotations.

Reliable Purchasing Co., 133 Mercer St., New York

CATERING TO THE TASTES OF THE AGED CUSTOMER.

The Star Salesman of John Jones, Inc., Proves That It Will Pay Any Dealer to Specialize in Selections Appealing Particularly to Elderly Customers, and That He Can Win Their Esteem and Permanent Patronage by So Doing—A Lesson for Every Live Dealer.

The attractive salesrooms of the Unique Talker Shop were softly aglow with shaded lamps, the day being stormy, and, despite the inclement weather, humming with after-Christmas activity.

Seated upon a leather-covered divan at one end of the reception hall, a little old lady, garbed primly in black, awaited patiently the attention of the busy clerks. Whether her general air of contentment bespoke the supposition that she was simply waiting for someone, I cannot say; but at any rate she had been there quite an hour when a young fellow with hair the color of a sunset, and with a smile like a May morning, came briskly in on his way to the office, and glimpsed her in her nest among the cushions.

"Is there anything I can do for you?" he asked in his rich baritone.

The little old lady smiled up into his face and nodded. "Yes, I would like to hear some records, but everybody is so busy that I do not seem to have much chance. I was just thinking of trying elsewhere when you came."

"I am sorry," and again that May morning smile lit up his face. "However, if you still have a little more time to spare, we will adjourn to a sound-proof booth and, I am sure, hear something that you will like very much. Shall we?"

"We shall, and thank you." And she allowed herself to be escorted to a daintily appointed hearing room, and ere long was seated comfortably in an easy wicker chair in front of a De Luxe model Musicola.

"Now, with your permission, I will play a few records for you on my own responsibility, choosing the selections of which my mother is very fond, and whenever you like anything particularly well, if you will say so, I will lay it aside for you."

The first selection he played for her was "Alice,

Where Art Thou?" (Ascher), tenor Ernest Pike.

"Oh, that is lovely!" she said. "I haven't heard that song for years and years. Yes, I will take it, by all means."

Then followed "Blue Danube" waltz (Strauss), American Standard Orchestra, and that, too, was laid aside.

"Annie Laurie" (Scott-Himmelreich), piano, Ferdinand Himmelreich, brought forth an exclamation of sheer delight. "How beautiful! One rarely hears that dear old melody mastered so wonderfully. I wish that also, please."

"Ave Maria" (Bach-Gounod), soprano with violin obligato, Marie Rappold and Albert Spalding, gave birth to the enthusiastic declaration: "What exquisite taste your mother has, dear boy. Let me see," she continued, glancing at the records already chosen. "that makes four, doesn't it?"

The salesman verified her statement, and awaited her further commands.

"I do not think it at all necessary for me to remain to listen further. I desire a dozen selections, so if you will be good enough to let me have eight more that your mother would like I will be very grateful."

This is the list he selected: "Medley of Southern Plantation Songs," New York Military Band; "Beautiful Isle of Somewhere" (Fearis), tenor and baritone, John Young and Frederick J. Wheeler; "Calm as the Night" (Gotze), soprano and baritone, Eliabeth Spencer and Frederick J. Wheeler; "One Sweetly Solemn Thought" (Ambrose), baritone, Thomas Chalmers; "Silent Night" (Gruber), soprano, tenor and baritone, Elizabeth Spencer, John Young and Frederick J. Wheeler; "A Dream" (Bartlett), cornet solo, Ernst Albert Couturier; "La Paloma" (Yradier), Edison Concert Band; Nocturne in E flat (Chopin), violin, Kathleen

Parlow. As he returned from the stockroom with the records he had picked out for her, he asked, thinking she would not care to carry bundles, "May I send them for you?"

"No, indeed!" she replied positively; "I cannot wait that long. I want to hear them all as soon as possible, therefore I will take them with me."

He made them up into a neat parcel, which he delivered into her hands with a courtly bow.

"Please accept an old woman's thanks for your interest and courtesy," she remarked, seriously, as they parted, and the salesman thought her eyes grew a little misty as she said it. At all events, the new customer went away happy, the salesman basked in the sunshine of a duty well performed, and the house of John Jones, Inc., had a new and enthusiastic patron.

Entering the office, the salesman glanced at the mahogany desk where the great John Jones sat in state, busy at the task of signing letters, looked toward the typewriting machine, where a new operator plied her trade (the star salesman and Kitty Keys were married on New Year's Day—did you get an announcement?), and grinned. He was in a good humor, you see, for his recent interview with the little old lady had led to the creation of a new idea dealing with the art of catering to the tastes of the aged customer.

"Busy, boss?" he asked, after a few moments of deepest thought.

"Not especially so, son. What is it, another idea?"

"Uh-huh!"

"Come over and tell me about it," invited the proprietor of the Unique Talker Shop, genially extending a holly-garnished box of long, black cigars. The star salesman obeyed the summons gladly, and when his weed was properly aglow and its fragrance duly appreciated, he began:

"I had a most interesting and instructive experience a few minutes ago, and it turned out so profitably as well as pleasantly that it set me thinking. I sold a dozen records to a delightful old lady, and because I happened to know the sort of thing my mother likes best, and taking her tastes as a

LONG CABINETS

WELL MADE
THROUGHOUT

These
With
Others
Comprise
the



D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 5/8 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 5/8 in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY
FINISHED

Most
Complete
Line
of
Record
Cabinets

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,
HANOVER, PA.

guide, I made a very successful sale. I think, boss, that I will have my mother go over the catalogs and pick out the selections that appeal most to the hearts of the old folks; then we can have type-written lists made and distributed among the clerks for reference in time of need. What do you think of my latest idea?"

"I consider it quite up to your standard, and after what you have done for me in the way of valuable ideas during the past year that means a very great deal."

"Thanks, boss; I'll have that list in a few days, and then we'll know for sure."

As the star salesman returned to his duties he gazed at a card pinned to the wall above his desk, and saluted it gravely. "Here's hoping you know what you are talking about," he said as he plunged headlong into the work that awaited him.

The card:

Another year has come along
To bring you fame and wealth;
To win them you must sing a song,
And learn to help yourself.

HOWARD TAYLOR MIDDLETON.

COURTESY OF AEOLIAN CO. PRAISED.

New York Tribune Publishes Letter Complimenting Its Treatment of Customers.

The value of courtesy in business is demonstrated by a letter concerning the manner in which patrons of the Aeolian Co. are served which appeared in the Ad-Visor column of the New York Tribune—a column devoted to investigation and consequent criticism or praise of advertising merchants in the city. The letter is as follows:

"One would think in a store where mostly the rich people patronize that an ordinary person would scarcely be noticed. On the contrary, I have found that in these stores one receives the most courteous and painstaking attention.

"My husband and I have often spoken of the treatment one receives at the Aeolian Co.'s show-rooms, West Forty-second street.

"As you enter the door you are greeted with 'Good morning; what can I do for you?' On one occasion I bought about \$8 worth of 75-cent records and needles, etc. I told the saleswoman what kind of music I wanted, and in helping me to select them I was really treated to a musicale, as she played many of the latest hits. I guess she played \$20 worth of records, although she had no idea how much I was going to buy.

"Since we have bought our Victrola there several of my friends have bought machines there, and all have spoken of the fine treatment they received.

"I was born and raised in New York City, and I have concluded that the richer the store and its patrons, the better the poor man is treated.

"Mrs. William E. Hunt."

In commenting on the above letter, the editor of the column, Samuel Hopkins Adams, says: "Few letters thus far received by the Ad-Visor have been read and printed with more real pleasure than this little 'human document.'"

STEVENS BILL TO BE DISCUSSED.

Prominent Speakers Will Urge Passage of Bill at Mass Meeting in Madison Square Garden.

A mass meeting in favor of the Stevens Bill will be held in the auditorium at Madison Square Garden, this city, on Wednesday afternoon, January 19, at 8 o'clock. The meeting will be under the auspices of the Conference of Independent Retailers of the Metropolitan District, in conjunction with the Chemical, Drug and Food Exhibition, which will be in progress during the week of January 17-22 at the Garden. Congressmen Griffin, of Brooklyn, and Chandler and Loft, of New York, will address the meeting, as will also Dr. Paul H. Nystrom, author of "Economics in Retailing"; Edmond A. Whittier, secretary of the American Fair Trade League, and Herman Weiss, secretary of Bloomingdale Bros. After the special addresses a general discussion by a representative of each trade will follow. Talking machine dealers, and in fact every merchant interested in the passage of this bill, is invited to attend this conference in order to better understand the significance of this move towards price standardization.

— TONE TESTS BRING RESULTS. —

What Many Dealers Report—Broadside of Telegrams and Letters to Thos. A. Edison, Inc., Sent to the Trade—Make Interesting Book.

Thomas A. Edison, Inc., Orange, N. J., have just issued a broadside to dealers made up of telegrams, night letters and reports from Edison jobbers and dealers expressing their enthusiasm over the tone test recitals held in their cities. These tests consisted of having concert and operatic artists stand side by side with the Edison Diamond Disc phonograph and sing in direct comparison with their re-created voices. In some instances the phonograph and the singer would sing in unison, then alternate. Then the singer would sing a second part to that on the phonograph, the artist thus actually singing a duet with herself.

Musicians, music lovers and prominent critics have attended these tone test recitals, armed with all the skepticism they could command and with their trained ears sharpened to catch the faintest deviation in tone quality or enunciation in the re-created voice. To their astonishment they say they found Edison's re-creation absolutely flawless in tone, timbre and artistry.

As evidence that these tone test recitals are producing concrete results, one dealer in a small town reported that he sold seven Diamond Discs in the two days following his recital, all directly traceable to the demonstration given at that time. Another small town dealer reported that he sold two instruments before he left the auditorium where his recital was held and four more immediately after. One happy dealer had the mayor of his city drop in right after his tone test recital and purchase a new Edison Diamond Disc phonograph.

GREETINGS

For 1916

We greet with **OPTIMISM** the New Year and forecast even greater prosperity for those who are alive to their opportunities. Our **DEEP APPRECIATION** is extended to those who have made our closing year prosperous.

Once again we say with **PRIDE** that the bulk of our business has come from hundreds of Dealers, and we have used every effort to safeguard their interests, avoiding neglect of the "old" while receiving and serving the "new."

OUR **POLICY** for 1916 will be that of **FURTHER PROGRESS**, using the past not only as a guide to avoid repeating mistakes and considering the best results obtained, but as a starting point for **FURTHER IMPROVEMENT**.

We will ask and encourage **CLOSER CO-OPERATION**, not only in our own organization but with everyone with whom we come in business contact. This is bound to produce **GOOD RESULTS**.

To **ENCOURAGE** the greatest confidence on the part of our trade, we will endeavor to be **BROAD** in our **POLICY**, giving every possible **SUPPORT** to those who deserve it consistent with good business judgment, whether it be in the extension of credit, shipment of goods or adjustment of claims.

Those Dealers who are merchants and doing their best to run their business **HONESTLY** will have our **FULL SUPPORT**, and we will in every way possible refrain from supporting, by extension of credit or otherwise, the Class of Dealer who is a menace to the business and a Bad Debt for all concerned.

No **EFFORT** or expense will be spared to make OUR **SERVICE IDEAL** in every respect. With this object in view, give us **YOUR HELP** by pointing out **DEFECTS** in our organization that we may thus introduce **REMEDIES** where necessary.

Yours for a Happy, Healthy and Prosperous New Year.

J. NEWCOMB BLACKMAN,
President.



Blackman
TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

"Exclusive Victor Distributors"



UNPARALLELED CHRISTMAS TRADE IN ST. LOUIS.

Business Limited Only by Amount of Machines and Records on Hand—Val Reis' Worry About Oversupply Turns to Anxiety on Account of Depleted Stock—R. H. Gordon to Start Pathephone Campaign—Vocalion, Victor and Columbia Sales Extraordinary.

(Special to The Talking Machine World.)

St. Louis, Mo., January 8.—Several interesting things happened in the local talking machine world during the last month, chief of which was the unparalleled Christmas trade. Its limits were practically those enforced by the manufacturers through the supply of machines. In many stores \$15 models were forced to do service for the \$200 sort until delivery could be made of the larger ones. In one store there were just two of the \$15 pattern left in the salesrooms and no other kind.

The record business was simply amazing. Firms with six demonstration rooms did not have space for their customers the four or five days before Christmas, and finally the expedient was put into practice of demonstrating the Christmas numbers in certain booths and admitting all who wished special Christmas numbers.

Another event was the opening of the Pathé jobbing warerooms here, an event that quickly made itself apparent.

Included in this chronicle of local events might be mentioned the death of Edward Lyman Bill, editor and owner of The Talking Machine World. This is included because in making the monthly calls the correspondent was greeted in each talking machine warerooms by: "I see Mr. Bill is dead. Too bad, indeed. Our industry owes much to him." That was the sentiment of such men as E. C. Rauth, of the Koerber-Brenner Music Co.; Leby W. Reid, of the Columbia warerooms; Mark Silverstone, of the Silverstone Music Co., and a score of retailers, all of whom felt that they had lost a real friend.

The talking machine quarters in the new warerooms of the Field-Lippman Piano Stores have been little short of a revelation to many talking machine visitors. The six record demonstration



Vestibule of Talking Machine Department.

rooms on the main floor are so arranged that the saleswoman walks from one to the other next to the record racks. The finish all is in light oak, the plate glass partitions and sides being large and admitting much light. There is little effort toward decoration except the simple adornment that is in

keeping with the rest of the store, and this, being in good taste, makes the rooms very restful to the customer. The machine display rooms on the second floor have the same quiet, rational treatment.



First Floor of New Field-Lippman Piano Store on Opening Day.

and convenience and comfort is placed above adornment. Columbia and Victor machines are sold here and the Field-Lippman folk were congratulated at Christmas time because their foresight, early in the fall, had enabled them to gather a large stock of machines for the holiday trade.

Miss Pickel, formerly with the Thiebes Piano Co., is with the record department of the Field-Lippman Piano Stores. Miss Pickel is quite famous locally for her ability to name records called for by number and also to gather those called for by name from the numbered racks without reference to the catalog.

R. H. Gordon, organizer of the Pathephone Co., jobber of the Pathé machines, is getting well settled in his warerooms on the second floor at 210 Olive street. Mr. Gordon and his stock of machines reached here just after December 1, after the Christmas rush had started, and without waiting to get things systematized or actually settled he sallied forth to pick up some of the machine trade that appeared to be crowding in on dealers. And he got a goodly share, too, for a newcomer.

Now that the rush is over, Mr. Gordon is getting settled. He is well pleased with the outlook here and with the business obtained so far. In fact, he could not have handled more record business had it been offered to him, for the stock of records that he thought very ample for his first month in a new town is sadly broken. He has readily placed his line with some very reputable houses and has deals pending that he expects to close within a few days with some of the most desirable dealers in the city. Among other questions not yet settled is

whether he will open a retail wareroom. He expects to be ready by February 1 to begin an active campaign throughout the Southwest for dealers, and will be glad to open up correspondence at once.

Val Reis, of the Smith-Reis Piano Co., Victor retailer, tells an amusing incident of which he is "the goat," he says. The Smith-Reis Co. until two months ago sold its records from upstairs rooms, but then moved to the first floor. While Mr. Reis was busy with the task of building the demonstration rooms and many other issues that came with the selling out of the great stock of sheet music, he practically let go of the talking machine end. He let the head of the record department make out his own orders, etc. Finally, when Mr. Reis "came back" and looked over the stock reports, as he says, "I was mad clear through. I found that we were running way into the hundreds of some numbers, and, for instance, we had 200 records of 'The Stilly Night,' by Schumann-Heink. I thought that was too many, considering the price of the record, and I told all concerned about it.

Do you want to hear Edison Records Reproduced on other Talking Machines?

THE VICSONIA REPRODUCER IS THE SOUNDBOX THAT WILL DO IT



The VICSONIA will reproduce every note, sound wave and minute variation as recorded on the wonderful Edison Disc records with all fullness, sweetness and accuracy of tone. Does not wear the records.

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

The VICSONIA fits the Victrola, Grafonola, Crescent and Sonora phonographs, with special type for the Aeolian Vocalion.

Instantly and easily attached. A child can do it. No alterations necessary.

Dealers will find the VICSONIA a business builder.

The VICSONIA sells in the United States for \$7.50 nickel-plated, \$8.50 gold-plated, and in Canada for \$10 nickel, \$12 gold. Liberal discount to dealers. General agents wanted.

One demonstrating model will be forwarded to any dealer's address in the United States for \$4, or in Canada \$5, cash with order. Money refunded if not satisfactory.

WALTER M. SEYMOUR, Distributor, 133 West 129th Street, New York City

The Shelton Electric Motor "Electrifies" All Leading Types of Phonographs

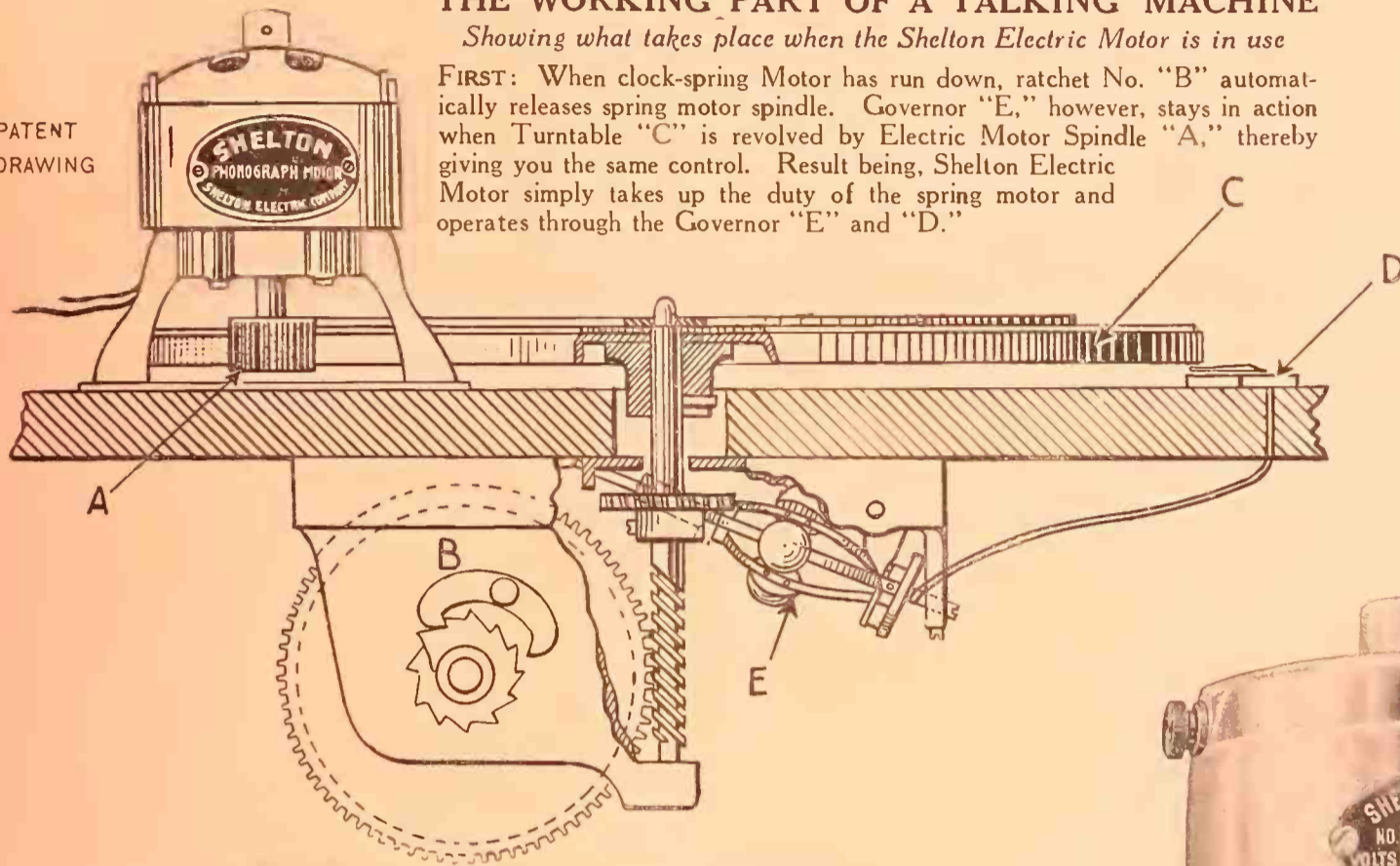
IT IS SIMPLY PLACED AGAINST THE TURNTABLE—DOES NOT REQUIRE EVEN THE TURNING OF A SCREW

THE WORKING PART OF A TALKING MACHINE

Showing what takes place when the Shelton Electric Motor is in use

FIRST: When clock-spring Motor has run down, ratchet No. "B" automatically releases spring motor spindle. Governor "E," however, stays in action when Turntable "C" is revolved by Electric Motor Spindle "A," thereby giving you the same control. Result being, Shelton Electric Motor simply takes up the duty of the spring motor and operates through the Governor "E" and "D."

PATENT
DRAWING



**RETAIL
PRICE**
\$17.50

Usual
Trade
Discounts

NOW MAKING DELIVERIES



Cranking of the phonograph is now passé.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding of crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors—a second prosperity week.

Write for prices—now.

Patents Protected by
Our Own and Allied
Interests.



Two-thirds of Actual Size of Motor.

The Shelton Electric Motor

- 1.—IS ABSOLUTELY NOISELESS.
- 2.—Does not disturb the spring motor; either one may be used as desired.
- 3.—Simply operates the turntable and has no connection whatsoever with the spring motor.
- 4.—Will operate on any lighting circuit.
- 5.—Is guaranteed in every detail and manufactured by the world's largest electrical manufacturers.

Write for information to our nearest office

SHELTON ELECTRIC CO. NEW YORK 30 East 42nd St. CHICAGO 30 East Randolph Street BOSTON 101 Tremont St. SAN FRANCISCO 62 Post St.

"Christmas Eve I was at my desk when the young man to whom I made the remarks came in, and, saluting, said: 'Mr. Reis, I have the honor to report that I have just lost a sale of "The Stilly Night," by Schumann-Heink, because we have none in stock.'

"I apologized, and when I saw the next record stock sheet I fully realized that the stock clerk understood the value of main floor demonstration rooms better than I had in advance and that he was storing up as early as October for a time when he realized that it would be hard to get records. Our Christmas record sales were phenomenal."

Manager Hallahan, of the Vocalion department at Aeolian Hall, is wonderfully pleased with the results of his first Christmas season in the talking machine business. He came over from the piano end of the game.

"You know," he laughed, "we hardly knew when we had sales made. We would just get under good sail in the demonstration booths when the man would get up and say, 'I must be going; where is the contract?' or, 'Where can I write this check?' We played our machines to capacity audiences in our record demonstration rooms, and the machine booths were crowded for days on end.

"On the first business day of this year the telephone girl was the first on deck. She was greeted by a man who had been admitted by the porter and who was seated on a sofa near the door. He told her he wanted to talk to someone about a Vocalion, and when she began to hustle about to find a salesman he called to her, 'Never mind; I just wanted to leave this; I guess you can turn it in.' It was a check for a \$300 machine that had been sent to his home for twenty-four hours' trial on the last evening of the old year. That day also I was ready to go home when a customer came in and signed a contract without making me late in getting out of the store."

At Aeolian Hall all hands are very well pleased with the impression their instrument is making following the more widespread and active canvass. They were confident to begin, because of their belief in the machine and the results of the campaign among musical people, but now they are certain that their special advantages are appreciated by everybody.

H. G. Koerber, president of the Koerber-Brenner Co., states they have just finished the largest year in their history and that the only thing to mar their satisfaction was the unprecedented shortage which prevented assisting dealers as much as desired. "The demand for Victor machines," Mr. Koerber says, "continues even after the holiday period, and it now looks as if January and February would see a record shortage along the lines of that of last year."

The Koerber-Brenner Co. has always acted on the principle that "a thing can't be good for one unless good for all," and has, therefore, played a prominent part in boosting St. Louis. It had a hand in bringing the Democratic convention, and wants to see visitors come to its city. It has been gratifying to see a constantly increasing number of Victor dealers coming to visit St. Louis, and the firm in question wants every Victor dealer to visit the city at some time in the future, and will keep open house at all times and will welcome those who may come as convention visitors.

At the Columbia warerooms C. R. Salmon, speaking for Manager Irby W. Reid, the latter being confined to his home for several days by a mild attack of the grip, said that December was the largest month in the history of the St. Louis warerooms, and it would have been larger had all of the machines of the models in demand been on hand. Mr. Salmon said that shipments en route the first of the year would clear up the Christmas deliveries, enabling the dealers to replace with proper models all of the very small machines sent until larger ones could be obtained from the factory. Because of this practice the shortage of small models became more acute at Christmas time than of the larger models. The record situation, Mr. Salmon said, was in very good shape, despite demands made on the stock that were entirely unprecedented. The Buetner Furniture Co., one of the large time payment concerns of the city, re-

cently has taken on the Columbia machines and made a very good holiday record, despite the fact that it had had this line but a short time.

Retail Manager Coughlin said that the feature of his department was the closing of a number of sales for the Grand machine, the new price made on this model instantly closing several sales that had been hanging fire. Owing to a scarcity of electric models mostly in demand, he said, this class of machine has not had a fair trial this Christmas, but that he noted with considerable pleasure that those in use were giving excellent satisfaction.

Ben Phillips, the live wire of the outside sales force of the Columbia force, is receiving congratulations on his record for December, which he modestly says was his best month. He did better than one machine a day for the entire month.

Mark Silverstone, president of the Silverstone Music Co., was another grip victim early this month. Through his spokesman, Mr. Silverstone reported capacity business for the month of December, with stocks in fair shape the first of the month after. Some belated shipments of machines did much to relieve the strain.

The rapid distribution of the Edison disc machine since it came into the field is noticeable by the wide interest shown in the new record lists on their arrival and the constant stream of visitors into the store when the records are due, to hear

PENNSYLVANIA DEALERS MEET.

(Special to The Talking Machine World.)

PITTSBURGH, PA., January 11.—The regular monthly meeting of the Pennsylvania Talking Machine Dealers' Association was held last night in the store of the W. F. Frederick Piano Co., and proved to be the largest and most enthusiastic gathering of the local trade this winter. About twenty-five dealers and managers were in attendance, with President French Nestor presiding.

ELECT 1916 DIRECTORS.

American Graphophone Co.'s Stockholders Elect Directors for the Coming Year.

The annual meeting of the stockholders of the American Graphophone Co. was held Monday afternoon at the company's offices in Bridgeport, Conn. At a previous meeting of the stockholders it was decided to reduce the number of directors from seventeen to eleven, and as the present board consisted of sixteen directors the stockholders at Monday's election reduced the directorate by five, and elected the following directors for the ensuing year: Edward N. Burns, Philip T. Dodge, E. V. Murphy, C. W. Cox, Thomas R. White, Jr., F. J. Warburton, David St. John, John J. Phelps, Mortimer D. Easton, William Johnson and Beckman Winthrop. These directors will meet later to elect officers of the company for the ensuing year.

EXECUTIVE COMMITTEE TO MEET.

Governing Body of the National Association of Talking Machine Jobbers to Meet at the Hotel Knickerbocker, New York, on February 15 and 16.

J. C. Roush, chairman of the press committee of the National Association of Talking Machine Jobbers, announces that the regular winter meeting of the executive committee of that association will be held at the Hotel Knickerbocker, New York, on February 15 and 16, to take up matters of importance and interest to Victor jobbers. The special legislative committee of the association will also meet at the same time and place. Special consideration will be given to the Stevens Bill and means for insuring its passage.

During the Xmas rush this system made good. 1,002 satisfied dealers increased their sales with the only system that locates records instantly, showing their selling value, and cuts out dead ones.

ASK YOUR JOBBER

VICTOR JOBBERS.

W. D. Andrews Co.
Andrews Music Co.
Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Chase & West.
Ross P. Curtice Co.
The Corley Co., Inc.
Consolidated Music Co.
Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
Chas. H. Ditson & Co.
W. J. Dyer.
S. B. Davega & Co.
Eclipse Musical Co.
Elmira Arms Co.
Hext Music Co.
Henry Horton.
Knight-Campbell Music Co.
Mickel Bros. Co.
Nebraska Cycle Co.
Neal, Clark & Neal Co.
Orton Bros.
Penn Phonograph Co., Inc.
Standard Talking Machine Co.
Sanger Bros.
Stewart Talking Machine Co.

EDISON JOBBERS.

Phono. Corp., N. Y.
Phonograph Companies of
Chicago,
Milwaukee,
Cleveland,
Cincinnati,
Kansas City,
Detroit.
Pacific Phono. Co.
Denver Dry G. Co.
Kipp-Link Phono. Co.
Harger & Blish.
Chandler & Co.
Laurence H. Lucker.
American Phono. Co.
Frank E. Bolway.
Girard Phono. Co.
Buehn Phono. Co.
W. A. Myers.
Texas-Okla. Phono. Co.
Proudfit Sporting G. Co.
C. B. Haynes & Co.

Pa. T. M. Co.
Columbia Graphophone Co., N. Y.
Pathe Phonograph Co., New
York and Branches.



No. 5,
Capacity,
1,500 Records.
Models:

Nos. 1 and 3.....\$50.50
No. 6..... 29.50
Four of these units hold 6,000
Records.
High Grade Cabinet Work.
Glass Doors and Locks.
Matches your fixtures.
Adds dignity to your business.

J. B. OGDEN

Lynchburg, Va.

Place order to-day with your jobber for immediate shipment for as many sections as your stock requires. Each section holds 300 Victor, Columbia or Pathé, 130 Edison Records. Manufactured by

We Build High Grade Cabinets for Phonographs



DESIGN No. 200

Made in Quartered Oak, Genuine Mahogany and Circassian Walnut.

Dimensions, 24 in. wide, 24 in. deep, 49½ in. high.



DESIGN No. 75

Made in Quartered Oak and Genuine Mahogany.

Dimen., 18¾ in. wide, 20¼ in. deep, 42¼ in. high.

We manufacture a complete line of cabinets for phonographs in designs suitable for instruments retailing from \$15.00 to \$250.00.

We solicit inquiries from those purchasing cabinets of their own designs in quantities.

We have had a large experience in building Phonograph Cabinets and we deliver them complete and ready for installation of motor sets and in packing cases that can be used for reshipping the instruments.

We are also prepared to furnish our cabinets equipped with suitable Motors, Tone Arms and Sound Boxes, thus furnishing to our customers a complete line of phonographs tested and ready for use and with our customer's label if desired.

CENTURY CABINET COMPANY

25 West 45th Street, New York City

GREAT VICTORY FOR VICTOR TALKING MACHINE CO.

United States Circuit Court of Appeals Reverses Decision of Lower Court in Victor Co.-Macy Suit, and Recognizes Validity of Victor License Notice.

The United States Circuit Court of Appeals handed down on Tuesday a most important opinion in the case of the Victor Talking Machine Co. vs. R. H. Macy & Co., reversing the decision of the lower court, which had dismissed the Victor Co.'s amended complaint. The decision in this case, which is of the utmost importance to the entire trade and constitutes a signal victory for price maintenance, is as follows:

This cause comes here upon appeal from a decree of the District Court, Southern District of New York, dismissing the bill. Plaintiff is the manufacturer of certain talking machines and sound records, which are covered by patents which it owns. The suit is brought to restrain defendants, who conduct a department store, from selling or offering for sale, or attempting to part with the title and right of possession of any of plaintiff's patented talking machines and sound records. The theory of the bill is that defendant has some of these in its possession, having obtained such possession without the assent, direct or indirect, of complainant, and that defendant has no right to dispose of such machines and records without the consent of complainant and upon the terms which it prescribes.

Upon the filing of the original bill motion was made to dismiss it under the new Equity Rule 29, which is the equivalent of a demurrer under the old practice. Judge Augustus N. Hand granted such motion and filed an opinion 222 F. R. 524. Appeal was taken to this court; we held that even on complainant's own theory his bill failed to make certain allegations which were essential. The dismissal was therefore affirmed, but with leave to amend (225 F. R. 535). The bill was then amended by inserting these allegations. Motion was made to dismiss the amended bill and was granted by Judge Hough, who filed no opinion, although he delivered one, orally. From the order of dismissal this appeal is taken.

LACOMBE, C.J.:

This case presents the familiar one of the manufacturer of a patented article undertaking to extend its use and at the same time regulate the terms and conditions under which it shall be used. It seeks to accomplish this in part by a written contract entered into between itself and every so-called licensed dealer to whom it delivers the possession of instruments or records. This need not be recited, as in substance it is the same as a so-called "License Notice" which is attached to a conspicuous part of every machine. This notice varies only in its statement of the amount of royalty, which, of course, is different for different types of machines. The notice affixed to every instrument of the type known as Victrola XVI reads as follows:

This machine is manufactured by us under our patents hereinafter noted, and is licensed for use only for the term of the patent having the longest term to run, and only with sound records, sound boxes and needles manufactured by us; and our records and sound boxes are licensed only for use with our machines. Only the right to use the said machine is granted to Victor distributors and dealers for demonstrating purposes, with the right to the distributor to assign a like right to regularly licensed Victor dealers at the dealers' regular discount royalty, with the right to the

dealers to convey the license to the public to use the said machine only when a royalty of not less than \$200 shall have been paid and upon consideration that all the conditions of license shall be strictly observed. A similar right is also granted to the distributor to convey to the public the right to use this machine under the same conditions. No license to use this machine is granted to the public until the full royalty shall have been paid. This machine is not licensed for use for public entertainment for profit; for a license for such public use an extra license fee of ten per cent. (10%) of the full royalty shall be payable. Title shall remain in the Victor Talking Machine Co.; also the right to repossess the said patented goods upon the breach of any of the conditions upon the repayment by the Victor Co. to the user of the royalty paid by him, less 5 per cent. per annum of the full royalty for each year, or fraction of a year, that the user shall have had the use thereof. The Victor Co. also reserves the right for itself and its representatives to inspect, adjust and repair this machine at all reasonable times while in the possession of the user, and to instruct the user in its use, but assumes no obligation so to do. All patent rights are reserved by the licensor except those hereby granted to the licensee upon the performance of the conditions noted. Any excess use, or violation of the conditions, will be an infringement of the said patents. The patents under which this machine is manufactured and licensed for use are, among others, as follows: (here follows a long enumeration of the numbers and dates of issue of various patents) and other United States patents under which this machine or parts thereof are manufactured.

No license is granted to use this machine in any altered or changed condition, or with any parts not manufactured by this company. This machine is licensed for use only in the condition, construction and arrangement in which it is put out by us, and any use of this machine, or parts thereof, in any other or altered construction or arrangement will be construed as a violation of this license. This machine is licensed for use only with needles supplied by the Victor Co.; needles will be supplied by the Victor Co., direct to any licensee of any of its patented machines or wholesale price, upon written request.

This license is good only so long as this label remains on this machine; any erasure, alteration or removal of this label, or of any of the company's labels, or marks attached to this machine, will be construed as a violation of this license. This machine, at the expiration of the patent having the longest term to run, under which it is licensed, shall become the property of the licensee (the machine being then free of the patents, the subject-matter of the license), provided that the licensee shall have faithfully observed the conditions of license, and the Victor Co. shall not have previously taken possession of the machine as herein provided.

An acceptance of this machine is an acceptance of these conditions.

All rights revert to the undersigned in the event of violation.

VICTOR TALKING MACHINE Co., Camden, N. J.

August 1, 1913.

A somewhat similar License Notice is affixed to every sound record or its envelope.

A study of these various documents leads to the conclusion that complainant has undertaken to avoid making such a sale of its machine as would permanently pass it beyond any further control by itself. We think it has succeeded in so doing; this is not a sale outright, or a conditional or restricted sale or any sale at all.

Under the authorities the owner of a patent who manufactures machines under such patent can give the right to use to whom he pleases upon what conditions he may choose to impose. Some of those conditions may involve pecuniary return, such as royalties, rentals for fixed periods, specified lump sum compensation for the whole period. We do not see why he may not give to one person a more re-

stricted right to use than he does to another. The Dick case 224, U. S. 1, establishes the proposition that a restriction to use only with other products of the patentee is legitimate. Of course, the giving to any person of a "right to use" things of this sort is an idle thing, unless the person is also supplied with the physical thing to be used, to hold the same while he is enjoying the use and complying with its terms.

Turning now to the License Notice. What is granted by the patentee is "only the right to use" the particular machine, unaltered, without parts not manufactured by the Victor Co., maker and owner of the patents and only with records and needles made by the Victor Co., and to use it only so long as the notice unaltered and unaltered remains on the machine. The term for which this right to use is granted is a fixed period "for the term of the patent having the longest term to run"—this term is ascertainable with precision by reference to the notice affixed to the machine which enumerates all the patents.

The character of the use is not the same in all cases.

1. To "Victor distributors" there is given a right to use only for "demonstrating."

As the sole result of demonstration is to induce the public to get the machines it may be assumed that these distributors are paid by the Victor Co.

2. To regularly licensed "Victor dealers" there is also given a right to use for "demonstrating" purposes. Sometimes conveyance of such right to use is made directly by the Victor Co. to the licensed Victor dealer. Sometimes the conveyance is made to the "dealer" by the "demonstrator," who by the terms of the notice is expressly authorized to convey such right to the dealer. These dealers, of course, do not use these machines for their personal enjoyment; their demonstrations are given to induce the public to apply for machines and they are paid by a commission on the amount paid by every person who may be induced by them to take one.

3. To the public, i. e., to individuals who wish to use the machines generally.

Apparently such conveyances are not made directly by the manufacturer; they are made by "Victor distributors" or by "licensed Victor dealers," who are expressly empowered to make such conveyances. For each one of such machines the person to whom a right to use the same is granted and a machine delivered, to be by him used, shall pay a lump sum, which varies with the type of machine.

This is called a royalty; in effect, it is a payment in advance covering use for the entire term—down to the expiration of the last patent. During such term the restrictions as to parts, integrity of notice, needles, record, etc., are in force and the manufacturer reserves title in itself. Of course, when the patents expire no such restrictions could be maintained and, therefore, when that time comes any licensee (or user) in whose hands a machine may be, and who has faithfully observed the conditions, shall receive full title to the same.

The documents are long and complicated, but it seems to us that this is what they provide for. We do not know why, under the law and the authorities, a patentee may not thus dispose temporarily of the use and ultimately of the title of a machine made by him and protected by his patent.

The order is reversed.

Fenton & Blount, Philadelphia, Pa., were the attorneys for the Victor Co., and Wise & Seeligberg appeared for R. H. Macy & Co.

AIDING MUSICAL APPRECIATION.

How the Victrola Is Utilized in Normal Training School in Kansas City—Good Work Done by J. F. Ditzell, Manager of the George B. Peck Co. Victrola Department, Brings Results.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., January 10.—Kansas City is developing a most emphatic inclination towards musical appreciation and culture, which is nowhere more clearly shown than in the public schools. In the past few years there has been an increasing attention to musical instruction particularly observable in the introduction of pianos in practically every school, and more lately with the desire of every school to have a talking machine. These machines are usually purchased by subscription of parents of the pupils, the school board not having yet reached the point where it will supply them. But it seems likely that before long the talking machine will be recognized as quite as indispensable as the piano. The reason for this is the increased attention to the subject of musical appreciation, which can only be inculcated with such various examples of performance and subject as the talking machine provides.

The problem of the dealers, however, has been the expense of soliciting the business. Most of them have been waiting for the psychological moment to arrive, when the subject could be presented without uneconomical loss of salesman's time.

The psychological moment seems to have arrived.

Shortly after school was resumed following the holidays, J. F. Ditzell, manager of the Victrola department of the Geo. B. Peck Dry Goods Co.,

received a visit from Miss Emma Serl, instructor in music at the normal training school in Kansas City. Miss Serl inquired as to the most convenient method of giving her pupils a "view" of some of the operas they had been studying. She had been using the Victor Book of the Opera, and naturally turned to a Victrola dealer for advice. Mr. Ditzell invited her to bring her class to the concert room in the store for a special session. Some thirty students, all young ladies preparing for the teaching of music in the public schools, came with Miss Serl. A program had been prepared of selections from the three operas, "Bohemian Girl," "Martha" and "Il Trovatore," that were being studied. Miss Serl lectured on each selection as it was given on the Victrola.

This is the first year that the normal school has been taking up such work; and the importance of the demonstration and service can hardly be over-estimated. Not only is the training school itself thus finding the necessity as well as the advantage of the Victrola in class work, but the students are learning their duties in the light of the assistance of the machine and the records. It seems inevitable that in a very short time every school in the city must have a talking machine as a part of the regular equipment.

NEW INCORPORATION.

A. M. Warenberg, M. Freedman and A. S. Levy, of 233 Broadway, this city, have incorporated the Perma Recording Laboratories Corporation, with a capitalization of \$300,000. The new concern will deal in talking machine records, pianos, players, novelties, and make master records as well.

KOERBER-BRENNER CO. PROGRESS.

Closed Great Year in 1915—Was One of Expansion for the House and Its Dealers—Big Plans for Year Just Opened Have Been Made.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., January 11.—Few firms have made a better record of advancement in the year just closed than the Koerber-Brenner Music Co., of this city. As Victor distributor it has been most solicitous of the needs of its dealers and has at all times aimed to keep them supplied not only with stock, but with such "service" pointers as would be helpful in developing their business. This co-operation has been much appreciated, and has resulted in the general expansion not only of the house of Koerber-Brenner itself, but of its dealers in the important territory which it controls. The plans for 1916 are bigger and better than for 1915, and this means much, for the Koerber-Brenner Co. is ever on the alert for every means of advancing the interests of its growing constituency. This is unquestionably the secret of its great success. An interesting announcement from the Koerber-Brenner Co. appears elsewhere in this issue of The Talking Machine World.

Arthur Figner, a nephew of Gustavo Figner, of Sao Paulo, Brazil, has connected himself with a talking machine concern in New York City.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL.

Columbia advertisements are pro



Columbia dealers b
1915 than ever befo

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1916 is bound

Company
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All the music of
all the world—



and most of the
fun of it, too.

THE polished surface of Columbia Records is truly the mirror of music. Faithfully reflected and reproduced, it gives back a picture of an artist's rendition as true as life itself.

Just as a still pool in the forest mirrors all the colors of Nature, sparkles in the sunshine, and darkens with the passing shadow of a cloud, so Columbia Records reflect the color, vivacity, light and shade—every fleeting mood or emotion that sets each performance and rendering of a theme apart from all others past or to come.

Columbia Records, played on *any* instrument will be a genuine revelation to those who have not kept pace with recent developments; but playing Columbia Records on the Columbia Grafonola is the one way to bring out fully their tonal possibilities.

Columbia Records go on sale on the 10th of every month. Ask the dealer to place your name on his mailing list for the Columbia Monthly Supplement. Beautiful new booklet "The Columbia Grafonola" free on request. Or write direct to

COLUMBIA GRAPHOPHONE COMPANY, Woolworth Bldg., New York City

COLUMBIA

Grafonola Double-Disc **Records**

a mile away every time

PATHE RECORDS FOR FEBRUARY.

The Pathé Frères Phonograph Co. of New York Have Just Issued the Following Interesting List of Records for February.

No.	Size.
30367 A Perfect Day (Carrie Jacobs-Bond). Tenor Solo, orch. accomp. Harry McClaskey	11½
30366 A Little Bit of Heaven (Ball and Brennan). Duet, orch. accomp. Campbell and Burr	11½
30322 Killarney (Balfe). Tenor Solo, orch. accomp. George Gaskin	11½
30345 La Rigolomanie (H. Piccolini). Laughing Sketch. Constantin Ne, Comme Ca (G. Hamel). Chanson a rires. Chante per Constantin, avec orch. Constantin	11½
30368 The Laughing Fabricators (Darkey Comedy). The Insect Powder Man (Darkey Comedy)	11½
30371 M-O-T-H-E-R, the Word that Means the World to Me (H. Johnson and Ted Morse). Tenor Solo, orch. accomp. M. J. O'Connell	11½
60035 La Marseillaise (Rouget de L'Isle). Sung in French. Mlle. M. Chenal, of Opera Comique, Paris	11½
30321 New York Hippodrome March, from "Hip, Hip, Hooray" (J. P. Sousa). Pathé Dance Orchestra	11½
10031 Don't You Love Your Baby No More (Jack Frost.) Tenor Solo, orch. accomp. H. Burr	10½

Lyons and E. C. Keithley). Tenor Solo, orch. accomp. M. J. O'Connell	10½
10042 Hot Off the Griddle—One or Two-step (James White). Pathé Dance Orchestra	10½
10046 The Dream Waltz—Adapted from "Tales of Hoffman" Arr. by Klickman. Pathé Dance Orchestra	10½
10043 I'd Ask for You (A. J. Lamb and F. H. Klickman). Tenor Solo, orch. accomp. H. Burr	10½
10029 In the Land of Love (F. W. Rega). Tenor Solo, orch. accomp. Henry Burr	10½
30317 The Famous Story of George Washington and His Hatchet, and The Story of Pocahontas, As told by Uncle Jim	11½
50010 The Legend of the Chimes (Reginald De Koven). Contralto Solo, with Mixed Chorus. Cora Tracy with De Koven Opera Co.	11½
50005 Brown October Ale (Reginald De Koven). Baritone Solo, Male Chorus, orch. accomp. James Stenens-De Koven Opera Co.	11½
50007 The Tinkers' Chorus (Reginald De Koven). Male Chorus, orch. accomp. De Koven Opera Co.	11½
50009 O Promise Me (Reginald De Koven). Contralto Solo, orch. accomp. Cora Tracey	11½
30372 Turkey in the Straw (Darkey Comedy). Billy Golden and Jim Marlowe	11½
50008 Gypsy Love Song (Victor Herbert). Bass Solo.	11½

orch. accomp. Herbert Waterous	11½
10054 White Wash Man (Jean Schwartz). One or two-step. Banjo Solo. Fred Van Eps	10½
10052 Smiler Rag (Percy Wenrich). One or Two-step. Banjo Solo, orch. accomp. Fred Van Eps	10½
30329 The Love Dance (Every Little Movement) (Hoschna). Imperial Symphony Orchestra	11½
30319 The Story of Robin Hood as told by Aunt Polly The Story of Julius Caesar, and the Story of Oliver Goldsmith, as told by Aunt Polly	11½
30342 L'Internationale (De Geyter). Chants Revolutionnaires, Chante per Marguenat, avec Orch. et Choeur Hommes. La Carmagnole (A. Stanislas) (du Citoyen "Birard" 1792) Avec Choeur Hommes. Chantée par Marguenat, avec orch.	11½

ADOPTS NEW SELLING POLICY.

Fraad Talking Machine Co. to Assign Protected Territory to Agents for Its Line—Open Handsome Display and Sales Rooms.

The Fraad Talking Machine Co., which recently entered the talking machine manufacturing trade on a large scale, has, with the first of the year, introduced a new policy in the distribution of its output. The plan calls for the appointment of agents throughout the country who will be assigned territory and be protected in the business which comes from that territory.

Considerable interest has already been shown in this plan and several important territories have been assigned.

The Fraad Co. has recently arranged for some additions to its line of talking machines, which include models ranging from \$15 up. One of the latest additions illustrated in the company's advertisement in another section of this paper is the Fraad Jr., a small-model cabinet machine with full-size mechanical equipment and designed to hold about sixty records. The junior model is finished either in mahogany or antique ivory as desired.

For the purpose of taking care of the local trade the Fraad Co. has opened attractive showrooms at 1160 Broadway, between Twenty-seventh and Twenty-eighth streets, in the center of the business district, where a complete stock of its various models is carried. The new showrooms are conducted by a competent staff under the personal direction of Daniel Fraad, president of the company, and both the wholesale and retail business is handled therefrom.

WISE TO ORDER PROMPTLY.

Advancing Cost of Paper May Affect Cost of Envelopes and Albums, Declares Clement Beecroft—1915 Best Year in History.

Clement Beecroft, of Philadelphia, whose line of talking machine specialties ranges from "talker" cabinets to Bagshaw needles, reports that his business during 1915 broke all previous records in volume and quality, and that the prospects for the present year are unusually bright.

Among the specialties handled by Mr. Beecroft with particular success are the Wolf Bros. record envelopes for deliveries, stock and supplements, and the Perfection record holders for cabinet filing purposes. In view of the fact that there is a steady increase in the cost of paper, Mr. Beecroft emphasizes the point that it will pay jobbers and dealers to anticipate their wants in that particular line and order quantities early. By that means present prices and prompt deliveries are assured.

The Clinical Film Co. has been granted a certificate of incorporation by the Secretary of State, Albany, N. Y., to engage in the manufacture of a number of articles, including phonographs, records and supplies. The capital is \$500,000.

DECALCOMANIE
 • NAME PLATES •
 FOR PIANOS, TALKING MACHINES, ETC. SEND COPY FOR PRICES. SKETCHES FREE.
GLOBE DECALCOMANIE CO.
 JERSEY CITY, N. J.

WE WILL PAY CASH
 Amounting to
From 90 to 94 per cent. of
 the face value for acceptable installment contracts on talking machines and pianos. Ask for details.
HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO

THE PREMIER CABINET CO.
Makers and Distributors of the
Premier
 TALKING MACHINES and CABINETS
 Williamsport, Pa.

The HERCULES MOTOR
 The Motor that makes less noise. Built Solid all the Way Through. Guaranteed for 1 Year. Separate Parts Can Be Furnished. Plays one 12-in. record with one winding. Also Tone Arms, Sound Boxes and Turn Tables.
 PRICES UNUSUALLY LOW SEND FOR SAMPLES
The Hercules Talking Machine Supply Co.
 611-621 BROADWAY : : : NEW YORK
 The House that Delivers Promptly

PHONE ARMS TURNTABLES
 For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality. These products are made to your specifications only. Ask for estimates.
Standard Metal Mfg. Co.
 227 CHESTNUT STREET NEWARK, N. J.

THORPE ELECTRIC MOTORS

FOR TALKING MACHINES (Operate on all currents)

29 West 34th Street

New York City

CHRISTMAS DISPLAY BRINGS TRADE.

Yule-Tide Sentiment and Good Salesmanship Blended in Window Display of Victor Goods by Gately-Haire Co., Albany, N. Y.

Many of the big stores spend thousands of dollars monthly in an effort to take proper advantage of their window displays. Artisticness of window displays as well as salability of the merchandise both tend to dispose of the goods so presented to the public. Considerable attention is directed to window work by the talking machine dealers, and the accompanying example is a photograph of the window of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y. The background was that



Holiday Exhibit of Gately-Haire Co.

of a beautiful painting of the "Wise Men of the East" following the Star of the East, and the unusualness of the display created a great deal of favorable comment.

John L. Gately, president, stated that he can trace many dollars' worth of actual business which came as a response from people seeing the window, and he is of the belief that windows of all dealers should be utilized not only from the window display standpoint but from the salesmanship viewpoint.

A WRITING TALKING MACHINE!

Novel Combination of Edison Phonograph and Telautograph Attracts Crowds in Kansas City—Clever Idea of Manager M. Blackman.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., January 2.—Manager M. Blackman, of the Kansas City Edison Shop, headquarters for the Diamond Disc machine, devised a novel window attraction for the recent holiday crowds. He secured a telautograph and mounted it on an Edison phonograph, the wires running down into the body of the machine and through the window-floor out of sight. An operator, hidden from view, watched the crowds passing and wrote pertinent messages to them on the machine, so that a man with a brilliant necktie or a lady shopper with her arms full of bundles would stop in front of the window and suddenly see a message addressed to them personally appear on the roll of paper in the machine. So completely was the illusion carried out that some spectators seemed to have the idea that the machine was actually a part of a new talking machine that could transcribe whatever was on a record! While this idea may seem fantastic, still it is not without the range of possibility that some day a machine may be perfected which will put into written or printed notes whatever may be spoken into it.

DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.

COMBINE PLAYER AND PHONOGRAPH.

Details of the Latest Patent of Edwin S. Votey Which He Has Assigned to the Aeolian Co. of New York—Covers Many Features.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 8.—The Aeolian Co., New York, is the owner through assignment by Edwin S. Votey, Summit, N. J., of patent No. 1,165,470, for a combined musical instrument, such for example as a piano or player-piano, and a mechanism for the reproduction of the human voice or sounds, as for instance a phonograph or graphophone.

One object of the invention is to provide for a compact and convenient arrangement of a mechanism for the reproduction of the human voice or sounds, within the casing of the piano where access to said mechanism may be had with facility and convenience for the purpose of adjusting said mechanism when desired, and for changing the records thereof.

A further object of the invention is to combine the two instruments in such a manner that the sounds of said instruments may be properly mingled for the purpose of producing harmonious effects, and to this end the piano is provided with a sound-blending chamber in rear of the sounding board into which chamber the sounds from the human voice reproducing mechanism are conveyed, and from which chamber they are discharged through an opening formed in a wall of the piano casing.

ELECTED VICE-PRESIDENT.

At the annual meeting of the stockholders and directors of the Musical Instrument Sales Co., held on Monday, C. R. Wagner was elected a vice-president of the company. Mr. Wagner has been associated with the company for several years, having achieved signal success as head of its Victor business.

There are no other changes in the officers and directorate of the company, Mr. Wagner being elected to a new position and the present officers continuing for the ensuing year. C. A. Wagner is president of the company.

VICTOR TUNGS-TONE STYLUS.

Important Discovery Announced by the Victor Talking Machine Co. of a New Needle Which Has Remarkable Qualities.

"Victor Tungs-tone Stylus" is the name of an important discovery just announced by the Victor Talking Machine Co., Camden, N. J., this being an improved, semi-permanent, changeable reproducing stylus of tungsten combining all the desirable features of the Victor system of changeable needles with the added advantage of playing fifty to 200 records without changing, and which is referred to in an advertisement elsewhere.

The virtue of the Tung-stone stylus lies in a small cylinder of tungsten projecting from the end of a steel holder in which it is rigidly set. A novel feature of this stylus is that it automatically tells the machine owner when to change the needle, so to speak, for when the tiny cylinder of tungsten is worn off it will not play. In other words, you cannot play the new Victor Tungs-tone stylus in a "worn" condition.

These needles are made in two tones, full and soft, retailing at 25 cents for a box of ten, or for a package of four needles, 10 cents.

TO MAKE DEMONSTRATING ROOMS.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 8.—The Huskey Manufacturing Co., 1700 North Howard street, this city, maker of fixtures for drug stores, announces its intention of entering the talking machine field with the Huskey demonstrating rooms. These will be built at its factory in Philadelphia and shipped to the various dealers throughout the country.

In its experience as manufacturer of drug store equipments and fixtures it has drawn different conclusions regarding how the dealer's space should be utilized, and this experience will stand it in excellent stead in the promotion and sale of Huskey demonstrating rooms.

The A. H. Fitch Music Store, of Arkansas City, Kan., recently bought out the stock of machines and records of the Talking Machine Shop at Winfield, Kan.

Bert Woodward, formerly in charge of the Edison phonograph department of the Santa Fe Watch Co.'s store in Topeka, Kan., has accepted a connection with the Kansas City Edison Co.

The Pathé Shop has been opened on Boston avenue, Tulsa, Okla., for a display of Pathephones.



No. 439 (Vertical Interior).
FOR VICTROLA IX.

Height, 32½ in. Width, 17¼ in. Depth, 21 in.
Holds 240 Victor or Columbia Records.
Mahogany front, sides and back. Quartered oak front, sides and back.
Average weight, crated, 80 lbs.

No. 449 is this Cabinet arranged with top for Columbia "Favorite."

(If horizontal shelving is desired, order No. 1439. When felt interior is desired, order No. 439F.)

**Udell Cabinets
for ALL Talking Machines**

With Vertical Interiors, Horizontal Shelves or Felt-Lined Uprights, One Disc to the Space

For years we have led in the Record Cabinet field. Our 1915 business was the biggest year we ever had on Record Cabinets. In 1916 we purpose to stay at the head of the procession AND WANT YOUR HELP.

Machine—Records—Cabinet—that's the combination that makes you the biggest profit and the most satisfied customers.

Get our literature—and you'll want our cabinets. The good cabinets will back up the good catalog. A postal will do.

The Udell Works

1205 W. 28th St., Indianapolis, Ind.



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



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

Columbia Graphophone Company
Woolworth Building, New York

COLONEL BILL'S MEMORY HONORED

By the Chicago Piano and Organ Association, Which Passed Resolutions of Regret at His Death Signed by the Executive Committee.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 12.—At a meeting of the officers of the Chicago Piano and Organ Association the following resolutions to the memory of Edward Lyman Bill were adopted. The signatures include those of the entire executive committee of the organization:

It is with deep and sincere regret that this association learns of the death of Edward Lyman Bill, editor and publisher of The Music Trade Review and The Talking Machine World. The untimely closing of such a useful and kindly life is a sad blow, not only to his beloved family and the industries to which he devoted his great abilities, but to the community at large.

Music trade journalism and the music trade in all its branches owe much to this splendid, kindly, cultured gentleman and are the better for his having lived.

It is, therefore, deemed meet and becoming that this organization, of which he was ever the fast and firm friend, pay this tribute to his memory and that this minute be spread upon the records of the association and a copy suitably prepared be sent to the bereaved family of our late associate and comrade.

"Peace, let him rest, God knoweth best."

EDGAR C. SMITH,
PAUL B. KLUGH,
S. M. WESSELL,
ADAM SCHNEIDER, ..
JAMES F. BOWERS,

Committee on Resolutions, Chicago Piano and Organ Association.
January 12, 1916.

The Phonodograph Co., of New York, recently incorporated, has a capitalization of \$300,000.

BUILT UP BIG BUSINESS.

E. A. Schweiger Handles the Victor Line Exclusively in Two Stores Across the Bridge.

One of the many successful and live-wire Victor dealers in local territory who have built up their



The Schweiger Store at 1525 Broadway, business through the use of high-grade and up-to-date methods is E. A. Schweiger, of Brooklyn, N. Y., who is shown in company with his brother in the illustration herewith.

Mr. Schweiger, who handles the Victor line exclusively, has two establishments in the borough across the bridge, one being located at 1525 Broadway and the other at 964 Grand avenue. The former store is shown in the accompanying photograph, and it is indicative of Mr. Schweiger's success with the Victor line that he now occupies the entire building at this address. The second floor is devoted exclusively to sound-proof demonstration booths, which are furnished along the most advanced ideas in store decoration.

When Mr. Schweiger first entered the Victor field he handled several lines of merchandise, such as sporting goods and kindred lines. His Victor business increased so rapidly, however, that he found it imperative to discontinue all other lines with the exception of Kodaks.

FAVOR THE STEVENS BILL.

Members of Lyon & Healy Firm, Constituting State Committee, Expect That Congress Will Pass Measure for Price Maintenance.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 10.—Secretary J. F. Bowers and L. C. Wiswell, manager of the talking machine department of Lyon & Healy, report that excellent progress is being made throughout the State in securing the co-operation of Congressmen to further the passage of the Stevens Bill, which provides for price maintenance. They are the committee of two from Illinois working in favor of this measure, and have been in close touch with the work being done by the various State committees in boosting this bill along. Mr. Bowers calls attention to the benefit of the one-price system as illustrated by the talking machine business, and points out the fact that Steinway & Sons have rigidly adhered to this system, with consequent success.

CLOSING A BIG HOLIDAY BUSINESS.

One of the enterprising talking machine men and talking machine women in the South is Mr. and



Mrs. Roy F. Ott, of Huntsville, Ala., who are pictured in the illustration herewith at the doorway of their very attractive establishment in that town. Mr. Ott has closed a very excellent holiday business with the Victor line, and looks forward to the present year being a prosperous one in every way.

A New Talking Machine!

\$4.50

Special Prices to Quantity Buyers



"SUPERTONE"

An amazing value. Size 13x13x6 inches. Finished in mahogany. Metal parts finest quality nickel plated. Turntable, 10 inches diameter. Plays any size of lateral cut records. Will play one 12-inch or two 10-inch records on one winding of motor. Supplied in Mahogany, Mission or Oak finish.

Deliveries at once in any Quantity

We carry a complete line of Little Wonder and Emerson Records. Also needles and albums.

WRITE FOR OUR CATALOGS

PLAZA MUSIC CO. 10-12-14-16 W. 20th Street, New York City

NO MORE WINDING BY HAND—THE MOTROLA DOES IT FOR YOU

Simple to attach—just unscrew the winding rod and put the Motrola in its place.

Adds to the life of the talking machine by keeping the spring from being overwound.

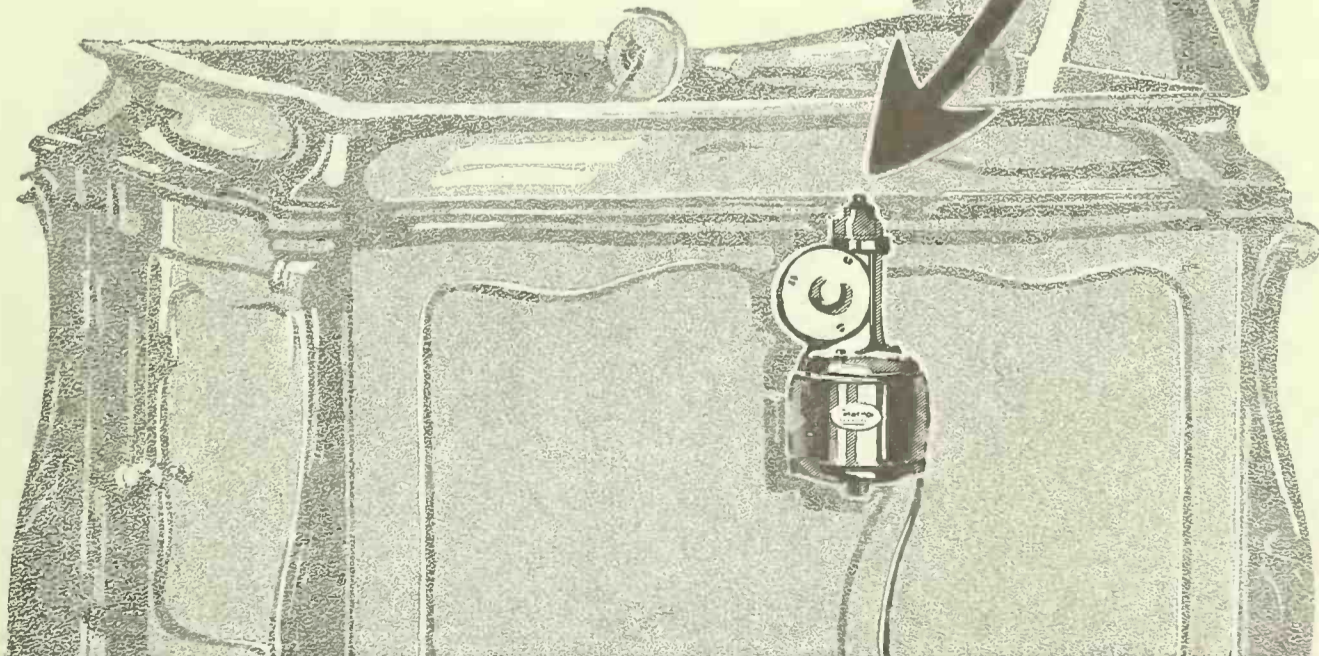
Connected with electric current it winds automatically, insuring true tone and even time by keeping the machine from running down. Cost of operation practically nothing. It can't get out of order.

The Motrola fills a long-felt want on the part of thousands of talking machine owners. This means easy and rapid sales.

Reliable, wide-awake talking-machine dealers—who know a "live" proposition when they see it—are wanted. Are you one of these?

JONES-MOTROLA, INC.
169 Madison Avenue, New York, N. Y.

Prices, terms and all further information sent on request.



ALABAMA FIRM WINS FIRST PRIZE IN EDISON CONTEST.

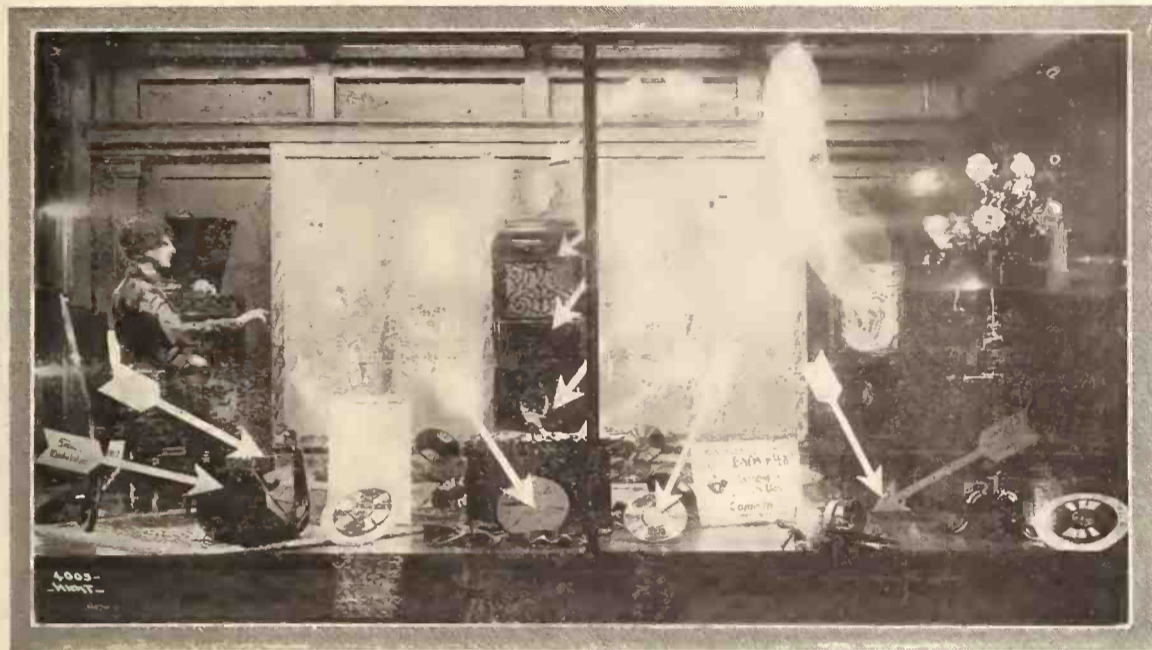
Loveman, Joseph & Loeb, of Birmingham, Carry Off \$300 Sweepstakes Prize Offered by Thomas A. Edison, Inc., for Best Window Display—Qualities of Records Uniquely Featured.

An interesting feature of Edison week, October 18 to 23, 1915, was the Edison phonograph dealers' window display contest entered into by dealers in practically every part of the United States and some parts of Canada, and which has just culminated in the awarding of the sweepstakes prize of \$300 to Loveman, Joseph & Loeb, Birmingham, Ala. This prize was offered by Thomas A. Edison, Inc.

Preliminary to the awarding of the sweepstakes prize, zone prizes of \$100, \$50, \$30 and \$20 were

awarded. The winning display, "Real Music at Last"; a large phonograph resting with its entire weight on four records, indicating their unbreakableness; the diamond point reproducer shown through a magnifying glass and a vision of Emmy Destinn produced by draping a soft, fluffy material from the front of a phonograph up to and placed about a portrait of the famous singer.

That the decision was left to competent judges is fully indicated by the fact that the gentlemen selected are representative in their craft. They



Sweepstakes Prize Winner; Edison Dealers' Window Display Contest.

awarded by Edison jobbers for the best four displays in their respective zones. The zone prize contest was arranged in accordance with the Edison method of distribution, which assigns to each jobber an exclusive zone, all dealers in that zone being required to order through the specified jobber.

After the winners in each zone had been decided on, the photographs of the winning displays were forwarded to the Edison laboratories at Orange, N. J., for the selection of the sweepstakes winner.

The main features of the winning display were a large panel with the wording "Real Music at

were W. A. Patterson, manager of the New York office of the Saturday Evening Post; A. C. G. Hammesfahr, sales manager of advertising for Collier's, and Francis L. Wurzburg, advertising manager of the Cosmopolitan Magazine. These gentlemen met in the rooms of the Advertising Men's League in New York City and rendered their decision January 5.

A display of the photographs from all zone prize winners will be made at the Edison laboratories at Orange for the benefit of dealers at their next general meeting.

INCREASES ITS FACILITIES.

The Century Cabinet Co. Prepares for a Busy Year During 1916—President Lee on the Outlook—Manufacturing Facilities Increased.

The Century Cabinet Co., 25 West Forty-fifth street, New York, manufacturer of a complete line of phonograph cabinets for the trade, has greatly increased its manufacturing facilities during the past two months in order to adequately prepare for the coming year's activities. At the present time the company's factory capacity is more than double that of 1915, although present indications point to this capacity being none too large for 1916

trade. The company will institute a new departure in its business during the coming year, as set forth in its announcement on another page of this issue of The World.

Referring to the general trade outlook, James T. Lee, president of the company, said: "We were greatly pleased with our sales totals for 1915, as we received orders from members of the trade in all parts of the country calling for good-sized orders for our complete phonograph cabinet line. The letters we have received from our patrons are most encouraging, as they speak in hearty terms of praise of the satisfaction our cabinets are giving, both from an artistic and a constructional standpoint.



Style No. 100.

PERFECTROLA
Tone—Quality

A Satisfactory Musical Instrument
Models from \$10.00 to \$150.00

Liberal Discounts to Dealers

No. 100 Fine mahogany finish, 46x20x21, equipped with our new Duplex reproducer, which plays all records without extra attachments; also double spring worm gear, noiseless motor, 12 in. turntable, speed regulator, brake and tone control.

Milwaukee Talking Machine Mfg. Co.
Office and Factory: 416-418 4th St. Milwaukee
Correspondence desired with Reliable Agencies

VICTOR CO. INSURES EMPLOYEES.

Sick and Death Benefits Provided for by New Plan—Every Employee Shares in Insurance.

(Special to The Talking Machine World.)

CAMDEN, N. J., January 10.—The spirit of co-operation and mutual understanding between employer and employe which is becoming more and more prevalent in the business world is demonstrated by an insurance plan just put into operation by the Victor Talking Machine Co. Through the generosity of the officers of the company, an insurance of \$1,000 is provided for every employe of the company who has been on the payroll more than five years and who, at death, is in good standing in the Victor Employees' Beneficial Association. For employes of less than five years there is an insurance of \$750. The announcement was hailed with delight by the thousands of employes of the big concern.

About three years ago when the beneficial association was established it met with the approval of the board of directors of the company. The officials named the board of directors to run the association's affairs. It was agreed that each employe who died would receive \$150 from the association. The company's officials were so impressed with the idea that they decided to give from the company's treasury the additional sum of \$500 to a deceased employe, making a total sum of \$650. It also was decided that all employes not receiving straight pay should draw \$5 weekly in case of indisposition.

Placards were placed about the plant announcing the fact that the association had decided to raise its share of the death benefits to \$250 and that the company had agreed to give \$750, making a total of \$1,000.

PROPOSE CHANGE IN BANKRUPT LAW

Merchants' Association Asks Supreme Court to Have Liquidations Effected by Receivers.

The Merchants' Association of this city is seeking to effect an amendment to the rules governing the liquidation of bankrupt estates. William Fellowes Morgan, president of the association, has outlined the proposed plan in a letter addressed to Justice Charles E. Hughes, chairman of the rules committee of the United States Supreme Court. His suggestion is that the practice of allowing liquidation to be effected by an assignee, who is usually nominated by the bankrupt, be discontinued, and that the settlement of the bankruptcy be made by a receiver, who shall be appointed upon the application of a creditor. This plan, it is claimed, will place the assets of a bankrupt concern in the hands of one who will seek to conserve the interests of the creditors, instead of allowing an assignee to handle the matter, usually to the detriment of the creditors. The letter from President Morgan has been handed to the Chief Justice of the Supreme Court for his attention.

**Start the
New Year
RIGHT**

By securing a high-grade line of record albums that will give absolute satisfaction.

Do not experiment, but place your orders for

**NYACCO METAL
BACK ALBUMS**

which are actually indestructible.



New York Album & Card Co.
23 Lispenard St., New York

DAYNES-BEEBE MUSIC CO. WINS WINDOW DISPLAY PRIZE. PATHE PHONOGRAPH JOBBERS BUSY.

The advertising department of the Columbia way as to make the window display perfect in Graphophone Co. has just received from the every respect. It is interesting to note that this

In Many Cases a Shortage of Goods Is Reported, Declares R. B. Caldwell, After Recent Tour of Inspection—Pathé Discs Gaining Many Friends—Making Plans for Future.



The Very Artistic Display Which Daynes-Beebe Music Co., Salt Lake City, Utah, a Columbia dealer, a photograph of a show window which this company displayed during a window-dressing contest sponsored by the Salt Lake City newspapers.

This window, which is shown in the accompanying illustration, was awarded first prize in the music section by the judges of the contest, who stated that the window was one of the finest which was presented to them for their inspection.

The beauty of the window lies in the fact that no single feature of the display predominates, but a happy combination of ideas is utilized in such a

Won First Prize at Salt Lake City. window was responsible for a very gratifying number of Grafonola sales.

DAMAGE IN UNPACKING.

In an interesting letter sent to Victor dealers recently W. B. Fulghum, manager of the Victor Talking Machine Co.'s order department, called attention to the advisability of the dealers carefully following the packing instructions which accompany the cabinet Victrolas. It is pointed out that in many instances dealers have damaged one of the posts of the Victrola through careless unpacking.

R. B. Caldwell, of the Pathé Frères Phonograph Co., New York, returned to New York recently after a month's visit to the company's jobbers in the East and West. As this was Mr. Caldwell's first visit to the Pathé clientele, his impressions of his trip are interesting as indicative of the marked success of the Pathé products throughout the country. Mr. Caldwell is experienced in all phases of the talking machine field, having been connected with the industry for many years.

"I was greatly impressed with the fact that our jobbers in all localities were short of goods, notwithstanding the fact that they had placed large orders well in advance of the holiday season," said Mr. Caldwell in a chat with The World. "These orders had all been shipped to the jobbers' dealers in October and November, but by the first of December there was a wide shortage of Pathephones and Pathé discs. This shortage was general, the higher priced Pathephones selling equally as well, and in many localities even better, than the moderate priced models. Pathé discs have won the praise of musicians and music lovers in all sections of the country, and the new additions to our record catalog are meeting with a ready sale.

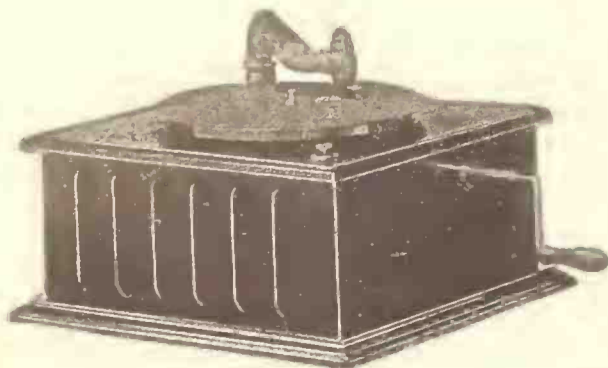
"The class of jobbers handling the Pathephone line is well worth mention, as the men representing our company are prominent industrially in their respective cities and possessed of ability and aggressiveness. These jobbers are one and all enthusiastic in their predictions for 1916, as they are confident that the next twelve months will witness a country-wide prosperity boom with a commensurate increase in popularity of Pathephones and Pathé discs, which have steadily increased in public favor since their first appearance."

Dealers! Attention! Here it is at Last!
Machines of the Best at Factory Prices



STYLE 6—Mahogany finish, 10" turntable, strong single spring motor. All metal parts nickel plated and highly polished.
Dimensions: Width 14", depth 14", height 5 3/4".

Retail Price \$10.00



STYLE 5—Mahogany finish, 10" turntable, strong single spring motor. All metal parts nickel plated and highly polished.
Dimensions: Width 15", depth 15", height 7 1/2".

Retail Price \$15.00

Agents wanted everywhere.
Exclusive territory given.
Musical experts say that the Fraad Machine is perfect in every detail.
In its exquisite cabinet craftsmanship.
In its tonal beauty.
In its mechanical construction.
It plays all make records.

How can we do it at that price?
We give you the machine direct from factory with no heavy expenses attached.

GET BUSY IF YOU WANT EXCLUSIVE TERRITORY

Fraad Talking Machine Co.
225 Lexington Ave., New York City

PHONES { 5106 } MURRAY HILL
 { 5821 }

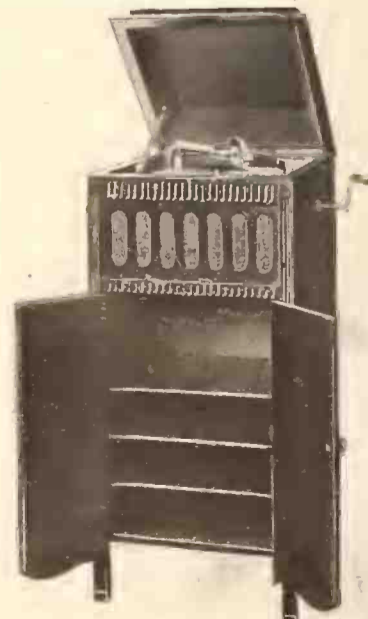
Showrooms: 1160 Broadway

MANUFACTURERS TO THE TRADE



STYLE 4—Fumed, early English Oak or Mahogany, 10" turntable, strong double spring, worm gear motor. All metal parts nickel plated and highly polished.
Dimensions: Width 15 1/2", depth 17 1/2", height 13 1/4".

Retail Price \$25.00



FRAAD, JR.—Real Adams Style in Mahogany, or Antique Ivory. 10" turntable. Plays 12" records. Strong, double spring, worm gear motor. All metal parts nickel plated.
Dimensions: Width 15 1/2", depth 15 1/2", height 3 1/4".

Retail Price \$35.00

THE GREAT ADVERTISING CAMPAIGN OF THE AEOLIAN CO.

In Behalf of the Aeolian-Vocalion Line, Particularly in the National Magazines, Has Brought Forth a Great Deal of Praise from the Trade and Music Loving Public.

There has been considerable discussion in the local talking machine trade with reference to the splendid advertising being carried by the Aeolian Co. in the local newspapers on behalf of the

crete campaign without any hit-or-miss factor entering into it.

Three of the recent Aeolian-Vocalion advertisements which have appeared in the national maga-

which, the human interest appeal is first and foremost. This two-page spread cannot fail to both interest and attract even the casual reader, and from beginning to end there is interwoven a delightful story which leaves the reader in a contented state of mind, but with the thought of the Aeolian-Vocalion uppermost. "I Went to Buy a Phonograph" is a selling advertisement in the truest sense

IN THE FIRELIGHT GLOW! An evening spent with my AEOLIAN-VOCALION. Includes an illustration of a man sitting at a table with a lamp.

I went to buy a phonograph - I found one - and something infinitely greater. Includes an illustration of a man and a woman in a room.

The AEOLIAN-VOCALION. Includes an illustration of a phonograph cabinet.

The AEOLIAN-VOCALION. Includes an illustration of a phonograph cabinet.

Aeolian-Vocalion line. This advertising has been educational and creative and has served to impress the music-loving public with the musical merit of the Aeolian-Vocalion.

Any reference to the publicity campaign of the

Phonograph of Distinction in Form and Special Art Design. ART VOCALION "SHERATON". Includes an illustration of a table.

zines are reproduced herewith, and although the text is hardly legible the general lay-out of the advertisements, together with their headings, will give a fair idea of their true purport.

The full-page copy featuring the Aeolian Art Vocalion Style "R" is an artistic and prestige advertisement, every section of which is in harmony with the character of the instrument advertised. "In the Firelight Glow" is an advertisement in

of the term. It is directed to appeal to the man who is contemplating the purchase of a phonograph but has not yet made up his mind as to just when and what he will purchase. It is high class in every particular and is certain to be of assistance to the dealer in interesting his clientele in the many qualities of the Aeolian-Vocalion. With such splendid advertising it is not difficult to account for the success of the Aeolian-Vocalion.

NEW EDISON SHOP IN AUSTIN, MINN.

Elaborate Quarters Opened by Schleuder Paper Co. in Time for the Holiday Trade—Large Recital Hall a Feature.

(Special to The Talking Machine World.)

AUSTIN, MINN., January 6.—The Edison Shop, 124 West Bridge street, erected and owned by the Schleuder Paper Co., of this city, was formally opened to the public last month with a special series of concerts and recitals that attracted many people from near-by towns to hear the music and view the splendors of the new establishment. Building operations for the new edifice were started last July and pushed to completion in time for holiday business. The store throughout is handsomely decorated with the woodwork of the booths and lobbies in natural mahogany.

the new Edison Shop is one of the most elaborate establishments of its kind in the State of Minnesota.

TALKING MACHINE MEN TO MEET.

John E. Hunt, president of The Talking Machine Men, announces that the next meeting of the association will be held in the assembly rooms of the Merchants' Association of New York, in the Woolworth Building, Broadway and Park Place, New York, on the evening of January 26 at 8 o'clock. A number of very important matters will come up for consideration and action, and a large attendance is desired.

Aeolian Co., however, would be totally incomplete without mentioning the excellent national advertising which it is using in the high-grade magazines to help the Aeolian-Vocalion dealers achieve success with the Aeolian-Vocalion line.

One of the features is an elaborate concert hall, finished in ivory white and silver gray, with a seating capacity of about 100 people. In the concert hall there are eight panels, each decorated with beautiful water color mural painting.

AFFIRMS LOWER COURT'S DECISION.

The United States Circuit Court of Appeals on Tuesday handed down an opinion affirming the decision of the United States District Court in the case of the Victor Talking Machine Co. vs. Thomas A Edison, Inc., which was heard some time ago. This case involved certain patent questions, and the Victor Talking Machine Co. appealed from the decision of the lower court with the result as above mentioned.

All the floors are heavily carpeted, art glass is used in profusion, and all the lighting fixtures and exposed metal work are silver-plated. As com-

A personally selected list of records which you should have in your home. Includes a list of record titles and numbers.

BEE CROFT. Record Delivery Envelopes, Record Stock Envelopes, Catalogue Supplement Envelopes, Perfection Record Holders, Long Cabinets, Needles, Peerless Locking Plates. CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

NEW FACTORY MANAGER.

C. A. Hanson Apointed Head of Columbia Co.'s Factories—An Able Man of Wide Experience in the Capacity of Executive.

The Columbia Graphophone Co. announced this week the appointment of C. A. Hanson as manager of the company's immense factories at Bridgeport, Conn. Mr. Hanson, who assumed his new duties on Monday, succeeds George W. Funnell, who severed his connection with the company recently and sailed for Europe.

Mr. Hanson is signally qualified to fill the very important post as head of the Columbia factories, as for the past twenty years he was associated with the International Harvester Co. as manager of its most important plants.

The Columbia Co. during the past year has increased its manufacturing facilities tremendously, and with the resources now at his command, including a new building recently erected, Mr. Hanson will be in a position to co-operate with the Columbia trade along the broadest possible lines.

INDORSE HERMAN KLEIN METHOD.

Famous Artists Testify to Practicability of Voice Teaching by Means of Talking Machine Records—Big Educational Factor.

The teaching of singing through the medium of talking machine records accompanied by suitable text books has already proven to be practical through actual experience of both the trade which has handled the system, and of the singers who have used it and indorsed it.

The standing in the musical world of Herman Klein, who is responsible for the creation of the Herman Klein Phono-Vocal method, immediately insured the sincerity of the effort, and subsequent use proved its practicability. The course is outlined by Mr. Klein and, based on the method of Manuel Garcia, consists of twenty lessons presented in ten double-face disc records, which are studied in conjunction with detailed explanations given in an elaborate text book forming part of the course.

Those who have taken occasion to indorse the Herman Klein method include Mme. Tetrzzini, of

the Metropolitan Opera Co., who writes: "I have heard the talking machine records of your lessons as taken by pupils, and was much interested. I think your method excellent and that it certainly should produce good results."

Mme. Marie Gay (of the Boston Opera Co.) says: "The remarkable possibilities of the Herman Klein Phono-Vocal method, as a practical aid to those who are teaching or studying the vocal art, appealed to me just as soon as I became acquainted through your courtesy with this system. I can heartily recommend it to teachers and pupils."

Signor Zanatello (of the Boston Opera Co.) says: "I wish to take this opportunity to express my sincere admiration for the Herman Klein Phono-Vocal method. It seems to me that to-day, when such a system can be purchased for a comparatively small sum, the arduous work of both teacher and pupil of the vocal art should materially decrease."

Mme. Lipkowska (of the Metropolitan Opera House) says: "I consider the Herman Klein Phono-Vocal method the best medium for the development of the voice and learning of singing."

Others who have written Mr. Klein in praise of his method are Mme. Adelina Patti; William H. Cummins, of the Guildhall School of Music; Jean deReszke, the noted opera star, and Manuel Garcia.

At the present time the Herman Klein Phono-Vocal method is being presented through the talking machine by the Music Phone Method, 2 West Forty-fifth street, New York.

TO DISCONTINUE APPROVAL RECORDS.

Committee of Buffalo Talking Machine Dealers Works for Elimination of Approval Nuisance.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 7.—Buffalo talking machine dealers may within the next few days sign an agreement whereby approval records will be discontinued. The wiping out of approval records is almost inevitable, the majority of dealers here feel, and at a meeting of the Talking Machine Dealers' Association held here Tuesday night the matter came up for serious consideration.

Representatives from practically all the houses carrying on an extensive sale of records were more than willing to be heard as opposed to the approval scheme. They all declared, with a few dissenting voices, that the proposition was being vilely abused in Buffalo, and that the situation had reached the point where it must either be put out of existence or the dealers go on losing more each month.

For the past few months dealers have been chalking up substantial sums to the profit and loss column because of the approval record system in vogue in Buffalo, and many have been clamoring that it be cut out altogether. This, it seems, is the general attitude, with a few exceptions.

A committee has been appointed to visit all the local dealers and to have them sign an agreement which will eventually mean the end of the approval system. However, there are those opposed to approval records who would be unwilling to cut them out if all the dealers would not agree to it. Before the swan song can be sung it will therefore be necessary to have all the Buffalo dealers declare that they will discontinue the approval system. This is the big job now confronting the committee.

Indications now are that approval records will "go" in Buffalo, as the feeling is high against them. There is hardly a Main street dealer who has not declared during the latter part of 1915 that the privilege is being abused.

JOINS THE TRITON CO. FORCES.

J. A. Kraus, head of the Triton Phonograph Co., 41 Union Square, New York, calls attention to the fact that, of the low-priced phonographs, the Triton was the first to be presented to the trade, this being done about three years ago. It was originally sold at \$10, and Model No. 1 Triton continues to be sold at that price, while the new Triton No. 2 is \$15 retail. This house also sells motors, sound boxes, etc. B. Tauber, well known in talking machine circles, has become associated with the Triton Co.

"Music for Everybody"

OPERAPHONE RECORDS

- Retail at 35 cents.
- Are equal to any.
- Are 8 inches in diameter.
- Are double sided.
- Play as long as the average 12 inch records of other makes.
- Are vertical cut.
- Play with an ordinary steel needle.
- Play on any lateral cut record machine with a small attachment which is simple to use and inexpensive.
- Our catalog is up-to-date and there are no duplicate titles; the songs are by the popular artists.
- The records are the product of our own laboratory and factory.
- Write for January list—it speaks for itself.

Operaphone Manufacturing Corporation

Office: 2 Rector Street, New York City

AMERICAN SERVICE

IS

GOOD SERVICE

OUR DEALERS FOUND THIS TO BE A FACT DURING 1915.

ARE YOU SATISFIED

WE WILL BE GLAD TO HAVE YOU TRY US —START NOW. MAKE YOUR PLANS NOW FOR THE YEAR 1916 AND INCLUDE US IN YOUR LIST OF DISTRIBUTORS.

AMERICAN TALKING MACHINE CO.
368 Livingston Street BROOKLYN, N. Y.
DISTRIBUTORS OF VICTOR PRODUCTS

C. F. LIGHTNER DESCANTS ON SELLING IN ARGENTINA.

Manager of Argentine Branch of Victor Talking Machine Co. Gives Interesting Experiences Bearing Upon Export Trade to That Country Which is Instructive and Educational.

C. F. Lightner, manager of the Argentine branch of the Victor Talking Machine Co., gives some interesting experiences in The Americas, in which he says that, after fifteen years' experience, starting with early commercial missionary work in the Americas south of the Rio Grande, the changes have been of such magnitude, have shown such rapid development, and such striking improvements, from the exporter's, importer's, manufacturer's, and banker's point of view, that all of us, who have been so long in the field, cannot help taking a certain amount of personal pride, and feel that each one's personal efforts have helped this development, and it is with that feeling that we wish to encourage the great improvement which must still come, to give us the commercial and social position which eventually must exist between these two great continents.

The primary requirements for manufacturers, importers and shippers who wish to get their portion of the business from this great Argentine Republic and Uruguay, whether importing or exporting, is first to get the proper representation, whether they be selling or buying. The representative must speak the language of the country and must adapt himself to the ways of the people he is doing business with, not losing his own personality, which, if worthy of acceptance, will soon make itself felt.

Don't try to tell a customer that his ways of doing business are wrong, for if he is really worth doing business with he will soon grasp any new idea you have dropped, if it is worthy of his consideration.

Don't send either a cheap buyer or salesman, as his transactions are invariably in the same class. Don't let a man come with the sole idea of teaching; the learning end of the game is just as important as the teaching. We all have certain ideas, but the man with good ones always goes away with better ones.

The South American has been much longer in the general importing business than we have in the exporting, and very frequently tells us things we have really known but neglected to practice. The man at home, in charge of a foreign business, must just as essentially know the foreign field as the

man who is working it, otherwise his lack of real knowledge is often the greatest obstacle the man in the field has to contend with. Correspondence school knowledge, or even book learning, has never been able to get the best out of a problem, without the real practical knowledge, which can only be gained first hand.

Printed matter and all correspondence should be in Spanish. Don't send your Brazilian literature to the Argentine or vice versa. All illustrated catalogs should give exact metric measurements, also net and gross weights in kilograms.

Packing and shipping instructions must be followed absolutely. Pack in cases capable of standing many rehandlings, and for possible discharging into lighters. Mark all cases plainly with the mark of the consignee. Also mark clearly exact weights in kilograms, net and gross. An error in this direction is liable to cause future trouble to the client and shipper in the way of fines and delays.

Last, but not least, the question of credits and propaganda must be seriously considered before even attempting to enter the field, for if the manufacturer is not prepared to quote liberal terms to firms worthy of consideration, the same as his European competitors, and, furthermore, is not prepared to spend money in making his article known, then experience tells me that it is preferable for him to continue his domestic business, and not look for a place in the export trade.

INCORPORATED IN NEW YORK.

A certificate of incorporation was issued last Friday by the Secretary of State, Albany, N. Y., to the Fremont Manufacturing Co. to engage in the manufacture of talking machines. The capital is \$200,000 and the incorporators are E. M. Titus, F. S. Gannon and W. H. Seibert, New York.

* * * * *

The Talking Toys Corp. was granted a certificate of incorporation last week by the Secretary of State, Albany, N. Y., to engage in the manufacture of phonographic mechanisms, motors, etc. The capital is \$550,000, and the incorporators are H. Kaufmann, J. Bloom and J. Lawrence Davis, New York.

OPENS NEW STORE.

The A. B. Clinton Co., well-known piano house, which has handled the Victrola line exclusively at its store in New Haven, Conn., for many years, has opened a new store at 231 Asylum street, Hartford, Conn., where the Victor line is also being handled exclusively with a line of pianos.

A \$10 BILL FOR YOU

Clear profit in the sale of a single course in

The Herman Klein Phono-Vocal Method

Based upon the famous school of Manuel Garcia

The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

Ten double-sided records, wonderfully made—twenty lessons—lead the student from the simple scale to the aria, and a comprehensive text book, compiled by Herman Klein, based on the method of Manuel Garcia, explains each step intelligently and interestingly.

This method increases appreciation of music and means more sales of high-class records and machines.


RETAIL PRICE \$25, FOR COMPLETE METHOD IN ANY VOICE

Ask about our demonstration outfit, sales aids for the dealer and other details—you owe it to your business—Write TODAY!!!

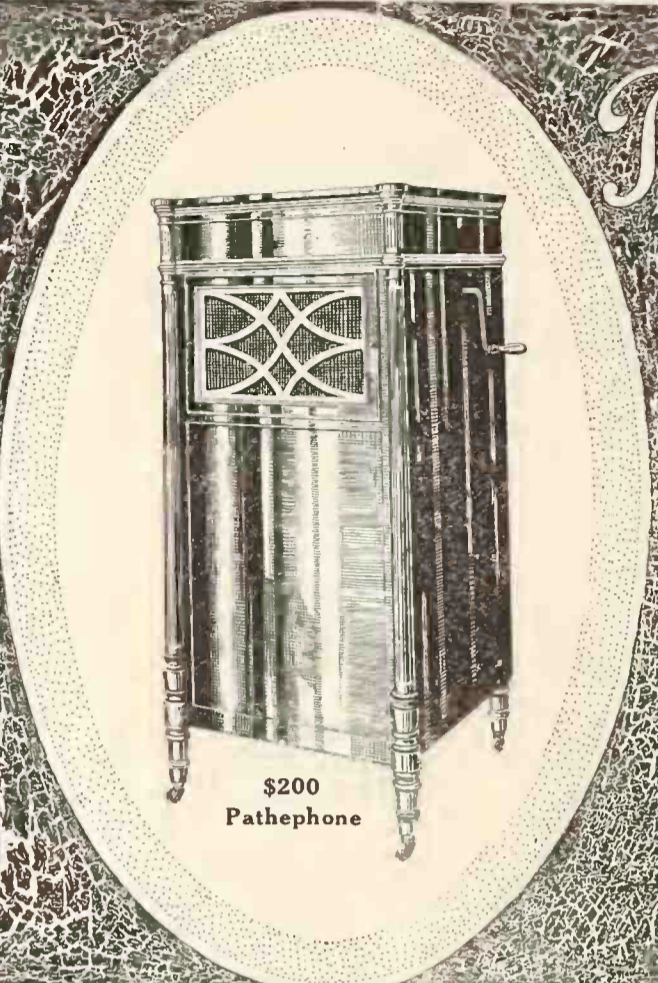


THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York

No Needles To Change



\$50 Pathephone



\$200 Pathephone

Pathé

Pathé Sapphire Ball

Pathephone Features

- It uses a genuine, round, highly-polished Sapphire Ball instead of the usual metal needle, or point.
- This Pathé Sapphire never wears out, and does not injure the surface of the Pathe Discs. It gathers the sound waves from 40 points of constant contact and releases the tones in a manner absolutely natural and true to the original performance of the artist.
- It is made with an All-Wood Sound Chamber, amplifying the music in the fullest manner.
- It has a perfect tone control device for expression and volume.
- It is equipped to play perfectly Disc records of every make.
- In playing the Pathé Discs there are

No Needles to Change

- It has superior tone quality.
- It has the clearest expression.
- It has decidedly the most artistic effect.
- It has an unusually graceful cabinet design, easily harmonizing with the furnishings of any room.



The Pa

is the

PHONOGRAPH

For over twenty-five years inventors and manufacturers have been trying to produce a perfect instrument that would render a life-like production of voice and instrument. But it remained for the PATHE FRÈRES, of moving picture fame, to accomplish this and bring into being the PATHEPHONE and PATHÉ DISCS.

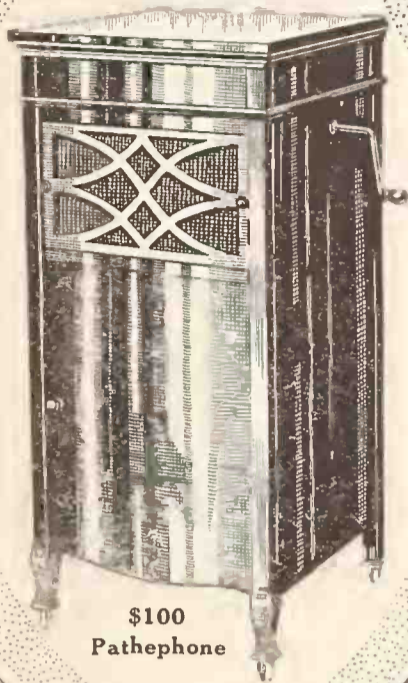
Just stop and think what improvements had been made in the phonograph or talking machine field before the PATHEPHONE was put on the market. You cannot think of any improvement that the PATHEPHONE has not surpassed, aside from the many exclusive PATHÉ FEATURES, which in themselves would have been sufficient to establish the superiority of this perfect sound-reproducing instrument.

PATHE' FRÈRES

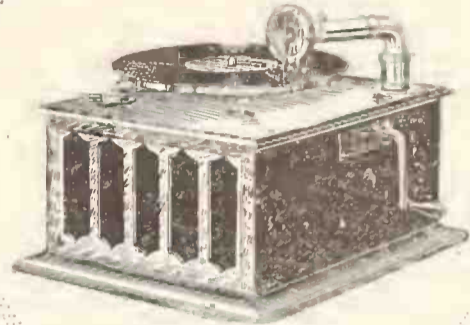
28 W. 38TH STREET

Pathe

ABSOLUTELY NATURAL TONE



\$100
Pathephone



\$15 Pathephone

ALL WOOD SOUND CHAMBER

ephone

maker for

IMPROVEMENTS

The PATHÉ FRÈRES PHONOGRAPH COMPANY invites comparison of its products with any others. The best phonograph of a year or two ago is no longer this year's best purchase. The PATHEPHONE is being improved constantly in certain details of construction and operation and is already so far in advance of all other phonograph improvements that it is easily the pacemaker in the field for all time. Dealers should take advantage of the rapidly growing PATHÉ popularity, and write us without further delay. Exceptional opportunities are offered to dealers in districts where we are not represented. A PATHÉ AGENCY IS A VALUABLE FRANCHISE.

Pathé Disc Features

- They are all double-faced, including the operatic selections—music on both sides.
- They are the largest made—10½, 11½ and 14 inches.
- They retail from 65c. to \$2.50.
- They cannot be ruined in any way by the Pathé Sapphire Ball, as there are no metal points to dig into the surface of the record.
- The music is recorded on the bottom of the record grooves and is reproduced by the Pathé Sapphire Ball in an up-and-down, easy, wave-like motion.
- They are recorded in every musical center of the world by artists of international reputation as well as local.
- They bring to the American public for the first time the opportunity of hearing many artists, musical organizations, bands, story tellers, etc., never before heard in this country—owing to engagements keeping them abroad.
- All in all, they comprise a repertory superior to any other Disc Repertory in the world.



PHONOGRAPH CO.

NEW YORK, U.S.A.



Everybody knows the talking machine industry is prospering—but some of you do not realize the marvelous *present rate of growth* of Columbia Grafonolas and Columbia Double-Disc Records, that has made it necessary for us to again increase our factory output.



(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

SOUTHERN CALIFORNIA NEWS ITEMS.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., January 4.—Los Angeles talking machine dealers have just completed a most successful holiday season; in fact, the largest in their history. Some of the dealers report that their sales ran more to the medium-priced models, and others the larger ones, but all are agreed that the record trade will run at least 20 per cent. more than in any other month of December.

The electrically driven machines are becoming more and more popular, and a great many sales were made both of Victrolas and Grafonolas during Christmas time.

A great deal of credit is due to the jobbing houses for the manner in which they kept the dealers supplied with both records and machines. January 1 found very few record or machine shortages that could not be obtained from the wholesale houses. January has opened up with a brisk record trade, and the prospects are good for a busy and prosperous year.

H. E. Lindsey, manager for the Wiley B. Allen Co.'s talking machine department, says the company has had the most successful season since the department was started. The sales were unusually large, especially in the larger models of Victrolas.

Miss R. A. Johnson, formerly with Sherman, Clay & Co., is now with the Wiley B. Allen Co.

Harry Marcus, connected with the music department of the Emporium, San Francisco, is visiting in the city.

Charles Ruggles, local manager for Sherman,

Clay & Co., Victor distributors, has the smile that will not wear off. The reason he gives is that he was able to supply nearly everything that the dealers wanted in his line, and says he still has something left. Mr. Ruggles says this has been the largest Victor year to date.

The retail talking machine department of the Southern California Music Co. had a most prosperous holiday trade, and during the weeks before Christmas its large department was crowded to the limit.

O. A. Lovejoy, manager of the Thomas A. Edison Diamond Disc and Amberola wholesale for the above company, is very enthusiastic over the showing made by his department this fall. Although severely handicapped by the holding up of several large shipments caused by the Panama Canal slide, he was still able to supply a great deal of the heavy demand for Edison goods.

Lewis H. Galantieri, for a long time associated with the Andrews Talking Machine Co., is now with the George J. Birkel Music Co.

NEW INCORPORATION.

The Sterling Phonograph Co. was granted a certificate of incorporation last week by the Secretary of State, Albany, N. Y., to engage in the manufacture of talking machines, devices and accessories. The incorporators are S. Steinberg, A. Boyd and R. Goldman, New York.

Shaffer, Faber & Co., Hagerstown, Md., have secured the agency for the Edison Diamond Disc phonograph.

ARTISTIC WINDOW DISPLAY CARD

Issued by the New York Talking Machine Co.
Has Won Praise and Builds Trade.

The New York Talking Machine Co., New York, Victor distributor, issued in December a group of

New Records for January

The Close Of A Perfect Day
New Records of This Beautiful Number

"Soft Eyes"—17867
A New Hawaiian Song of Love

The Land of the Sky-Blue Water
Sung by Evan Williams

"A Stein Song"
And "Swing Along," Sung by the Orpheus Quartette

Lovers of GOOD MUSIC Will Want These Records

One of Several Window Cards Issued.

six unusually artistic and striking window display cards, one of which is shown herewith. These show cards are now being displayed by Victor dealers in all sections of local territory, who recognize in them an invaluable aid in featuring the new records for January.

The selection, "The Close of a Perfect Day," which is prominently featured on this display card, has met with a phenomenal sale since the January list made its appearance, and Victor dealers report numerous sales of these records as a direct result of this card.

The illustration used is colored artistically, the design being prepared by the Richardson Illustrating Co., New York. A study of this design reveals the close relation of the thoughts pictured to the name of the song. In fact, this design has won general commendation from art experts because of its pleasing conception and well executed details.

H. L. Bronson and W. R. Arnold have opened a Victrola store at Belle Fourche, S. D. Mr. Arnold, who is in charge of the store, will make a determined campaign on selling this line of instruments.

The Waters Music Co., formerly known as the Melody Shop, has opened a new establishment at 203 East Colorado street, Pasadena, Cal., and has added phonographs to its stock.

THE WONDER TALKING MACHINE

Supreme at the Price



No. 2—\$7.50

Size: 5½ inches high; 12 inches wide;
12 inches deep; 8 inch turntable.



No. 5—\$20.00

Size: 13 inches high; 17¼ inches wide;
19 inches deep; 10-inch turntable.

READY FOR IMMEDIATE DELIVERY

Unprecedented demand for Wonder Talking Machines has interfered with regular deliveries, but we are now glad to announce we are prepared for immediate shipments.

Write for descriptive folder, advertising material, samples, and special dealers' proposition.

The Wonder Talking Machine Co., 113-119 Fourth Ave., New York

Telephones: Stuyvesant 1666, 1667 and 1668.

at 12th Street

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. IN NEW HOME.

Well-Known Manufacturer of Talking Machine Motors, Tone-Arms and Other Parts Established in Elaborately Equipped Quarters at 25 West Forty-fifth Street.

The Otto Heineman Phonograph Supply Co., Inc., manufacturer of talking machine motors, tone arms and sound boxes, which recently moved to larger

placing and filling of their orders, Otto Heineman, president of the company, leased large offices in Chicago and also established headquarters at Seattle, Wash. The company previously maintained offices at Chicago, but these were found inadequate for its fast-growing business, and

home of the Otto Heineman Phonograph Supply Co. It is Mr. Heineman's intention to place at the disposal of his customers ample facilities for inspecting and investigating the merits of the Heineman line, and to that end a comfortable and well-furnished display room is now being fitted up adjacent to the stockroom. The general offices of the company are light and cheery, and the remarkable success achieved by the Heineman line in this country is evidenced by the fact that only a few months ago the company transacted its business in a small single office in the downtown business district. The present home of the company is located



Otto Heineman in His Private Office with A. Heineman.

quarters at 25 West Forty-fifth street, New York, is now completely established in its new home, and with excellent facilities at its disposal has started the new year with the one thought of giving its

new quarters were secured at 19 West Jackson Boulevard.

This division will be known as the Central West division and is under the direction of A. S. Ribolla, who is well known in the Western talking machine and piano trades. Mr. Ribolla has been instructed to give the Heineman clientele in the Central West prompt service in every respect, and it is expected that the Chicago offices will prove of invaluable assistance to the phonograph manufacturers in that territory.

The Otto Heineman Phonograph Supply Co., Inc., will maintain a northern Pacific Coast division at 218 Second avenue S., Seattle, Wash., with Joseph M. Abrams as sales manager. This division was established in recognition of the fast-increasing demand for Heineman products in this section of the country. Additional sales offices are being arranged for, and will be opened within the next month.

The accompanying views will give a fair idea of the splendid lay-out and equipment of the new



A Section of the General Offices.

in the heart of the city's leading business section and is convenient to all modes of travel.

PACKING CASE ACTIVITY.

The Nelson & Hall Co., Montgomery Center, Vt., maker of "Atlas" packing cases, which is a case made of Northern hardwood veneer with clear spruce cleats, thus saving weight, which lowers freight bills, is sponsor for the statement that over 50 per cent. of the cabinet machines shipped are boxed in Atlas packing cases. This concern some time ago, in addition to its Montgomery Center, Vt., plant, started a new factory at Camden, N. J., for the purpose of giving better service to clients in this market.



A Corner of the Stock and Display Rooms.

patrons every possible co-operation and service in developing their respective industries.

In order that the users of Heineman motors may secure maximum efficiency and convenience in the

PREPAREDNESS!

- ¶ Victor dealers will find it to their advantage to adequately prepare for the coming year's activities. Preparedness is 90% of Victor retail success, and without it the other 10% is of little avail.
- ¶ The first step in this campaign of Preparedness should be the selection of the Victor distributor, best prepared to strengthen your resources, build up your business and increase your profits.
- ¶ The mere filling of orders does not, by any means, complete our share towards this Preparedness. We fill the orders and incidentally prepare ourselves beforehand to fill them as completely as human endeavor will permit us.
- ¶ After the order is filled our real work commences. Co-operation and help of a real practical nature is at the disposal of our dealers. No gimcracks or fancy stunts, just plain, honest co-operation. Why not try us with your next order?

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

Unless Every Machine Owner You Know
Has \$200.00 Invested in Records—
You Haven't Scratched the Surface



If your record business doesn't furnish most of
your liquid capital—

You are skimming the cream and throwing away the milk.

Record Service is Our Specialty

Record customers should be your big asset. Not only from an
advertising but from an actual profit-producing viewpoint.

You don't realize what record sales efficiency is until
you become thoroughly familiar with our ability in
that department.

THE TALKING MACHINE COMPANY

Victor Distributors

12 No. Michigan Avenue - - - - - CHICAGO

FROM OUR CHICAGO HEADQUARTERS

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

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

The death of Edward Lyman Bill has brought the keenest sorrow to the members of the Western trade and to an immeasurably greater degree to those in the Chicago office of the institutions of which he was the head.

Years of continual association with him had only served to increase the appreciation of his sterling character and well-balanced manhood.

Mr. Bill was deeply devoted to the trade to which he had given years of constructive work, and his constant aim was to aid it in the realization of the highest standards of ethics. These ideals he constantly lived up to himself and insisted upon a like adherence upon the part of his employes.

His life had been, and will continue to be, an inspiration to those who had the priceless privilege of working with him. The Chicago representative and his associates can only say in this depressing hour of sorrow that they have lost not only a kind and considerate employer, but a genuine friend.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 10.—The statement made in the December World that local trade was witnessing the busiest thirty days in its entire history is amply justified by the records of the month. From jobbers and retailers the unanimous report comes that it was not only the biggest month but the biggest year.

All of the jobbers state that in place of the usual after-holiday lull there is exceptional activity. The machine stocks in the dealers' hands were simply annihilated, even old stock that had long encumbered the floor being moved. Although, of course, there was a vast number of unfilled orders carried over, there have been practically no cancellations and only a few readjustments, dealers being afraid to run any risk in tampering with their priority claims. Even record stocks are well cleaned up, and orders for machines and records are coming in very liberally, and in the case of the former advance orders of good volume are being placed.

Although in the local retail departments and stores the buying started unusually heavy, the rush during the fortnight before Christmas was greater than ever and taxed facilities to the utmost. The general opinion is that the prosperity of 1915 in

the talking machine trade will be continued to an even greater degree in 1916.

Best Sellers.

Some of the records in biggest demand in Chicago were, according to Victor dealers: "Somewhere a Voice Is Calling," by John McCormack; "Noche Serena," by De Gogorza; "Spanish Dance," by Elman; "My Ain Folk" and "A Perfect Day," by Imperial Quartet of Chicago; "To Lou" and "When You're in Love with Someone Who Is Not in Love with You," and "Stille Nacht, heilige Nacht," by Ernestine Schumann-Heink.

Columbia sellers that are going big are: "I Think We've Got Another Washington" and "Soldier Boy," "America, I Love You," and "I'm Simply Crazy Over You," "I Hear You Calling Me" and "The Rosary," "Back Home in Tennessee" and "I'm All Alone," "Keep the Home Fires Burning" and "On the Road to Happiness," and "Blue Danube Waltz" and "The Three Jewels."

Pathé owners are making a big demand upon that extensive library for the following: "Nights of Gladness" and "Destiny Waltz," "We Parted on the Shore," "Semper Fidelis" and "Les Soldats Dans le Parc," "Stephanie Gavotte" and "Gavotte," "Silent Night" and "Adeste Fidelis," and "Dixie Medley" and "Smiler Rag," banjo solos.

The Edison popular sellers included: "Face to Face with the Girl of My Dreams" and "My Big Little Soldier Boy," "Asleep in the Deep" and "Blue Jay and the Thrush," "Oh, Maritana, Maritana" and "Victoria Regina" (concert waltz), "My Hula Maid" and "Somebody Knows," "Josephine Polka" and "Kalima Waltz," and "Addio del Passato" ("La Traviata").

Will Make Talking Machines.

The well-known house of William Passau & Sons, manufacturers of billiard tables and stove fixtures, of this city, with a branch house in San Francisco, announced this week that it was preparing to enter the field of talking machine manufacture on an extended scale. They will cater to the best class of trade and will offer a thoroughly high-grade line of cabinet machines ranging in price from \$75 to \$250. Extensive space in the firm's large factory has been set aside for the new department. The company is noted for cabinet work of the highest type, and the machines will, it is stated, be distinctive in the character of the ar-

tistic appearance of the various models made. Furnish Artistic Letter Heads.

The Talking Machine Co. of Chicago is prepared to furnish Victor dealers with letter heads of an unusually artistic character at a very small expense compared with that which the dealers would have to incur in securing the artistic color plate in printing. The beautiful illustration in colors showing a Victrola surrounded by famous Victor artists is an essential feature. The letter head bears, of course, the dealer's imprint. The plan of the Talking Machine Co. in having these letter heads produced in immense quantities gives the dealer mail advertising service of incalculable value at a nominal price.

Death of Hans Schumann-Heink.

The news of the death at San Diego, Cal., of Hans Schumann-Heink, son of the famous opera singer, was received with the deepest regret by the employes of the talking machine department of Lyon & Healy. Six years ago Mr. Schumann-Heink was married to Miss Zelda Marka, who had been for some years one of the most popular of the young women employed in the retail record department. The deceased was in the real estate business in San Diego, and is survived by a widow and two children.

Sonora Makes Headway.

Another evidence of the wonderful progress that has been made in the Western talking machine business is found in the history of the Chicago representation of the Sonora phonograph.

Less than a year ago—February 24, to be exact—William F. Martin, now president of the Sonora Corp. of Illinois, opened a small office on South Wabash avenue. Since that time the office was moved to the second floor of 305 South Wabash avenue, and later the entire top floor of the building at 320 South Wabash avenue was taken. It is in this last location that the wholesale department of the Sonora Phonograph Co. of Illinois is now situated. The retail department is continued at the old address and is doing a very thriving business.

"Our main trouble lies in the matter of delivery," said Mr. Martin to The World. "In the month of December we were utterly unable to completely fill our orders. However, we are making every effort to improve upon this condition of affairs, and it is promised by the end of this month that everything will be in great shape to satisfy all of our dealers right through 1916, which, by the way, I expect to be tremendous."

(Continued on page 59.)

"USE THE SAFETY FIRST PLAN"

FIRST—Play your records with Fibre Needles and they will last indefinitely.

SECOND—Trim your needles with a Wade Fibre Needle Cutter to get the best results from the needle.

THIRD—By using a Wade Fibre Needle Cutter to repoint your fibre needles you can play perfectly from twelve to fifteen selections with one Fibre Needle.

The Shortest Explanation of the Quality and Success of the Wade Fibre Needle Cutter is that it has not Cost the Jobbers or Dealers One Cent for Repairs on Wade Cutters in Six Years

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.



The Spirit of the New Year

Wide-awake dealers realize that, in order to hold leadership, a store must offer the best service.

Competition is doing its daily work, weeding out those concerns that permit obstacles to stand in the way of pleasing their following.

Now in order to be able to give the best, you must receive the best from your source of supply. Our Service for the coming year will be found to present all the excellent features of past seasons, together with a number of new ideas in the way of accuracy, despatch and convenience which cannot be found elsewhere. Our stock at the present time is practically complete. In the matter of records and accessories we are able to fill the heaviest orders substantially as you write them.

We invite you cordially to avail yourself of our facilities.

Lyon & Healy

CHICAGO

VICTOR DISTRIBUTORS

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 57.)

W. R. Everett, in charge of the agency department of the Western Sonora interests, has arranged for the opening of a number of new agencies immediately upon the receipt of sufficient stocks. "We do not like to start people out on an insufficient basis," said he. "We owe our dealers a chance to make good, and we owe it to the machine itself that either a worthy showing or none at all be made. Our stocks will be in the best of shape, I am happy to say, within a few weeks from now."

Big Wholesale Business.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., said that the month of December set records in every department of the business, with a big increase in retail over last year, and an even greater wholesale showing over 1914. "Great quantities of our goods we were obliged to express to our dealers," said Mr. Siemon, "and the call for records at the last minute was also such as to require similar measures. Styles XI, XIV and XVI enjoyed the greatest call, in the order named, with XIs predominating to a certain extent. There was also a very considerable increase in the demand for Model XIV."

Howard Wurlitzer a Visitor.

Howard Wurlitzer, of the Rudolph Wurlitzer Co., of Cincinnati, was a visitor at the Chicago house recently, and was much pleased with the showing made in the talking machine department during the holiday season. He predicts a banner year for 1916.

Dealer Moves Victor Store.

A. Schlessinger is moving his Victor department from his store at 1534 Fullerton avenue to 634 North avenue. He will continue his Columbia department at the old address. Mr. Schlessinger is one of the biggest dealers in foreign records in the city, and it has been said that one of the first things that an arrival from the old country does after making his home in Chicago's great Northwest Side is to buy a talking machine and some of the records and songs and dances of his native country from Mr. Schlessinger. His holiday trade was exceptionally large.

Winegar Traveling in the East.

Traveling Representative Charles F. Winegar, of the Chicago Hinged Balance Support & Cover Co. is at present in the East, where he has succeeded in closing arrangements with Eastern manufacturers for the equipment of their machines with the Chicago company's device.

James L. Abbott, who is directing the destinies of the company, reports an ever-widening interest upon the part of manufacturers whose call has been so large as to seriously embarrass the company's manufacturing capacity.

Edison Business Doubled.

"It has been a triumphant year for the Edison Disc," said C. E. Goodwin, manager of the Phonograph Co. "Our sales have doubled the past year, as compared with 1914, and notwithstanding the greatly increased productive capacity it was impossible to supply the demand. However, we expect to get liberal shipments within the next fortnight, which will greatly relieve the situation in this regard. The largest proportion of our sales have been on the \$250 and \$150 phonographs."

The Solophone in Chicago.

The Chicago office of the Hallet & Davis Piano Co. has received the first shipment of the new Solophone talking machines from the factory in Boston. Manager A. F. Wyman states that a very vigorous campaign will be instituted on the new product in Chicago and the immediate vicinity by their large force of outside salesmen.

To Enter Talking Machine Business.

Announcement was made this week by the National Mercantile & Retailers' Association, 8 South Dearborn street, of its entrance into the talking machine trade. The concern is putting out a line of cabinet machines which will be marketed through its special agents and the regular trade. The concern is capitalized at \$100,000, with D. W. McKenzie, president; Walter Caldwell, vice-presi-

The "OROTUND" SOUND BOX

FULL, RICH, CLEAR, MUSICAL TONES

Plays all disc records.

Tone quality superior to any.

The "Orotund" has exclusive features which produce new and superior results.

Reduces the scratch and metallic sounds to a minim.

Sample with jewel points to dealers, \$4.00—Cash with order to receive attention.

Attractive discounts in quantities.

Satisfaction guaranteed.

Mention the make of machine on which the "Orotund" is to be used.

Combination Attachment Co., 624-626 So. Michigan Ave., Chicago

dent. and B. S. McKenzie, secretary and treasurer. Incorporated.

The Oak Park Talking Machine Shop, at Oak Park, Ill., a suburb of Chicago, was recently incorporated under the name of the Oak Park Music Shop, with a capitalization of \$2,500. Alfred Baumann, the proprietor of the old store, is president of the new company, M. C. Baumann is secretary and O. A. Stoffels is treasurer.

Vitanola Progress.

The Vitanola Co., of 17 North Wabash avenue, Chicago, will next month complete its first year in the trade under the present incorporation, although the Vitanola interests have been prominent in trade activities for some years back. The degree of success attained since last February has been remarkable, and the company starts out upon its second year with valuable prestige and a large clientele. The company has been making some original improvements in the tone-producing apparatus and H. T. Schiff, president of the company, has announced the completion, after arduous months of experimentation, of a new tone arm and sound box of a most superior sort. With this new equipment either the hill-and-dale or lateral-cut style of record can be played without change of equipment and without removing the sound box from the tone arm. This ingenious device is operated in a fraction of a second without necessitating any change or the manipulation of any set screws. All that is required is a twist of the tone arm, thus altering the position of the sound box. Another feature of the sound box is the perfect insulation furnished by an ingenious series of rubber gaskets.

"I want to call the attention of our patrons," said Mr. Schiff, "to the fact that the cost of furnishing our goods so highly finished is increasing all the time. However, our prices will remain the same. Many dealers have written us expressions of appreciation of the service we gave them during the holiday rush season and assured us of their future patronage. We also have received many compliments upon our jewel needles, which we furnish either for playing lateral-cut or for the hill-and-dale style of record."

Lyon & Healy Sales Force Meet.

In accordance with the annual custom, members of the wholesale sales force of the talking machine department of Lyon & Healy got together on Tuesday afternoon of this week, reviewed the work of the past year, and planned the campaign for 1916. There was an excellent dinner at Kuntz-Remmler's, and afterwards the "Ziegfeld Follies" at the Illinois Theatre were taken in.

Those present were: Manager L. C. Wiswell, J. E. Meagher, Walter Roach, E. P. Bliss, H. R. Smith, J. B. L. Ryde, H. T. Landherr, A. Scannell, R. E. Agnew and one outside guest, in the person of R. Fenton, of the Wilson Avenue Talking Machine Shop.

In a chat with The World Mr. Wiswell said that 1916 had proved by far the biggest talking machine year in the history of Lyon & Healy and December the largest month both in the wholesale and retail. "In spite of the shortage in goods, notwithstanding the tremendous increase in the output of the Victor Co., our dealers have been very appreciative of the

(Continued on page 60.)



STYLE 150

ANNOUNCEMENT

Wonderful improvements will be contained in the

1916 VITANOLA

Beautiful tone.

New universal tone-arm playing all makes of records without change of equipment.

No increase in prices!

Our motto—Good goods, low prices, quick service.

Permanent jewel needles for playing lateral and hill and dale cut records.

Price 50 cents each

VITANOLA TALKING MACHINE COMPANY

17 N. WABASH AVENUE

CHICAGO

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 59).

manner in which they were treated, and I had not only an avalanche of letters but a number of long-distance calls thanking us for the manner in which we had seen them through. All the indications point to a bigger year in 1916, and we will be in better shape than ever before to care for our customers when we get into our new building the coming spring. We are planning some very marked improvements to Lyon & Healy service, made possible by the immensely improved facilities which will be at our command."

Resume Concerts.

On Monday of this week the daily concerts at Lyon & Healy's Victor Hall were resumed after the famous little Victor Hall had recovered from the holiday rush, during which it had been used as an additional machine salesroom.

Columbia's Biggest December.

At the Chicago office of the Columbia Graphophone Co. Manager C. F. Baer had just been making some interesting comparisons, and found that December was the heaviest in the history of the

branch, notwithstanding the fact that some years ago the territory covered was much more extensive than at present. It's been a wonderful year, too, not only notable for the quantity but the quality of the trade. "There never was a time when our dealers went into the new year with such clean stocks," said Mr. Baer. "The scramble for goods was terrific. If we couldn't furnish one finish they would take another. Everything went. The shortage of goods has been terrific, although the factory has done wonders. There have been some notable tendencies. The demand has been for the better goods, the sales of \$50 machines down being the smallest percentage of the whole. The electric Grafonolas have been in big demand—more so than we had anticipated. The inquiry was much greater than the supply."

District Manager W. C. Fuhri has just returned from a trip to Minneapolis and St. Paul. The Emporium, in the latter city, has recently become an exclusive Columbia dealer and has fitted up what Mr. Fuhri describes as one of the finest de-

partments in the West. The demonstration rooms are unusually large and the decorations decidedly artistic. The house of Howard Farwell & Co., at Minneapolis, has recently added the Columbia line.

Robert Souders, formerly manager of the Columbia Dallas, Tex., branch, has been given charge of the Minneapolis branch. Mr. Souders' successor at Dallas is E. B. Shiddell, formerly assistant manager there.

Fred A. Dennison, who has been recently promoted from the management of the Detroit store to the important position of Pacific Coast manager, is well remembered in Chicago. Eight or nine years ago he was with the local office in the capacity of correspondent and house salesman.

Plans Record Service Campaign.

"Nineteen-sixteen rounded up the biggest year in our history and December was the largest month," said R. J. Keith, of the Talking Machine Co. "It is futile to speculate on what it would have been had we been able to ship all orders received. However, our loyal dealers, especially those who heeded our injunctions to anticipate the fall and holiday rush, have every reason to be gratified with the efficiency of Talking Machine Co. service under trying conditions. We have received many appreciative letters to this effect. We had literally hundreds of machines coming through from the factory by express at the close. The bills were heavy, but we had to maintain the quality of our service at any cost. The coming year? Well, you would be surprised to know the rapidity with which orders are coming in right now. In spite of the large number of orders held over there have been practically no cancellations. Dealers confronted with bare floors and an active after-holiday business do not care to risk the sacrifice of their priority rank. Moreover, in many instances dealers are actually placing orders now for several months in advance.

"A very notable feature of the year has been the enormous sale of records and the earnest manner in which the majority of dealers have worked to develop this branch of their business. We have planned a systematic campaign of co-operation with our dealers in this regard, and when our plans of record sales promotion are ready for presentation I know that they will meet with enthusiastic approval."

Visitors and Personals.

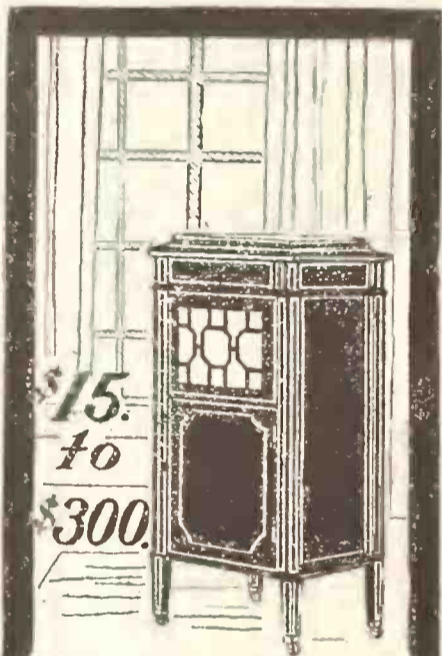
At the signal of Cupid's chubby finger Miss Ella Katzman, for some years order clerk for the Talking Machine Co., resigned on January 1 and is now Mrs. Charles Roe. Mr. Roe is a promising young electrical engineer of Chicago. Miss Hattie Bonniwell has been promoted to the vacated position.

All of the employes of the Talking Machine Co. received gold pieces and merchandise certificates for Christmas, while the employes sent a magnificent set of dress shirt studs and cuff links to Arthur D. Geissler.

George P. Cheate, of the Talking Machine Co. returned a few days ago from the Coast fully recovered in health. He was accompanied by Mrs. Cheate, and spent several delightful weeks on the parental ranch near Sacramento. The staff at the office were given an opportunity to inspect a fox terrier brought home as a souvenir of the trip, and which is described as a dead ringer for the famous Victor dog.

E. L. Barker, who has traveled Illinois and Indiana for the Talking Machine Co., has resigned, as illness in his family makes road work impractical.

W. G. Griffith, of the T. M. Co. forces, spent the



THE Phonograph which brings to your home all that the world offers in musical talent. It plays Pathe and all other disc records with that naturalness and sweetness of tone found only in the

Pathephone

—a phonograph which does away with the everlasting changing of needles.

A round genuine Sapphire Jewel being used instead of the usual "scratching" steel needle.

Hear your favorite at the **PATHEPHONE SHOP**

15 E. Adams St.
Republic Bldg.



This is one of the typical Pathe Advertisements that is making sales for Pathe dealers everywhere.

Most Complete
PATHE

Stock in the
United States

Promptest
Deliveries

Best
Service

Heartiest
Co-operation

Address the

PATHE
PATHEPHONE
COMPANY

17 N. Wabash Ave.
CHICAGO

BRYAN'S SUPPLY DEPOT

When in need of springs and repair parts or supplies of any kind for ANY talking machine send order or sample to

CHARLES BRYAN

25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 60).

holidays at Indianapolis with his mother and his brother, who is the sales manager for the Udell Works, of that city. J. M. Lockeridge holidayed at his father's farm near Newcastle, Ind.

Among the visiting dealers since the holidays were: Mr. Paus, of Noeck & Paus, Sturgeon Bay, Wis.; Charles Brown, Cable-Nelson Piano Co., Kalamazoo, Mich.; F. M. Leslie, Urbana, Ill.; W. H. Haile, of W. H. Wheelock, South Bend, Ind.; R. L. Sonneborn, La Porte, Ind.; George H. Eichholz, Milwaukee; H. V. Benjamin, Benjamin Temple of Music, Danville, Ill.; E. D. Allington, Freeport, Ill.; H. G. Power, manager talking machine department, Taylor Carpet Co., Indianapolis, Ind.

Notable Dictaphone Installation.

Arthur McGrew, district manager of the Dictaphone department of the Columbia Graphophone Co., reports the completion of one of the largest Dictaphone installations in the history of the Chicago office. The big credit mail order department of the Harman Furniture & Carpet Co., at Wentworth avenue and Thirty-ninth street, has been equipped with sixty-one Dictaphones. A great amount of special wiring was necessary to permit a floor plug for each dictator and a drop wire from the ceiling for each typist. The entire office was rearranged so as to segregate the typists and get them all in one division. They are in charge of a manager, who receives all the records and distributes them. In this manner all are kept busy. H. H. Cross was the salesman who handled the deal.

A number of other notable installations have been made in the past two or three months and December, usually a quiet month, was the largest in the history of the department.

Personals and Visitors.

Messrs. Plank, Ratcliff and Calahan, all of the Victor Talking Machine Co., passed through Chicago on their way out to their respective territories following the customary holiday vacation.

Recent visitors to the local trade included R. G. Rosenstom, Sandwich, Ill.; Mr. Raigor, Raigor Art & Music Store, St. Louis, Mo., and Mr. Pearce, McLogan & Pearce, Calumet and Houghton, Mich.

R. P. Keip, of Joliet, Ill., was a Chicago visitor this week. He is an enthusiastic Edison dealer, and reports a most excellent holiday trade.

Recent piano and talking machine dealers visiting the local trade were John E. Moyer, Dixon, Ill.; R. D. Corbaugh, Carrollton, O., and R. J. Outhwaite, of Bloomville, O.

New Columbia Traveler.

An addition to the traveling force of the Chicago office of the Columbia Graphophone Co. has been made in the person of Charles Kennedy. He has done effective work in the wholesale correspondence, and has now been promoted to the position of traveler in northern and central Illinois.

Cupid Threatens Devastation.

Since the holidays several of the competent young

record saleswomen at Lyon & Healy's have been sporting sparklers on their dainty fingers. From all reports the exodus will take place in June, Hymen's favorite month.

Victor-Cheney Examination.

A deposition was taken in Chicago on Thursday, Friday and Saturday of last week from John F. McElroy, patent expert for the Cheney interests. Mr. McElroy was examined by Fenton & Blount, counsel for the Victor Co., and Sheridan, Wilkin-

son, Scott & Richmond, representing the Cheney Talking Machine Co. Another deposition will be prepared from the testimony of Rudolph M. Hunter, patent expert for the Victor Co., and the combined testimony submitted to Judge Carpenter some time in February.

There has been no development in the suit of the American Graphophone Co. vs. the Cheney Talking Machine Co., and this matter will not come up for some months yet.

SUCCESS OF THE PATHE PATHEPHONE SHOP OF CHICAGO.

Although Established Less Than a Year Ago, the New Concern Has Secured a Strong Foothold in the Talking Machine Field in That City.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 7.—One of the most startling successes in the talking machine business during the rather startling year of 1915 was the establishment and remarkable growth of the Pathé Pathephone Shop of Chicago. The Pathé Pathephone Shop, Inc., was organized in the spring of

"During the past year we have met with a most gratifying, even phenomenal, success. Ten months ago our entire business was confined to a little shop on the sixth floor in the Shops Building, 17 North Wabash avenue, Chicago. Since that time our business has grown so rapidly that we have been forced to take on more and more new space.

We now occupy a part of the sixth floor of the Shops Building and practically all of the second floor, and are at the present time contemplating the addition of one of the street stores in the same building to accommodate our large record trade.

"At 15 East Adams street, the ground floor of the Republic Building, we have a space of about fourteen hundred square feet, which is used exclusively as a retail store, and is known as the Pathé Pathephone Shop. During the month of December an enormous business was done in this location under the direction of our Mr. McMullen. We have



Exterior of Pathé Pathephone Shop, Chicago.

last year by Harry K. O'Neill and Richard E. Rundell. Mr. O'Neill is the son of Arthur J. O'Neill, who is one of the veterans of the trade and widely known in all parts of the country. These two young men were very enthusiastic over the possibilities of the Pathé distributing privilege in Chicago, and upon acquiring sufficient capital immediately organized their company, with Mr. O'Neill, Jr., as president, and R. E. Rundell, secretary and treasurer. In discussing the progress which the house has made, Harry O'Neill recently said:

every reason to believe that every month of 1916 will show a corresponding increase over December, 1915.

"We presume that our stock of Pathephones and Pathé discs is the largest single stock in the United States, and it is kept complete all of the time in order to give our dealers the rapid and prompt service which is due them.

"R. E. Rundell, secretary and treasurer of the company, has had charge of the wholesale end of (Continued on page 62.)



Model C—\$7



Talking Machines

Make the Ideal Line From the Standpoint of the Dealer

Possessing above all a magnificent tone and built in graceful lines of the highest quality materials they offer the dealer a remarkable value to submit to his customers and still leave him a worthwhile profit.

The Empire Plays All Disc Records

without assembling any special attachments. Is equipped with Automatic Stop, Patent Cover Support and Tone Modifier.

GET DETAILS ON ITS OTHER ADVANTAGES

Empire Talking Machine Company

JOHN H. STEINMETZ, President

429 South Wabash Ave.

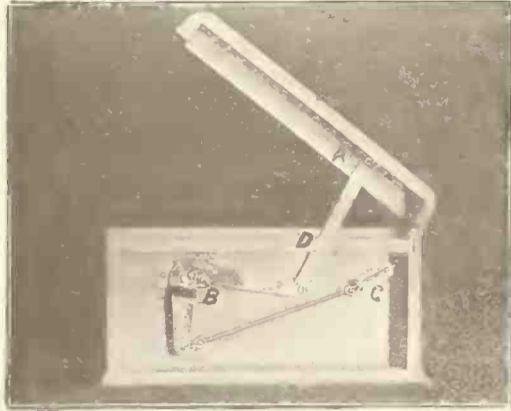
CHICAGO, ILL.



Model B—\$100.

THE LAST WORD IN TALKING MACHINE CONSTRUCTION

The CHICAGO HINGED COVER SUPPORT and BALANCE



Sectional View Showing How It Operates

CHICAGO HINGED COVER SUPPORT & BALANCE CO.

144 S. Wabash Avenue, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 61).

our business during the last month, and the many new dealers which were opened in that month shows that he was on the job night and day.

"Frank Bowers, formerly a world traveler for the Pathé Frères in London, has recently joined our sales staff. Among the many new dealers which he has made is the Pfeifer Crockery Co., of



Interior of Pathé Phonograph Shop, Chicago.

Peoria, Ill., and Rothschild & Co., of Chicago. Tom Johnson, formerly a traveler for the Edison Distributors in Chicago, has joined our sales force and is traveling in northern Illinois. He is meeting with remarkable success. E. S. Bristoll is our third traveler, and is opening dealers in central Illinois.

"We are expecting many changes in the next year, and we can assure all of our dealers that Pathé Frères have many surprises and special advantages for them during the present year."

COLUMBIA DEMAND IN CANADA

Is Constantly Growing—Rafael Cabañas Was a Recent Visitor From Toronto in an Effort to Get Stock—Other Columbia News.

Rafael Cabañas, general manager of the Canadian division of the Columbia Graphophone Co., with headquarters in Toronto, was a visitor to New York this week to make urgent efforts to secure sufficient stock to take care of the demands of Columbia dealers in Canada. Mr. Cabañas stated that he was greatly impressed with the spirit of optimism and confidence which is evident in all parts of Canada at the present time, particularly in the agricultural districts.

Columbia dealers throughout the Dominion report the closing of the best year in their history, and the fact that Mr. Cabañas felt obliged to visit personally the executive offices to petition for additional stock indicates the extent of Columbia sales in Canada. It is interesting to note that the Canadian division of the Columbia Co. closed a larger business in the December just passed than the entire sales totals of any year prior to 1908. This record is all the more remarkable when it is considered that Mr. Cabañas only assumed his new position a few months ago.

Walter S. Gray, formerly district manager for the Columbia Co. on the Pacific Coast, arrived in New York last week. He will be associated with the sales department in a capacity to be announced later.

Ernest E. Robinson, of the Columbia export department, is receiving the congratulations of his

associates upon the arrival at his home of a baby girl. The newcomer already gives indications of rivaling Mary Garden, the famous operatic soprano.

IN TOUCH WITH THE MUSICAL WORLD

Notwithstanding that his cabin is located many miles distant from any residential or business community, the owner of this cabin at Lost Cabin, Wyo., has at his command the same varied musical entertainment as the inhabitants of the large cities. When the accompanying photograph was snapped Schubert's "Serenade," played on a Columbia graphophone, was providing the entertainment for the cabin owner and his visitors, who are to all



Enjoying the Columbia Graphophone.

appearances deeply impressed with the graphophone's musical qualities. The owner of this Columbia graphophone possesses a good-sized library of Columbia records, which aid him considerably in making life in this far-away point something more than a lonely existence. Thus the value of the talking machine is again exemplified.

The Rochester Rex Talking Machine Co., Rochester, N. Y., was incorporated with the Secretary of State at Albany last week for the purpose of handling talking machines and accessories. Capital, \$10,000.



The new TRITON No. 2

The enormous popularity of the Triton No. 1 came not alone from its surprising Tone and Compactness—but also because of its simplicity and Ready Portability—as a Companion in the Camp—on the Boat—on Auto Trips—and in Dancing Visits to friends who were without music. But we have had so many requests for a more Pretentious Phonograph for permanent location in the home—that we have produced the Triton No. 2.

RETAILS FOR \$15

It is equipped with the Celebrated Triton Motor—and the Famous Triton Sound Producer—together with our new departure in arranging the Sound Chamber. Housed in a substantial Cabinet—finished in either oak or mahogany—not treated as so many cabinets are—to just a coating of coach varnish—but each cabinet is Hand Polished and Hand Rubbed—making a finish fit to associate with the best furnishings.

We have so arranged our Sound Chamber that the most Accurate Reproductions of the Artists' rendering are given to the record being played. The Pleasing Simplicity of the Cabinet is Accentuated by the Soft-Smooth effect of the finish. Together with this is accompanied the Strong Guarantee of all Triton Productions.

The Retail Price—\$15.00—has been made to conform with the Popular Demand.

Sample machine sent for \$7.50.

TRITON PHONOGRAPH CO. 41 Union Square NEW YORK

Guaranteed For 1 Year

We guarantee you against legal complications.



The dealer who carries Columbia product knows that he has one grade of quality all the time; also he has the comforting knowledge that the range of prices gives him something to match up with every variety of 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

HEAVY INCREASES REPORTED IN MILWAUKEE TRADE.

Some Great Records Made Despite the Shortage of Stock During Holidays—Some Recent Changes of Importance Among the Managers—F. K. Dolbeer, of the Victor Co., a Recent Visitor—E. O. Schmidt Piano Co. Opens New Branch—Other Late News.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., January 8.—Talking machine dealers in Milwaukee and all over Wisconsin met with by far the best holiday business which they had ever experienced. It is not exaggerating to say that the retail business during the year just closed showed a gain of more than 100 per cent. all over the State. One well-known Milwaukee house declares that its increase for the year was exactly 206 per cent., and there are several other local concerns which are not far behind. Business was simply phenomenal during the last three months of the year.

The demand for machines was so active during the holiday period that the shortage in all the well-known lines became decidedly acute. If dealers had been able to secure the machines they could have done almost double the business. Jobbers did their best to divide up their shipments so that all dealers would get a share of the allotment of machines for Wisconsin, but they were able to fill only a portion of their orders.

"Had we been able to secure enough machines from the factory we could have done just double the business," said Harry Goldsmith, secretary-treasurer of the Badger Talking Machine Co., jobber for the Victor goods. "We did our best to satisfy our customers and were able to ship machines to everybody, but not within a fraction of the number demanded. The shortage has been so serious that we have not been able to locate a new Victor dealer for months. We are in hopes that we may be able to get the goods so that we can catch up with our orders during the next few months. We are able to get records enough, and our business in this line increased at least 60 per cent. over December a year ago. The talking machine business has developed wonderfully during the past year and the outlook gives promise of still greater things. Dealers everywhere are low on stocks and are beginning to place orders even at this early date for the summer and fall trade. Only to-day we received a staggering big order for machines from a Milwaukee house which wants the goods for its summer and fall trade. I am confident that jobbers for all the other lines of machines are finding business just as good."

Two changes of considerable interest in the Milwaukee talking machine field have just taken place with the retirement of M. Marks, manager of the Victrola and piano departments of the three stores of the Edward Schuster Co., well-known department store concern, and Louis Marks, manager of the Victrola department of the Boston Store. M. Marks and his son, Louis, are going to St. Louis, where they will engage in an entirely different line of business. It is understood that Henry Greenblatt, a member of the Schuster concern, will have general supervision of the Victrola departments at the three Schuster stores. The department at the Twelfth and Vliet streets store

will remain in active charge of J. H. Becker. The department at the Third and Garfield streets establishment will continue to be in charge of Miss Elizabeth Hughes. The department at the Mitchell street and Sixth avenue store will be in charge of Mr. Myers. Business has been so good at all the departments that various improvements will be made to handle the increased trade. A large concert hall and three new booths will be installed at the Third and Garfield store, and new booths will be put in at the other two stores. No successor to Louis Marks has been announced by the Boston Store management as yet.

The best business in the history of the store was secured during the month of December by A. G. Kunde, Columbia jobber and dealer in Milwaukee.

F. K. Dolbeer, credit manager of the Victor Talking Machine Co., stopped over in Milwaukee recently while on a Western trip. While in this city Mr. Dolbeer was the guest of the Badger Talking Machine Co., jobber for the Victor goods. From Milwaukee Mr. Dolbeer visited St. Paul and Minneapolis.

George Hibbard, well-known young Milwaukee musician, formerly in vaudeville with his sister, is now in charge of the Columbia department of the Smith Piano Co., 90 Wisconsin street. An exceptionally fine business is reported by F. D. D. Holes, general manager.

Several more new Pathephone dealers have been located about Wisconsin by Lawrence McGreal, jobber in this State for the Pathé Frères line.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, says that the Victor business during December showed a remarkable gain over a year ago, although all previous records were broken at that time.

S. W. Goldsmith, vice-president and general manager of the Badger Talking Machine Co., jobber for the Victor goods, is greatly improved in health and is again on the job. Mr. Goldsmith recently returned from a trip to the Victor factory.

L. C. Parker, manager of the Victrola department at Gimbel Bros.' store, was able to meet the demands of many of his customers as the result of his securing seventy-two Victrolas by express only two days before Christmas. The holiday business at the Gimbel department broke all records.

The Flanner-Hafsoos Music House has been meeting with such an active business in Edison machines and records that it has been forced to install two new additional booths in its Edison department on the first floor of the firm's store.

Park Adams, manager of the Premier Talking Machine Co.'s local branch, has been meeting with much success. Mr. Adams recently ran an attractive advertisement in the Daily Reporter, a paper devoted to the interests of the legal profession and real estate men.

The Emil O. Schmidt Piano Co., handling the new Starr line of talking machines, has opened a new branch store at Manitowoc, Wis., where the Starr line will be carried in addition to pianos. J. F. Herzog, brother of Edward Herzog, sales manager of the Milwaukee store, is in charge of the new branch.

The Hoeffler Piano Manufacturing Co., which maintains a successful Victrola department, has moved its store a few doors south of its former location on West Water street. Gustave Spankus, manager of the Victrola department, has arranged some attractive talking machine quarters. The Hoeffler house met with a fine holiday business.

The Gensch-Smith Co., 730 Grand avenue, exclusive Victor shop, broke all its previous sales records during the month of December.

William A. Schmidt, manager of the Phonograph Co. of Milwaukee, jobber for the Edison goods, recently gave the first of a series of Sunday evening concerts at the Milwaukee Good Fellows' Home, 131 Reed street, conducted under the auspices of the Volunteers of America. The concert was greatly appreciated by the unfortunates in attendance.

Trade at the local Edison Shop, the retail store conducted under the auspices of the Phonograph Co., was so good during December that stocks were pretty well cleaned up.

Increasing business in the Aeolian-Vocalion caused the Smith Music Store, of Parkersburg, W. Va., to move into quarters in the Union Trust Building. Edgar A. Smith is proprietor.

The Rex Talking Machine Co. has been incorporated in Salamanca, N. Y., with capital stock of \$10,000, and will handle the Rex machines and records in Cattaraugus, Allegheny and Steuben counties, N. Y., and McKean County, Pa.

The Walter Music Co. has opened warerooms in Walton, N. Y., for the sale of Edison Diamond Disc phonographs.



Victor Dealers

Those who relied upon us this season to supply their requirements of Victor merchandise are loudest in their praise of the excellent manner with which their orders were filled.

Were you one of these fortunate Victor dealers?

A timely New Year's suggestion. Try the service of the

BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

Victor Distributors (Exclusive)

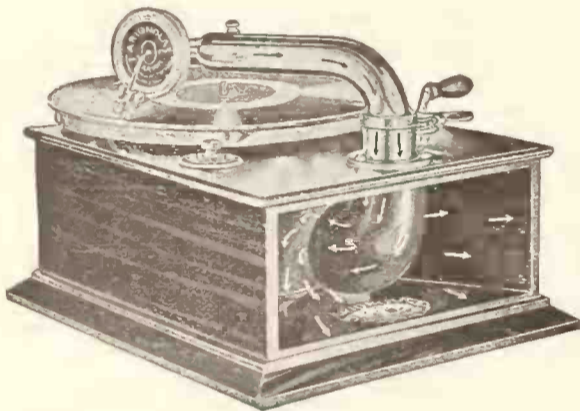
PERFECT TONE REPRODUCTION

is the accomplishment of

The ARIONOLA

UNIQUE IN CONSTRUCTION

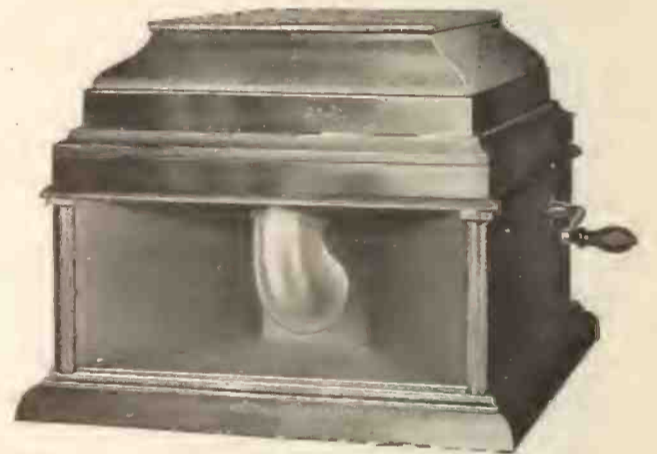
WE hereby announce two new Arionola models retailing at \$50 and \$75 respectively—superior in appearance, construction and tone to any other phonographs at these prices. The phenomenal success of our wonderful low-priced machine has created a demand for larger Arionolas embodying the same method of tone reproduction. This method is an application of the wooden sounding-board principle—long known in the piano—to the phonograph. Unlike other phonographs the sound waves coming from the Arionola are neither shut in nor hampered, thus assuring better enunciation, clearer and more natural tones.



5"x10"x12".

This is the original Arionola having a strong, noiseless motor capable of playing two 12-inch records without rewinding. Finished in veneered mahogany—not stained oak. It gives perfect music at a price within the reach of all.

\$15



13 1/2"x17"x20 1/2".

This handsome machine is a larger model of the original opposite. The case is identical to the one shown below—only here the artistic screen has been removed to show method of tone reflection. Both this machine and the one below are equipped with a tone modifier making possible any volume of tone desired. Unique arrangement for oiling and getting at motor instantly.

\$50

Each phonograph that goes out of our factory is thoroughly tested and absolutely guaranteed. The same principle of tone reflection is used in all our machines—the same principle that made the original Arionola popular. As has the little one so have the larger Arionolas many unique and superior features not found in other machines.



The electric machine shown here is a musical instrument which is above comparison. It runs on either alternating or direct current and is so entirely different and simple in construction that the usual trouble given by electric machines is eliminated. The case, as the model above, has the finest natural mahogany finish obtainable and is made to fit standard record cabinets.

\$75

Most attractive proposition to dealers everywhere. Certain jobbing territory still open. New models ready for delivery Feb. 15th. Write now for full information.

ARION MANUFACTURING CO.

STEWART PHONOGRAPH CORP. TO MAKE PHONOGRAPHS.

Machinery Being Installed in Wells Street Bridge Building, Chicago—To Make a Phonograph to Retail at \$5—Prominent Men Interested in New Enterprise, with J. K. Stewart as President.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 8.—The Stewart Phonograph Corp. is rapidly completing plans for the manufacturing and marketing of a phonograph which will retail at \$5. Machinery is now being installed in the Wells Street Bridge Building, Chicago, where several floors will be occupied by the new concern for factory and office purposes.

The company, recently incorporated with a capi-

tor each being of excellent quality and following generally the construction of similar parts in higher priced machines. It will play any disc record on the market up to and including the twelve-inch, and is said to have an exceedingly good quality of tone. A thorough test was recently made of the reproductive ability of the machine by several experts, and after running the gamut of records, from violin selections to monologues, they pronounced the new phonograph to be excellent from every standpoint.

A large publicity campaign will soon acquaint the public with the new phonograph, and a large organization for the marketing of the machine is being brought together by President Stewart. The general manager of the Stewart - Warner Speedometer Corp., C. B. Smith, is treasurer of the new corporation, and W. Z. Zucker is its secretary.

It will be seen by the above that the Stewart Phonograph Corp. is splendidly equipped with a directorate of successful business men, who are entering the talking machine industry with a business record behind them which speaks for success.

The new company has not only progressive business men behind its inceptive move, but it is equipped with ample capital, so that it is fair to presume that its future operations will be along ambitious and progressive lines.



The Stewart Phonograph, Made by the Stewart Phonograph Corp.

talization of \$50,000, was organized by J. K. Stewart, who is now its president. He is also at the head of the Stewart-Warner Speedometer Corp., rated as the largest maker of automobile accessories in the world, and the new phonograph company will receive the benefit of his years of experience in the manufacturing and marketing of automobile equipment and supplies.

The new phonograph is a well made, durable, and very practical machine, the motor and resona-

PATHE LOCAL ACTIVITY.

Pathé Dealers in New York and Vicinity Use Co-operative Advertising—Lists Rapidly Growing in New York Territory.

The rapid strides in popularity that the Pathephone and Pathé discs have achieved in local territory were convincingly summed up in a large newspaper advertisement appearing recently. This advertisement presented the names of some of the Pathé Frères dealers in Greater New York and vicinity, the individual announcements of the dealers being featured in conjunction with a striking and artistic advertisement of the Pathephone Shop, 487 Fifth avenue, New York.

Among the dealers mentioned in this Pathé publicity were: Hardman, Peck & Co., 433 Fifth avenue, New York, and 524 Fulton street, Brooklyn, N. Y.; J. B. Stilwell Co., 316 East Fifty-third street, New York; Jacob Doll & Sons, 116 West Forty-second street, New York; 364 Livingston street, Brooklyn, N. Y., and 146 Newark avenue, Jersey City, N. J.; Henry B. Pye & Co., 2918 Third avenue, New York; George Fennell & Co., 2209 Third avenue, New York; O. W. Wuertz Co., 1518 Third avenue, New York, and 832 Manhattan avenue, Brooklyn, N. Y.; Yonkers Sporting Goods & Novelty Co., 15 Cortlandt street, New York; Frank Steadman, 41 Warburton avenue, Yonkers, N. Y.; Peerless Phonograph Co., 82 Brown place, New York; C. Ludwig Baumann & Co., 1455 Broadway, Brooklyn, N. Y.; Marcus Miller, 351 Fulton street, Jamaica, L. I.; Manhattan Carpet & Furniture Co., Port Richmond, S. I.; C. H. Deitrick, Jersey City, N. J.; G. A. Hoffman & Son, 480 Spring street, West Hoboken, N. J.; East Trenton Bargain House, Trenton, N. J.; C. Harry Sherman, Paterson, N. J.; J. Craig Yeomans, 31 Main street, Newton, N. J.; Joseph P. Cullen, 804 Main street, Boonton, N. J.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

CONDITIONS IN MONTREAL.

General Volume of Business Very Satisfactory—New Columbia Department Opened—Sales of "Book of the Opera" Are Very Gratifying.

(Special to The Talking Machine World.)

MONTREAL, CAN., January 6.—The holiday business in Montreal was fully 50 per cent. greater this year than last. Most of the dealers are now busily engaged winding up the past year's business and the finish is sufficiently stirring to make them forget at least temporarily the troubles they have passed through in securing a sufficient stock of machines to fill orders.

W. J. Whiteside, who has taken on the Columbia line, has placed his son, F. L., in charge of the talking machine department. They will utilize the basement, having built four demonstration rooms as a start.

Wilders, Ltd., one of the leading furniture dealers, are advertising a \$10 machine and claim to have sold quite a number of them.

Goodwins, Ltd., have enjoyed quite a run on Crescent records, which they sell for 35 cents.

The Berliner Gram-O-Phone Co., Ltd., reports a nice sale of the new Victor "Book of the Opera."

Arthur Blouin has secured the sole agency for the new Edison Diamond Disc phonograph for the city of Sherbrooke, Que., and will carry a stock of both machines and records at his piano parlors, 191 Wellington street.

A STRIKING VICTOR POSTER.

The Victor Talking Machine Co. sent out to its dealers this week an artistic and striking poster featuring a new Victor record, No. 17,902, which has as one of its selections "America, I Love You," one of the most popular songs on the market. Accompanying this poster was a proof of a two-page advertisement which the Victor Co. used in the December 18 issue of the Saturday Evening Post. This advertisement was devoted solely to the new Victor general record catalog.



HUSKEY SECTIONAL RECORD ROOM

Why Temporize About It?

Business will undoubtedly be better this year than the one just past. Your experience the past year has shown the need of new or additional Record Demonstrating Rooms and Record Cabinets.

This is just the time to buy—**Right Now**—while both parties have time to study requirements.

Catalogue for the asking. *Write to-day.*

Huskey Manufacturing Company

COLUMBIA AVENUE

HOWARD STREET

WATERLOO STREET

PHILADELPHIA, PA.



The more you realize that in the future of this industry the best results are yet to come, the more you will appreciate that the Columbia line is best worth your time, your energy and your capital.



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

Columbia Graphophone Company
Woolworth Building, New York

GENERAL SATISFACTION IN THE BALTIMORE TRADE

Unusually Strong Demand for Both High-Priced Machines and Records—Jobbers and Dealers Now Busy Replenishing Stocks—What the Various Houses Report Regarding Conditions and Prospects—Cash Business a Big Factor—News of the Trade Generally.

(Special to The Talking Machine World.)

BALTIMORE, Md., January 4.—Baltimore talking machine dealers are happy over the amount of business they did last month, and all of them agree that the year was a wonderful one. Underneath this happiness, however, some of them are somewhat disappointed because they were unable to secure sufficient machines to supply the phenomenal demand which the Christmas season brought about. A large majority of those who were unable to get enough machines will be many weeks filling the orders which have accumulated.

The year 1915 proved to be a record breaker in the talking machine business with the Baltimore dealers and distributors. Many of them believed that the final rush would be pretty big and that it would even outdo that of the previous year, but very few of them thought it would be as large as it really proved to be. For this reason some of them were caught short on machines, and they had their troubles. Others purchased just as many machines as they possibly could during the dull season, and these came out very well when the big test came. But even these were given some worry on certain styles.

Not only the holiday rush but the entire year showed that the talking machine purchasers are demanding more machines of the better grade than ever before. This was noticeable to some extent in 1914, but it proved to be even more so during 1915. When the rush came the dealers had very few calls for the cheaper machines. The big sellers were those offered to the public at from \$75 to \$150, although at the same time a great many \$50 and \$200 machines were sold.

The rush for records now is on in full force and it is keeping the dealers very busy trying to keep up with this big demand. The records being sold, too, are of the better class, and this shows that the talking machine is fast being considered more seriously by the music loving public as a real musical instrument. Shortage of records in many instances made it very uncomfortable for many dealers. This is due in a large measure to the fact that all of the firms manufacturing machines are not turning out records fast enough to keep up with the ever-increasing public demand.

Manager A. J. Heath, of the Columbia headquarters, was more than pleased with the business done by the branch. "December business," said Mr. Heath, "was the best of the whole year, and it was even greater than the business done in the same month in 1914. I would not like to estimate the amount of business we would have done had we had all the machines and records we could have placed. With all things considered, we are satisfied, and I think we will be able to get a big shipment of records and machines down here at once. Our place is empty. We are cleaned out. When the month opened we had very few low-priced machines on hand, and the situation was unique,

for the buying public came along and demanded the high-priced machines from \$100 up."

For Cohen & Hughes, Inc., Victor distributors, I. Son Cohen, head of the firm, stated that the business went ahead in December just like it did in all the other months. His business would have been at least 20 per cent. better if he could have obtained machines to supply the demand.

Jess Rosenstein, of the National Piano Co., the Pathé distributor, reports a wonderful business in both Pathé machines and records.

The entire stock of the E. F. Droop & Sons Co., Victor distributor, has been wiped out by the big Christmas rush. All that remains is a few records. W. C. Roberts estimates that had he had \$60,000 worth more of goods he could have sold them without any trouble. He has gone to the Victor factory to make arrangements to get more stock in as soon as possible. While away he will give up his business cares for a while and spend a few days in New York.

Mr. Roberts is quite keen on cash business and has been making a special play on it of late. He says that the cash business in December was 50 per cent. greater than the cash business done during any previous corresponding month.

A truly marvelous business was done by the

Kranz-Fink Talking Machine Co., which handles both the Victor and Columbia lines. Said Joseph Fink: "Business in December was the greatest ever. By December 10 we had equaled the business done in December, 1914, and the latter part of the month just kept going at such a fast pace that we could hardly keep up with it. One of the pleasing features of our business was the big demand for the \$100 machines. High-grade records had the call also. The business done in 1915 doubled that done the previous year."

The Hammann-Levin Co. reports a big talking machine business in Victrolas. With this firm, like many others, it was a question of getting sufficient machines to keep up with the demand. December business left the same month of 1914 far behind, and the year's business also went ahead of that of 1914.

H. R. Eisenbrandt Sons, Inc., Victor distributors, had all they could do keeping up with the big demand during December, and the rush has not subsided as yet.

It was the first Christmas rush the Victor department of William Knabe & Co. has had, as the firm did not add the talking machine to its business until after Christmas, 1914. Milton Boucher, the manager, had sufficient foresight to get ready for a big business, however, and when it came he met it in a fine manner. He had machines stored in every available nook and corner and they held out very well.

With the Hub Piano Co., which handles Columbia machines, the rush was very big.

James C. Haas, manager of the talking machine

Like another extensively advertised product, our

Truetone
TRADE MARK

Made in
U. S. A.

Disc Record NEEDLES

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

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS
WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET

NEW YORK

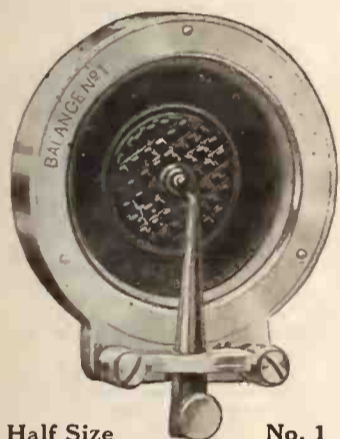
department of The Leader, reports a satisfactory business in the Columbia and Pathé lines.

D. J. Crowley, manager of the talking machine department of The Hub, Charles and Baltimore streets, is very optimistic over the business done. The Edison and Columbia lines are carried, and Mr. Crowley is well pleased with the results shown. A recital is held at the store in a room that seats several hundred people, several times a week, and in this way the machines are being brought to the notice of customers.

A very satisfactory Victrola business was done by the talking machine department in Hochschild, Kohn & Co.'s store. The December business went ahead of the previous year for the same month.

Almost all the large stock of Victrolas Stewart & Co. had before the rush started was wiped out, and the month and year are far in excess of any previous business done by the company. Charles E. Stan, the manager, says that had he not received twenty-two machines on Christmas Eve he would have fallen short. Miss Mollie Griffith again led all others in sales during the month.

Balance Sound Boxes



Half Size No. 1

No. 1

Retail Prices
Nickel Plate \$3.00
24k Gold Plate \$3.50



Half Size No. 2

No. 2

Retail Prices
Nickel Plate \$3.50
24k Gold Plate \$4.00

Both these Sound Boxes have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Will be furnished with black mica diaphragms at the same price for those wishing greater volume of tone.

Edison dealers may obtain their supply from the Edison Jobber in their zone.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. Meisselbach & Bro.
Newark New Jersey

Makers of High Grade Motors, Turn Tables, Tone Arms, Sound Boxes, etc., for Phonograph Manufacturers.

ADVERTISING GETS RETURNS.

Publicity of Talking Machine Houses in Montreal—All Lines of Machines in Demand—Talking Machine Man Wins Machine at Raffle—Demonstrating the Diamond Disc.

(Special to The Talking Machine World.)

MONTREAL, QUE., January 6.—In an interview with Miss Havard (one of the partners of the Canadian Graphophone Co.), wholesale distributor in the Province of Quebec for Columbia lines, she reported an excellent all-round trade during the month of December, with exceptionally bright prospects for 1916, and declared she could have sold fully 100 more machines if they had been available.

The Berliner Gramophone Co., Ltd., enjoyed a month of unusual prosperity as compared with December a year ago. The splendid advertising done by this firm was productive of an avalanche of returns. "Will there be a Victrola in your home this Christmas?" was well exemplified.

Among other dealers, Charles Culross remarked that Sonora sales were brisk, while in Columbia lines the demand exceeded the supply. W. J. Whiteside was jubilant over Columbia prospects and gave a cheerful report of holiday sales. The "Leader" style proved the popular selling model. J. W. Shaw & Co. bore out the reports of the various Columbia dealers that trade was all that could be desired and the future exceptionally bright.

Armitage Layton, who has charge of the talking machine department of Layton Bros., was the fortunate winner of a Baby Regent Columbia at a recent church raffle.

The Edison record, "Till the Boys Come Home," and the Columbia, "Keep the Fires Burning Till the Boys Come Home," both experienced a run that was most gratifying to all concerned. In the latter make the Cohen Series and the "Landing of the British Troops in France" are winners.

It is reported that a number of Edison demonstrators from the factory will invade Canada shortly and will make Montreal their headquarters for a time, where they will visit the leading colleges, educational institutions, etc., demonstrating the merits of the new Edison Diamond Disc.

Norman F. Rowell, manager of the C. W. Lindsay, Ltd., Victrola department, states that the month of December was the largest in the history of the firm, as did Layton Bros., Edison and Columbia dealers.

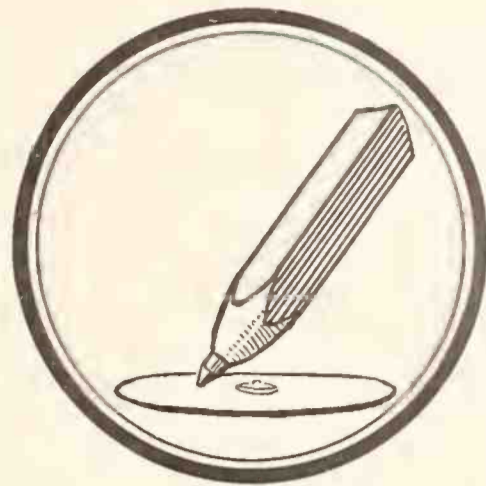
Miss Lapierre, who manages the talking machine department of J. A. Hurteau & Co., Ltd., will shortly visit New York to thoroughly acquaint herself with the merits of the Sonora, which representation this firm has recently acquired.

HIGHLY INTERESTING BROCHURE.

An interesting brochure, entitled "Edison's Laboratory Re-creation of Music," has just been issued by Thomas A. Edison, Inc., Orange, N. J. The subject matter is devoted largely to comments from the newspapers on Edison's achievement in the re-creation of musical sound and bear upon the success of the remarkable series of tone tests being conducted by the Edison organization before leading musical critics. These tests consist of having noted artists of the concert or operatic stage stand side by side with an Edison Diamond Disc phonograph and sing in direct comparison with their recorded voice, to the astonishment of the auditors, who confess their inability to distinguish between the living and the instrumental voice. Portraits of several participating artists, with a cut of the official laboratory model of the Edison Diamond Disc phonograph, furnish the illustrative features of this novel souvenir from the advertising department at Orange.

TO HANDLE THE AEOLIAN-VOCALION.

The Griffith Piano Co., 605 Broad street, Newark, N. J., one of the most successful piano houses in the metropolitan district, has closed arrangements to handle the Aeolian-Vocalion line of phonographs, manufactured by the Aeolian Co., New York. It is planned to give this high-grade phonograph active representation, and extensive publicity will be used to adequately present it to Newark music lovers.



Retails for \$1.00

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

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

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

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

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

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

Sonora Phonograph Corporation

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

GEO. E. BRIGHTSON, President,

57 Reade Street - NEW YORK

TO REPRESENT THE SHELTON CO.

A. T. Doty, the Well-known Talking Machine Man, is Successfully Introducing the Shelton Electric Phonograph Motor to the Trade.

The Shelton Electric Co., 30 East Forty-second street, New York, manufacturer of the Shelton electric phonograph motor, has appointed A. T. Doty as traveling representative. Mr. Doty will visit the dealers throughout the country, and is now making his first trip in near-by territory.



A. T. Doty.

A. T. Doty is one of the best known members of the local talking machine trade, having been associated with the New York Talking Machine Co., Victor distributor, for more than ten years. He is well versed in all phases of the retail talking machine field and is able to give the dealers practical co-operation in merchandising the Shelton electric motor.

Although Mr. Doty has only been visiting the trade on behalf of the Shelton motor for the past two weeks he has already sent in very large orders which indicate the success that this motor is achieving. Mr. Doty states that the dealers who have carefully tested the motor under the most difficult conditions praise it in every respect, and believe that it will be one of the most successful talking machine accessories which has ever been introduced.

The point which appeals most to the dealers in selling the Shelton electric motor is the fact that it does not disturb the spring motor in any way whatsoever but allows the customer to use either motor as desired. The extreme simplicity of the motor has also won general commendation, together with the fact that it is simply placed inside the cabinet and requires no mechanical adjustment.

TALKING MACHINES IN THE SCHOOL.

Varied Uses in Connection with Teaching Are Pointed Out by Southern Educational Paper.

The January issue of the Educational Monthly, an organ of the Southern Conference for Education and Industry, published at Athens, Ga., contains an admirable presentation of the value of the talking machine in public school work, a field which is being constantly widened and to which more and more attention is being paid by manufacturers. In commenting on particular phases of its usefulness in teaching, the publication says:

"One of the great advances that have been made in our schools during the past few years has been the introduction of the talking machine as an aid to teaching. Many of the best schools in our country to-day use this instrument in their classroom

work. We frequently think of it only as an instrument for the presentation of the best in musical art, but it is as often used in the teaching of reading and of the languages as it is for the presentation of music. As a musical instrument it brings to the aid of the teacher the masterpieces of the classical masters. If the music of our schools is planned to increase the capabilities of the child for musical enjoyment, this machine certainly offers an unrivaled field for this work. If it is to be used as an aid to dancing and calisthenics, its possibilities are still greater.

"It will furnish nearly all the programs that a teacher may call for and, with the present improvements that the more modern machines carry, it even becomes an aid in the chorus singing of the school. An important phase of foreign language teaching is the giving of a native accent to the language. This cannot be obtained from any printed book but must come to the child through the ear. In presenting language accents, the talking machine is an invaluable help. Many of our best schools are using it almost exclusively for the teaching of the modern romance languages.

"The Victor Co. has prepared a special catalog for school use. It has selected from its thousands of records those best adapted for special celebrations in our schools; for instance, it presents a program for Arbor Day that includes some of the best lyric music to be found anywhere. In the records which it suggests for use in the celebration of notable birthdays, it offers some of the

greatest orations that have ever been known. However this instrument is used in the school, its educational value is undisputed. If it be combined with a talk appropriate to the record being used, its value is greatly enhanced.

"The Victor Co. suggests that short typewritten accounts of the various masterpieces be placed in the hands of the students at the time of presentation of the masterpiece. In this way a knowledge of the composer and of the piece gives to the rendition an enhanced value. The possibilities of the Victrola are almost unlimited, and those schools that have used the instrument for any length of time are most enthusiastic in its praise."

Over 300 phonographs are in use in the public schools of Philadelphia. Most of these machines are made especially for school use, being fitted with what is known as a "school box," and are mounted on wheels, so that they can be taken from one room to another with ease.

ATTRACTIVE WINDOW HANGER.

The Columbia Co.'s advertising department has prepared an attractive window hanger featuring the new record, "Cohen Telephones the Health Department," appearing in the January supplement. This selection, which was composed by Montague Glass, the well-known author, bids fair to soon rival in popularity the first "Cohen" record produced by the Columbia Co., which during the past year and a half has enjoyed a phenomenal sale.

WE MAKE

Tone Arms and Sound Boxes

For all makes of Talking Machines

ALSO

Attachments for Victor, Pathé, Edison and Columbia Machines

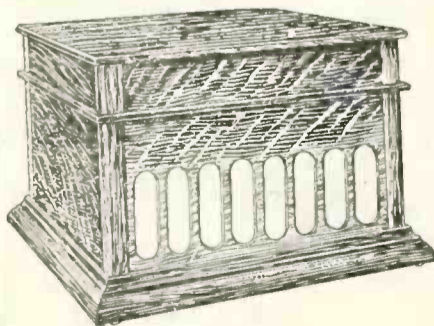
Let us tell you about them before placing your orders

THE UNION SPECIALTY AND PLATING COMPANY

SPECIALISTS IN PHONOGRAPH PARTS

409 Prospect Avenue, N. W.

CLEVELAND, O.



\$15.00
to
\$200.00

Rich Cabinet Work, Built
To Suit the Most
Fastidious

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line
That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE

RHODE ISLAND

35c.

is the Price of the most
popular Double-faced
Record on the Market.

"The Crescent"

plays longer than any
75c. Record.

24 New Selections
Just Out

POLICY OF EXPANSION IN CLEVELAND TRADE

Talking Machine Dealers Taking Care of Unusual Volume of Business—Edison Record Tone Tests Attract Much Attention—Big Increase in Pathé Phonograph Sales—Encouraging Reports Regarding General Conditions—Outlook for 1916 Very Bright.

(Special to The Talking Machine World.)

CLEVELAND, O., January 4.—During the past month every talking machine dealer in the city experienced an exceptionally heavy holiday business, and although a big shortage of goods was reported by many, there was a marked increase over the preceding year. The weather was dry and seasonable for shopping, and one dealer sold the total of thirty-two talking machines in one day. The deposits in the banks were unusually large, and, owing to the fact that Cleveland is a big center for industries, there are very few unemployed. Tremendous advertising has been done during the season and many beautiful window displays helped to attract a host of purchasers.

The Phonograph Co., of this city, jobber of the Edison phonographs, is continuing its demonstration policy, and during the past month held a very important demonstration in its salesrooms for all its dealers. This demonstration consisted of a tone test, and Miss Marie Kaiser, Edison artist, and Harold Lyman, flutist, were the assisting artists. Seventy-two dealers from Cleveland territory were present, and in connection with the tone test a lecture was delivered by a mechanical expert, who went over the Edison motor and reproducer, explaining their details. Every dealer was exceptionally well pleased and expressed himself as gaining much valuable information at the lecture. C. C. Koch, of the Edison laboratory, lectured on sound waves and their principles, showing by blackboard illustrations some of the different waves and their formations.

The Phonograph Co., according to L. N. Bloom, secretary, has experienced the most successful year in its history, having an increase of over 100 per cent. over the preceding year.

The Starr Piano Co., which recently entered the talking machine field, reports a heavy holiday business. R. E. Taylor and W. W. Brett were elated over the results.

The Victrola department of the Wade H. Poling Piano Co., under Earle Poling, enjoyed the largest month since the company's inception, and the sales were largely for the higher priced instruments. The outside men helped materially to make December the banner month of the year.

O. E. Kellogg, manager of the H. E. McMillan & Sons Piano Co., has just recovered from a serious illness. He stated that he was well pleased with the outcome of the holiday season. The volume of this December's business was slightly less than that for the same month last year, but the class of

business was much higher and terms shorter. Larger down payments were received on all the goods sold, and Manager Kellogg is very well pleased with the result, although he turned down considerable business which did not comply with the new ruling of the company.

The Fischer Piano Co., jobber of the Pathé Frères phonograph, reports that business during the month of December was three times as large as was anticipated, and Manager Caldwell hopes to put in vogue an even more extensive policy. Three new dealers have been added to the company's staff to open new territory in the State.

The Grafonola department of the J. T. Wamelink & Sons Piano Co. was a mecca for many holiday purchasers of Grafonolas, and Manager H. J. Wamelink reported that the record trade was unusually active and hopes to make 1916 the big year in the talking machine trade for the company.

Manager J. J. Schriener, of the talking machine department of the Bailey Co., stated that a big clean-up was made on Victor, Columbia and Edison phonographs. An unprecedented record was made in volume of business and was far in excess of the previous year. The largest number of machines sold in one day in 1914 was seventeen, as compared to thirty-two machines in one day in 1915. Manager Schriener and his splendid sales force were elated over the wonderful results.

The May Co.'s Victrola department was so busy that during the holiday rush four or five men were kept busy all day unpacking Victrolas, and extra delivery facilities were required.

The William Taylor & Sons Co., having one of the finest talking machine studios in the city, excelled any previous holiday season under Manager P. A. Davies.

Robert Osborne, of Orange, N. J., expert Edison demonstrator, is now in this city and hopes to settle here. He gives demonstrations of the Edison Diamond Disc phonograph afternoons and evenings, and is very well pleased with the results already obtained since his arrival.

The Diamond Disc Phonograph Co., new East End Edison dealer, achieved good results during the holiday season. Manager E. A. Friedlander said that nearly all the sales were for the higher priced instruments. With the beautiful store, splendid location and excellent sales force, Manager Friedlander hopes to make 1916 a banner year.

The results obtained by the Eclipse Musical Co. in the last six months of 1915 were far beyond ex-

pectations. The company was much pleased with the excellent shipments received from the factory, and while they did not fill all the orders received they far surpassed the shipments of previous years. The Eclipse Musical Co. has received a number of letters from dealers relative to the large increase in business in 1915 over the preceding year. E. B. Lyons spent one week at the Victor factory, and succeeded in getting large shipments of records in great demand among dealers here. C. K. Bennett is now at the factory making arrangements for large shipments of Victrolas and records during 1916.

Manager Schirring, of the Victrola department of the Caldwell Piano Co., stated that the last month in 1915 was the largest in the history of the company.

SOME BIG ADVANCE ORDERS

For Sonora Phonographs Received at the Home Office Tell of Holiday Trade Throughout the Country—Sales Force Increased.

Reports to the home offices of the Sonora Phonograph Corp., 57 Reade street, New York, indicate the fact that nearly all of the Sonora jobbers and dealers were sold out of all types of Sonora phonographs the day before Christmas.

President George E. Brightson, speaking to a representative of The World, commented upon this fact, and stated that the advance orders for January are greatly in excess of December, and that it is going to require every energy to come anywhere near filling the volume of orders.

Mr. Brightson also remarked about the demand for the higher priced models of Sonora phonographs, which indicates a desire on the part of the public to secure expensive musical instruments.

To further help fill the orders of its customers, the Sonora Phonograph Corp. has leased additional floor space and has greatly increased its staff of workmen, as well as its traveling force.

HOW CAMDEN BENEFITS.

(Special to The Talking Machine World.)

CAMDEN, N. J., January 5.—The Victor Talking Machine Co. turned over to the city treasurer the sum of \$58,830 for the use of a portion of the south side of the wharf property at Cooper street. The City Council at its last meeting directed that this sum of money be placed in the sinking fund.

THE STEVENS BILL STABILIZES INDUSTRY. IT WILL MAKE TALKING MACHINE STOCKS IN EVERY STORE IN THE LAND WORTH THE INVESTMENT. IF THE CUT-RATERS WIN, STOCK VALUES WILL TUMBLE.

EFFICIENT

RECORD

SERVICE

ECLIPSE

ORDERS

FILLED

PROMPTLY

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND



Weber and Fields, Bert Williams, Frank Tinney, Irene Franklin, Joe Hayman, Raymond Hitchcock—an unsurpassable array of comic artists who make Columbia Double-Disc 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**

LOUIS F. GEISSLER MARRIED.

Bride of the General Manager of the Victor Co. Is the Talented Granddaughter of Horace Greeley, the Great War Editor.

Miss Ida Greeley-Smith, granddaughter of Horace Greeley, was married December 23, at the home of her sister in Orange, N. J., to Louis Frederick Geissler, of Philadelphia.

The ceremony was performed by the Rev. W. Warner Giles and was attended by many out-of-town guests, including a large number from New York. The bride was given in marriage by her father, Col. Nicholas Smith.

Mrs. Andrew Watres Ford, in whose home the wedding took place; Mrs. Hiram Iddings Bearss, wife of Major Bearss, U. S. M. C., and Mrs. Albert Diesinger, Mr. Geissler's daughter by his first marriage, were matrons of honor.

Mrs. Geissler is the youngest daughter of Col. Smith and the late Ida Greeley-Smith. Mrs. Smith was the eldest and favorite daughter of the noted editor, and acted as hostess for him on the famous Greeley farm at Chappaqua during the memorable campaign for the Presidency.

The bride is a young woman of remarkable beauty, with the Greeley fairness of skin, dark brown eyes and a classic profile. She has artistic talent of a high order. Her drawings have been published in magazines and newspapers and her work as a sculptor has attracted favorable attention.

She was educated at the Convent of the Sacred Heart and by private tutors in Belgium, where



LOUIS F. GEISSLER.

her family lived for several years. Col. Smith was for years connected with the diplomatic and consular service of the United States.

Mr. Geissler is the general manager of the Victor Talking Machine Co. and is a member of the Racquet, Philadelphia Country and Corinthian Yacht clubs, of this city, and of the Bohemian Club, of San Francisco. Mr. and Mrs. Geissler have taken winter apartments at the Ritz-Carlton.

TRADE NEWS FROM TORONTO.

An Extra Good Season in All Lines, According to Report—Gourlay, Winter & Leeming Win First Prize in Edison Window Contest—Sonora Machines Featured Strongly.

(Special to The Talking Machine World.)

TORONTO, ONT., January 6.—Yes, phenomenal is the right adjective to apply to the talking machine business in Toronto as it existed during Christmas week. "Talkers" played a prominent part this year both in the number of machines and records sold, which far outstripped the business of December a year ago. One prominent feature which was very noticeable was a shortage of machines.

The R. S. Williams & Sons Co., Ltd., reports trade good in all lines and collections well up to the average. It is having an extra good season with Edison goods and reports the disc line as gaining new friends among country dealers daily.

John A. Sabine, one of the proprietors of the Music Supply Co., Toronto, the Ontario distributor of the Columbia lines, was a recent visitor to New York. Mr. Sabine visited the head factory of the Columbia Co. in an effort to secure prompt delivery of a number of types of Grafonolas.

Gourlay, Winter & Leeming, Ltd., Toronto, were awarded first prize in the window display contest that was a feature of Edison Week recently.

The Cecilian Co., Ltd., Toronto, of which firm J. E. Hoare is the president, is featuring the Sonora phonograph at its retail warerooms and is going strong on newspaper publicity, advertising the many talking points of this machine.

I. Montagnes & Co., who have the Canadian agency for the Sonora, report splendid success in opening up agencies, and the business handled to date has more than exceeded their estimates.

William Thorpe, of New York, president of the Canadian Vitaphone Co., Ltd., Toronto, visited that firm recently in connection with the use of electric motors in its product.

The R. S. Williams & Sons Co., Ltd., Toronto, reports a large sale of gift cards which entitled the holders to visit the Williams showrooms and select their own records.

Thomas Claxton, Ltd., 251 Yonge street, Toronto, got rid of a large number of Grafonolas through the medium of a Christmas Grafonola club.

The Wright Piano Co., Ltd., has opened up handsome retail salesrooms in Strathroy, Ont., and in addition to featuring its own make of pianos and players is exploiting Columbia and Edison lines.

H. T. Schiff, president of the Vitanola Talking Machine Co., Chicago, Ill., was a recent visitor to New York City, where he spent some days calling on the trade and making a number of important arrangements for the furtherance of the business interests of his company.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

Our Customers can tell you about Andrews Service

Below is portion of letter just received
from one who knows good service:

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

Dear Sir: I want to take this opportunity to thank you most heartily for the way in which you took care of us during the recent shortage. I want you to know we appreciate it and we are going to show you by our orders in the future.

Signed _____

W. D. ANDREWS

Buffalo, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

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

Abundant Business Has Been Experienced in Trade Circles Generally and Especially Prior to Christmas—Lack of Competent Labor Owing to War Demands Hurts Trade Progress—How Musical Instrument Factories Contributed to the Derby Scheme—Invicta Co. Developing Its Export Business—Anent the "Marathon Record"—Two Striking Posters from "His Master's Voice" Co.—Progress of Bull Dog Record Co., Inc.—Some Holiday Music—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., January 3, 1916.—In talking machine and musical instrument trade circles generally abundant business has been experienced of late, and more especially is this applicable to the December weeks prior to Christmas. Trade, of course, is by no means within approach of normality, except in one or two isolated cases, for the simple reason that the circumstances do not permit of luxuries which hitherto were largely imported being manufactured in England. The biggest trouble is the labor difficulty, which, it can easily be understood, is becoming more acute each week. The new armies are gradually swallowing up the manhood of the nation, the latest scheme of enlistment—that under Lord Derby's direction—having resulted in drawing from trade an enormous amount of labor which is absolutely irreplaceable. This means a very serious pull against the country's trade. While the same restriction of labor affects the output of musical instruments, it is curious to note that the demand is comparatively unaffected. Plenty of money is being made by the millions engaged upon munitions and other necessary work, and to a large extent this surplus cash is being spent—a small proportion on musical in-

struments, the bulk upon jewelry, expensive clothes, etc., for the workmen's wives and sweethearts.

Officialdom is apparently none too pleased at this, for it is argued that the money should be saved for the benefit of State use. All well and good; but the man who toils twelve hours or more at a stretch maintains his inalienable right, as he puts it, to please himself regarding the laying out of that which he has earned. Hence, luxury manufactures will, I suppose, continue in demand. Certainly the musical instrument trade may pride itself upon having contributed very largely to the forces of the Crown. Factories are working with only 60, 50, in some cases 40, per cent. or less of their normal staff. I know of several instances where the principals of firms have found it necessary to return to the bench in an attempt to maintain an output which will show just a small margin of profit to justify keeping their works open. Every member of one Gramophone house has enlisted under the Derby scheme, and even the director is not out of it! All of which, to my mind, demands some official consideration, especially as a very fair percentage of musical instrument manufactures are for the export trade, thus keeping alive a section of trade which in the national interests reacts beneficially on foreign money exchange.

New Year Greetings.

I would take this opportunity of extending to all my readers a very hearty good wish for happiness and prosperity during 1916, with the added hope that the new year may witness for us a satisfactory adjustment of the world's present conflict.

The Test of Real Patriotism.

An instance of real patriotism came under my notice upon the occasion of a call at the Invicta

Record Co.'s warehouse, New Inn Yard, E. C. In course of conversation with one of the directors, Mr. Barton, I learned that every man in the place had enlisted under Lord Derby's system, not excluding my informant. Truly one may say, "Guardsman, to the fore."

A Story of Progress.

The Invicta Record Co., manufacturer of the "Guardsman" double disc, is certainly out to secure a fair share of the trade hitherto the more or less monopoly of our enemies. "Our export business," said Mr. Barton, "is three times that of last year, and we are opening up in different foreign and colonial markets which previously were served by German goods." The company's only trouble, apparently, is how to keep pace with the rapid growth of orders from all parts of the world. As with other firms, its output is restricted by insufficient labor.

Marathon Will Be Revived.

When the long-playing "Marathon" record was held up on account of the parent company being forced into liquidation I ventured to make the statement, in my report, that "though this may be the last of the Marathon Co., it is not the last we shall hear of the Marathon record." I am now in possession of information which leads me to believe my prediction was not far out. At the moment, it being deemed inexpedient to publish full details, I am only permitted to say the Marathon will be shortly revived along lines which will appeal more widely to the public at large than was the case under its old regime. It is planned to publish in 10-inch and 12-inch double-sided form at 18 pence and half a crown, respectively, the records to carry popular vocal and instrumental items by reputable artists. Upon this basis there can be no

(Continued on page 72.)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-selskab, Frihavnen, Copenhagen.

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

SPAIN: Cia. Francesca del Gramophone, 56, Balma, Barcelona.

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

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

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

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

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

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 351, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS: ("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies
Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.
Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

question but that the long-playing Marathon record has a great future before it.

Suffer from Fire.

One of the few makers of gramophone horns in this country, W. M. Still & Sons, Ltd., Charles street, London, was unfortunately the victim of a big fire recently. Before subjugation the outbreak had practically gutted the premises, loss of stock, machinery and general damage being estimated at several thousands of pounds.

Two Striking Posters.

Two splendid posters, from paintings by Miss Lucy Hocknell, are to hand from "His Master's Voice" Co. One depicts the interior of a home where, of course, is installed an "H. M. V." instrument, which the father is manipulating. Coming towards the instrument is the little son with a fox terrier under his arm and saying, "Come on, doggie, father says you're the guarantee." Very smart, as all must agree! The other picture shows two "naughty" boys, who, having deserted their bed, may be seen on the stairs listening to "His Master's Voice" playing in the room beyond. This also is finely conceived, and executed, as both are, in colors, should form a special wall or window adornment in every dealer's shop. Unbordered copies on art paper, free of wording and suitable for framing, are to be supplied to dealers for presentation to their best customers.

New Columbia Record by Clara Butt.

An eager record public will learn with pleasure that Mme. Clara Butt has again recorded for Columbia a further record bearing "When All Was Young," from "Faust," English translation. Admirers of the great contralto will find in this record another example of her best efforts in that vocal art which the Columbia Co. has so perfectly crystallized.

A Purely Formal Action.

In the matter of W. H. Reynolds, Ltd., a petition for the winding up has been presented in the

High Court of Justice. Being familiar with the facts of the matter as to the company's re-registration since it was taken over by the Utility Trading Co., the trade will recognize the purely formal nature of the petition in question.

A Splendid Record List.

A splendid Christmas program is announced by the Winner Record Co. in the shape of a big record list comprising anthems, carols, hymns, descriptive, sentimental, comic and other selections, both vocal and instrumental, suitable to the season. Business at the Winner works is going strong, and according to all reports the staff is hard put to it to satisfy all demands. Winner quality wins all along the line!

The New Bull Dog Record, Ltd.

The new Bull Dog Record Co., Ltd., recently incorporated here with a capital of £1,000, has made a good commencement on enterprising lines which will form a splendid foundation for its future prosperity. The Bull Dog record is 10-inch double-sided, retailing at the standard price of 18 pence. It is a company with a policy, while catering generously for a big trade on popular lines, the company has not lost sight of the value commercially of securing exclusive artists. In that respect it has made a good start, an instance being the acquisition of Horatio Bottomley, whose name as a lay lawyer, politician, financier, recruiter, etc., is a by-word throughout the country. Mr. Bottomley makes his bow to the great record public for the first time on Bull Dog, for which records a big demand is therefore assured. It should be mentioned that this gentleman's records will not be sold under 2s. 6d.

"Talkers" for the Trenches.

"Music in the Trenches" has of late been the theme of some good editorial advertisements put in the Belfast papers by T. Edens Osborne, of that city. For the boys at the front many instruments and records have been purchased at Mr. Osborne's

establishment, and it is interesting to learn that the types most favored are the Columbia hornless models, Nos. 14 and 15.

Refuse to Renew Bechstein License.

On the ground that it is an enemy concern, the two Bechsteins being now in the German army, the London County Council has refused to renew the license of Bechstein Hall, London.

Important Matters Considered.

It was stated in Parliament recently that the question with regard to companies in which all the shareholders and directors are enemies is engaging the attention of His Majesty's Government, and they are particularly considering what steps may be necessary at the end of the war to prevent companies the majority of whose shares are under foreign control from obtaining the status and privileges of English companies. In such cases at present a Board of Trade inspector is appointed. So far 492 inspectors have been appointed, of which 292 act as supervisors and, in eight cases, controllers of such companies.

Revised American Mail Timetable.

A revised timetable for the American mail is notified here. For the Wednesday and Saturday mails it is now necessary to post letters on Monday and Thursday, not later than 8 p. m., at the general post-office, or earlier for registered articles, printed papers, etc. Those interested should apply to any post-office for complete information.

"His Master's Voice" New Publicity Literature.

The month's batch of publicity matter from the Gramophone Co., Ltd., is both choice and varied. First in importance, perhaps, is the new instrument catalog, containing illustrations and particulars of all the types of instruments manufactured. Cabinet grands, table grands, hornless, exterior horn models of choice design and at a variety of prices to suit all, will be found fully explained in this catalog, the printing and general arrangement of which is in accordance with the expensive standard usual

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.



ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. DO IT NOW!

INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 72).

to the "H. M. V." Co.'s productions. An accompanying letter points out that one or two models have been renumbered, and that in view of the price alterations which will come into force on January 1, it is not proposed to send out now normal quantities of the present catalog.

Another piece of interesting matter is a pictorial folder devoted to a special record issue of "The Bells o' Bournville" (Carillon). In all there are four of these beautiful records (double-sided), carrying such favorites as, for instance, "Killarney," "Annie Laurie," "Lead Kindly Light," "Blue Bells of Scotland," etc. I can well imagine that these Carillon records will prove of immense selling power.

In revue music the "H. M. V." people are well to the fore with exclusive artistic rendering of the popular numbers from "Shell Out," "The Only Girl," "Watch Your Step" and "Bric-a-Brac." With the latter is issued an autographed record book containing a series of portraits of the principal artists engaged in this latest revue at the Palace Theatre, London. This portrait book is finely conceived, and as a work of art represents just what music lovers will be proud to possess.

The ordinary supplements of "H. M. V." records continue to satisfy each month the claims of a big public for monthly issues of standard music and that of the world's latest compositions. Since the introduction of the half-a-crown category of records the Gramophone Co. has simply been inundated with business with which it is these days difficult to cope.

Public advertising, too, proceeds apace, creating a busy time for all "His Master's Voice" dealers.

Music for the Holidays.

So far as may be possible under present circumstances, the homes of England will doubtless succumb to the atmosphere and spirit of Christmas-tide. Music always hath charms, and Zonophonists will find in the company's Christmas bill of fare an excellent and varied number of seasonable selections with which to make merry. Carols, hymns and other sacred music predominate, but do not exclude a fair proportion of sentimental and comic numbers for the Boxing Day program. Although working day and night, the British Zonophone Co. finds it necessary to issue an apology asking for the indulgence of its dealers, who are being supplied as quickly as possible.

William Cooper Bros., Ltd., are now well installed in their new premises at 63 City road, London. It has been a long job, the removal of machines, records, and thousands of machine parts and accessories, etc., necessitating much labor and inconvenience at this busy time of the year. Customers in no wise suffered, however, for the premises at 17 Clerkenwell road will be kept open as heretofore, only Nos. 35 to 43 in that thoroughfare having been closed. Orders for machines, parts, accessories and Coliseum records should be sent to 63 City road, where they will receive prompt attention.

Transferred to South Africa.

W. G. Wickham, at present H. M. Trade Commissioner in New Zealand, will be transferred to South Africa. His successor for New Zealand is

R. W. Dalton, of the Commercial Intelligence Branch of the Board of Trade.

No Longer Valid.

Notification is made by the Post-Office that no postage stamps issued during Queen Victoria's reign are now valid, and none in possession of the public can be exchanged after December 31.

ENGLISH WILL REFUND ON CABLES.

Reimbursement of Unexpended Balance Will Be Made on Undelivered Censored Messages.

Great Britain will pay for cablegrams held up by the censors only upon application for a refund from the sender, and under certain conditions, according to information received by the Merchants' Association of this city. Refunds will be made only of the "unexpended balance" and only when said balance is five francs or over. The "unexpended balance" means that part of the original toll which was supposed to cover the cost of delivering the message after it had been put on the wires. In no case will the entire amount of toll be refunded, and cablegrams to Great Britain, Ireland, France, Belgium and Holland will not be considered under this rule. The British Government states that this concession is made solely with the view of mitigating, so far as possible, the inconvenience foreign firms have suffered through their cablegrams being held up by the censors, and that it does not waive any of the rights of censorship which it claims under international agreements. The concession applies to messages to Scandinavia, Russia, Spain, Portugal, Switzerland, Italy and outlying countries.

THE USE OF TRADE-MARKS.

Kinks in Registering Them in South American Countries.

A decision of general interest to American exporters has been handed down by the Appeal Court in Argentina in regard to an alleged unauthorized registration of trade-marks of American concerns by resident dealers, according to Lawrence Langner, a solicitor of patents of this city. It concerns the registration of several well-known American marks, among them American Biograph, Vitagraph, Kalem and other moving picture trade-marks of American and European origin.

The marks in question were registered in December, 1912, by a resident named Robledo, the right to them being subsequently turned over to Max Glucksmann, who carries on a large wholesale moving picture distribution business in Buenos Aires. Because of this registration, a firm known as the General Cinematographic Co., an Argentine corporation which had contracts with a number of leading moving picture concerns in this country and Europe, among them the owners of the marks listed above, was unable to handle the films it had contracted for.

Glucksmann succeeded in getting hold of fifteen valuable marks, which he was accused of using as a means of monopolizing the moving picture distribution business of Argentina. He is said to have

(Continued on page 74.)

Reno

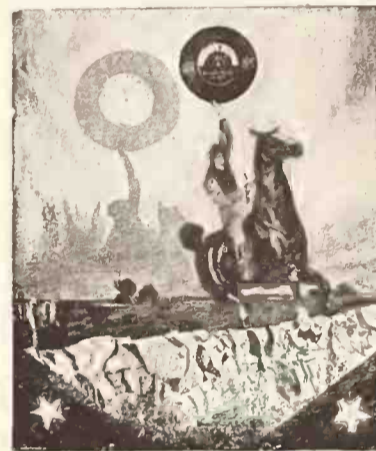
The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record

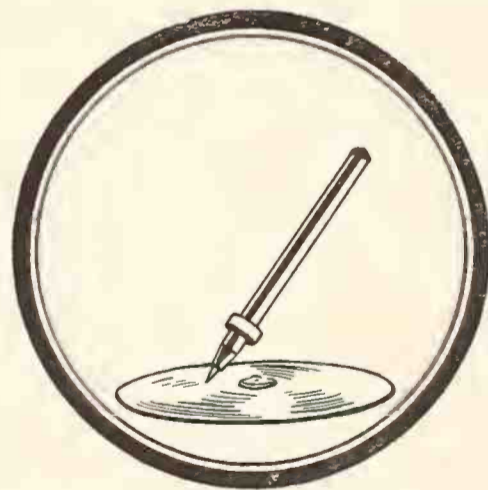
Entirely British Made



Wide Selection of Up-to-date Titles
Best and Cheapest Record
on the Market

Safiro Needle

Reproduces Best and Lasts Forever



The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day
and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records,
Accessories and Motors

45 City Road, London, E.C., ENGLAND

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE
COLISEUM RECORDS

(10" and 12" double-sided)

A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artists who have established for themselves a big reputation. Only real-selling titles listed.

Our special offer together with lists and other interesting publicity matter sent free upon receipt of your trade card.

THE EDISON - BELL VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch

2/6

12 inch

4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to



J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

killed competition by restraining managers of motion picture theatres who hired the registered films from any other distributor.

The information received by Mr. Langner was to the effect that the Appeal Court held Glucksmann was entitled to the ownership of the marks on a technical ground, which was that the American companies in question were not doing business in Argentina; that the General Cinematographic Co., while representing these concerns, had not itself established its right to the marks, and that the rights of others to the marks had not been established.

According to Mr. Langner, from this decision it would seem that a concern in Argentina representing an American company whose mark has been stolen, does not stand the same chances of success in having unauthorized registrations annulled as is the case where the American company does business itself in Argentina and applies in its own name to have it done. The decision serves to emphasize the importance of trade-mark registration in South American countries by exporters before they begin to do business with those countries.

Business firms in this country often choose trade-marks which cannot be registered here, relying upon the protection given to such marks under the common law of the United States. When they go in for export business and attempt to secure foreign registration of their marks they find that in a large number of countries it is not possible to register these marks because they are not registered in the United States. This is especially true of the South American countries, and in such cases the American concern is helpless.

H. E. PARKER HEARD FROM.

The members of the Columbia advertising department were gratified to receive in their Christmas mail a card of remembrance from H. E. Parker, who was connected with the Columbia publicity division for several years prior to joining the English army at the start of the present war. Mr. Parker is in good health and spirits and writes in his usual optimistic and cheery vein.

A new Lester grand piano and a \$250 Edison diamond disc phonograph were installed respectively in the parlor and dining room of the Central Hotel, Jefferson City, Mo., by the local music dealer, the Scheel Music Co.

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

THE JONES MOTROLA.

Another Evidence That Necessity Is the Mother of Invention in the Introduction of This New Device for Running the Talking Machine.

The statement that "necessity is the mother of invention" is again proven in the trade in the placing on the market of the Motrola, a new device, almost weird in its operation, which is attached to the talking machine in place of the usual winding key, and sees to it that the motor is kept constantly wound up by electrical means.

The story of the Motrola is in itself interesting.

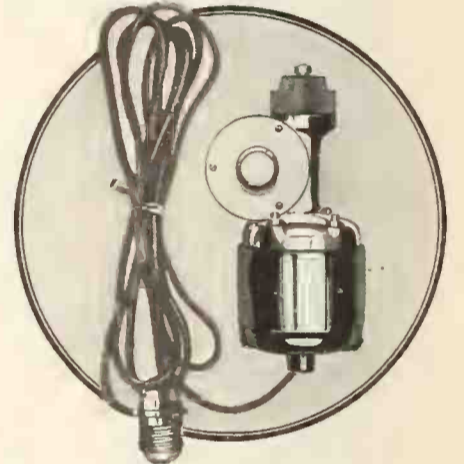


Joseph W. Jones.

Joseph W. Jones, president of Jones Motrola, Inc., and who is well known in the trade as the original holder of the basic patents under which the present disc records are made, has a large country home where life was worth living were it not for the fact that the family and guests of Mr. Jones were fond of dancing and his duty was to keep the talking machine wound for the purpose. Mr. Jones, who among other things is responsible for the Jones speedometer and the Jones taximeter for automobiles, believed there might be some way to save physical effort in winding the machine, and constructed the first Motrola for his own private use. The manner in which the device impressed his friends resulted in the formation of a company for the marketing of the Motrola.

The Motrola is small, compact and attractive in appearance, and consists chiefly of a small electric motor with special gearing. The Motrola is attached to any of the standard makes of talking machines simply by removing the winding key and slipping a special wheel over the winding rod. When the Motrola is in place and connected with the electric current it proceeds to wind up the talking machine motor to about three-quarters of its capacity, when the tension of the spring releases a switch and the winding stops. When the talking

machine runs down to about half its capacity the reduction in spring tension automatically turns another switch and the winding operation is resumed. By means of the device the spring motor is kept wound at from one-half to three-quarters its capacity, which is claimed to lengthen its life and



The Jones Motrola.

also to insure uniform speed in the turntable. A special button is provided by which the Motrola may be set in motion before the automatic switch is operated, if desired.

The Motrola is so simple in construction that it is practically fool-proof, and among other things prevents the overwinding of the spring. In the event that anything goes wrong with the current or the Motrola itself, it can readily be removed from the machine and the winding key reinserted. There has been a great deal of interest shown in the Motrola since it was first introduced to the trade and its field of operation explained. The general appearance of the device is indicated by the accompanying cut.

CONTRACTS FOR NEW FACTORY.

The Keystone Talking Machine Co. has awarded contracts for a brick and steel factory building at Williamsport, Pa. Construction will begin at once.

THE KEY
TO SUCCESSFUL TALKING MACHINE CONSTRUCTION

MICATONE

MICA DIAPHRAMS

USED IN THE BEST MACHINES

WASTED

Cabinet—Motor—Advertising—all the excellent things you put into your machine

UNLESS

a Good Diaphragm be among them.
MICATONE is the Best.

MEIROWSKY BROS.

108 Broadway Jersey City

KANSAS CITY DEALERS OVERCAME STOCK SHORTAGE.

Cheaper Machines Used as Temporary Substitutes for Higher Priced Models with Considerable Success—What the Various Houses Have to Report Regarding Business for the Past Year and During the Holidays—Expansion to Be the Rule—News of the Month.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., January 3.—As a result of the holiday business in the talking machine trade the dealers were pretty nearly cleaned out. Most of the dealers had at the last moment to give temporary relief to would-be purchasers by substituting something that would answer the purpose until the particular machine desired could be secured. Usually a cheaper machine had to act as substitute, for the trade demanded the better class of goods. While the record departments have so far been able to keep well ahead of orders, there will be a tremendous demand during the next few weeks.

Kansas City was tolerably well supplied with the various talking machine makes for the Christmas season. The established dealers in Victrolas, Columbias and Edisons had made careful plans far ahead. The Pathephone entered Kansas City only a few weeks before Christmas. The Starr phonograph had been seen for several weeks, but a supply that could meet the local demand did not arrive until late. The Field-Lippman piano store received a shipment of the Knabe Bros. Crystola the week before Christmas.

E. E. Trower, of the E. E. Trower Music Co., St. Joseph, Mo., spent considerable time in Kansas City the month before Christmas, at the Household Fair, where the Pathephone is being handled. The store did a fine business in the new machine, as did Butler & Sons in Kansas City. The Trower Co. acts only as jobbers, the Pathephone being handled in St. Joseph by Townsend, Wyatt & Weall and Schneitter Bros. at retail.

H. A. Tibbels, proprietor of the finest jewelry store in Emporia, Kan., has entered the talking machine trade by adding a department for Pathephones.

The Starr Piano Co., at Kansas City, received a shipment of phonographs for the Christmas trade, and many were sold. The company, however, has not yet received them in sufficient number to supply the dealers.

"Service" is a watchword at Wunderlich's—and the forethought that provides good service was amply repaid recently. One of our leading bankers was referred there by a friend in the hope of getting certain records. Fortunately the store had the records—and the banker has the notion that the only place to buy talking machine goods is at Wunderlich's. Mr. Wunderlich has a wide acquaintance among the business men of the city, whose thoughts naturally gravitate to him when a music purchase is contemplated.

The Christmas trade at the Edison Shop, Kansas City, was fully up to expectations. Much advertising was done, and the concerts, the programs of which were announced, were attended by crowds that filled the store every afternoon. The retail business of the store has been growing rapidly in the two years since it was established, and the pros-

pects are fine. The mark is set at doubling the 1915 business this year. The wholesale trade has equaled the expectations of M. Blackman, manager of the branch, but far exceeded the expectations of many of the dealers. A "preparedness" letter was sent out early in November and several dealers wrote in after Christmas expressing their regrets that they had not heeded it—they were sold out. Many good agencies were established late in the year, just in time for Christmas trade. One of the best of these, which reported exceptional results, was the Newman Mercantile Co., of Joplin, a large department store.

The \$250 Edison machine seems to have been the most popular in demand during the holiday season at Kansas City. One day, for instance, three-fourths of the machines sold were \$250. The brown mahogany finish in this class was offered the Kansas City trade just two days before Christmas, and went fine.

The talking machine department of the Schmelzer Arms Co., handling Victrolas, had the largest holiday trade, both jobbing and retail, in the history of the store. For the week before Christmas A. A. Trostler, manager, and his assistants were at work until 1 and 2 o'clock every morning. The last sale on Christmas Eve was an 18 Circassian walnut \$400 machine. A large number of machines were sent out by express the day before Christmas. For several days, in fact, nearly everything was sent by express. Wagonloads of machines received by freight were hauled to the store, marked on the wagons, and sent to the express offices.

J. C. Constance, of the Frederickson-Kroh Music Co., Oklahoma City, was a visitor in Kansas City during the Christmas holidays.

E. A. McMurty, manager of the Kansas City office of the Columbia Co., spent Christmas in St. Louis.

The Henley-Waite Music Co. has practically discontinued its talking machine department for the five weeks after Christmas. Miss Jean Kendrick, who has charge of the department, is filling an engagement at the Willis Wood Theatre, having been engaged as soloist there. She will return to the Henley-Waite Co. after the theatrical engagement.

The talking machine department of the George B. Peck Dry Goods Co., under the management of John F. Ditzell, was unable to obtain sufficient machines to handle the Christmas trade, particularly in the fumed oak finish, the Peck store's biggest seller. Mr. Ditzell is working up a large mail order trade.

Several Kansas City dealers are urging others to drop the plan of sending out records for approval. Every firm in the city is now doing that, but a feeling is becoming apparent among some that it is bad business. One firm now refuses to send out less than six, and with an understanding

that a third of them must be kept. With some customers, when large numbers are sent, it is demanding that twelve be taken; for, as the manager explained, he cannot afford to make the deliveries with the possibility that only one or two records will be kept. The cost of the delivery amounts to more than his profits.

Harry B. Bibb, manager of the talking machine department of the Jones Store Co., won the cash prize offered by the store management for the department showing the biggest gain in November over the same period of the previous year. His department took a similar prize for the week ending Christmas day and, although the exact figures have not been announced, it is more than probable that the prize for December likewise will be won. Mr. Bibb has managed the department since September 1.

Means & Pearson sold out of the \$200 Victrola styles a few days before Christmas. The company tried to obtain more here and was unsuccessful.

W. M. Handley, formerly of Birmingham, is a new retail salesman for the Kansas City branch of the Columbia Co.

The Columbia Co. enjoyed an unexpectedly heavy Christmas business. The retail department and dealers throughout the Kansas City territory called for more machines than could be supplied, although E. A. McMurty obtained a rush express shipment of machines valued at \$5,000 a few days before the big holiday. Every shipment billed for the company for December was changed from freight to express to expedite the handling. George F. Standke, in charge of the retail department, made the statement that he could have handled just twice as many machines as were allotted to him.

North Mehornay, manager of the talking machine department of the North-Mehornay Furniture Co., states that the department has grown to such an extent that it far outstrips in volume and profit that of any other special line handled by the company. Mr. Mehornay has three salesmen under him, all of whom devote their time to no other line.

Oscar Mehornay, of the Stout-Mehornay-Duckwall Co., Salem, Ind., was a recent Kansas City visitor. His company makes the boxes for the "Leader" type of Columbia machine. While here he said his company was 7,600 machines behind on its orders from the Columbia Co.

NEW DIAMOND DISC STUDIO OPENED.

(Special to The Talking Machine World.)

PLAINFIELD, N. J., December 31.—A new Diamond Disc studio was opened here last week under the management of Capt. F. W. Vogel and Stephen Haff. The new studio, located at 310 West Front street, has a large recital room, where a series of concerts will be given weekly to demonstrate the qualities of the latest Edison machines. A complete line of machines is on exhibition in the sales department and the supply department has a full stock of the latest records and accessories.

A scrappy salesman may win some arguments, but he'll win mighty few customers.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

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

Talking Machine Cabinet Manufacturers

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

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



This is a harvest time for foreign record business! The Columbia recordings of music of all nations—vocal, as well as instrumental, issued continually, offer possibilities no talking machine dealer can well ignore.



(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

TO HANDLE PATHE PHONOGRAPHS IN INDIANAPOLIS.

Tobin Brothers, Formerly of New York, Open Elaborate Quarters in That City—Will Act as Distributors for Indiana, Handling the Pathé Line Exclusively—Exceptionally Heavy Record Demand a Feature of the Holiday Business—All Lines Do Well.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 6.—Three brothers, M. A., W. J. and M. P. Tobin, formerly of New York City, this month will open a store at 10 East Washington street to handle Pathé phonographs. Pending the occupancy of their store, the Tobin brothers have had a display of Pathé phonographs at 7 North Meridian street, near the storeroom they will occupy.

Besides doing a retail business, they will act as distributors in Indiana. Although there are several stores handling the Pathé phonograph in Indianapolis, the new Tobin store will be the only store handling the Pathé exclusively. The new store is located in the heart of the shopping district of Indianapolis. It makes the fourth store in the city in which talking machines are sold exclusively, the other stores being the Edison Shop, selling the Edison machines; the Columbia store, the Stewart Talking Machine Co., selling the Victrola, and the Rex store, selling the Rex machine.

At the local Columbia graphophone store the hardest work for several weeks has been to secure sufficient products to fill the growing demand for the Columbia Grafonolas. Manager A. W. Roos had laid in an exceptionally large stock in anticipation of a particularly good season, and needed it all.

The demand for records suitable for the Christmas season was far in excess of expectations, and a spirited revival of the sale of dance records contributed to an enormous record business for the month.

In the Dictaphone department F. J. Clark succeeded in closing several good sales, with the result that December is by far the best month in amount of sales made that the Dictaphone has ever experienced in this territory.

In summing up, Manager Roos is very much pleased with the totals arrived at in cash receipts and sales. Mr. Roos is of the opinion that cash is "looser" in this locality now than it was in the previous year, and there is a much smaller number of delinquent accounts on the books than that which corresponded for the preceding year.

B. C. Fletcher, retail floor manager, reports that the tendency of the public is to buy higher priced machines, on the average, each year.

The Columbia branch operated in Terre Haute under O. D. Standke succeeded in rounding out a remarkably fine December business. Mr. Standke, although having been in charge of the branch only a short time, succeeded in placing on the books nearly twice as much business as was done in the same location last year.

From the reports of all dealers handling talking machines there seems to be no doubt but what the talking machines proved to be one of the most popular, if not the most popular, selection for gift purposes.

E. W. Exley, district manager of the Starr Piano Co., said that the demand for the new Starr phonograph exceeded the supply before Christmas. Business was also good with the Vocalions of the Aeolian Co.

Walter E. Kipp, proprietor of the Edison Shop and manager of the Kipp-Link Phonograph Co., distributors of the Edison disc phonograph, reported a good record for the Edisons and Emerson Knight. The Stewart Talking Machine Co., handling the Victrola, reported a large December trade.

APPOINTED ASSISTANT MANAGER.

A. E. Donovan Now Filling This Position with the Personal Record Department of the Columbia Co.—Manager King a Busy Man.

A. E. Donovan has been appointed assistant manager of the personal record department of the Columbia Graphophone Co.

Mr. Donovan has been serving as assistant to Henry D. King, manager of this department, for the past three months and his promotion is based upon the very excellent results which he has achieved during that time.

Mr. King, who retains the post of general manager of the personal record department, is also manager of the Columbia professional department, and the duties of the latter position have multiplied so rapidly that Mr. King felt obliged to give the greater part of his time to this end of the business.

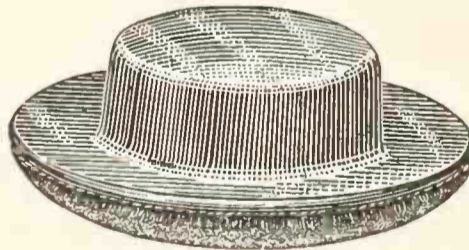
A. E. Donovan.

Mr. Donovan will concentrate on the personal record division, which has unlimited opportunities for development.

A new Edison phonograph shop has been opened in Meriden, Conn., by A. D. Elster.



"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.

HAWAIIAN UKULELES

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

SHERMAN, CLAY & CO.

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

"MAGNET" DECALCOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS ETC.

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

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.

136 LIBERTY ST., NEW YORK



SOLD BY WALTER D. MOSES & CO.

Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

GREAT ACTIVITY IN WINNIPEG.

New Stores and Departments Being Opened in Canadian Northwest—"Unraveling the Tunes" a New Form of Contest—A. G. Farquharson in Charge as Manager—Liberal Advertising Campaigns Secure Results.

(Special to The Talking Machine World.)

WINNIPEG, MAN., January 4.—The talking machine trade is receiving a large share of advertising and window display attention, and as a result there is considerable activity in this branch of the music trade business. Reports received from the various local dealers handling talkers indicate that Santa Claus this year had a strong fondness for talking machines and records of the expensive type.

Ralph Cabañas, manager of the Columbia Graphophone Co. in Canada, with headquarters at the company's factory in Toronto, recently paid his initial visit to Winnipeg. "The only regretful part of my visit here," said he, "is that we cannot possibly deliver all the goods on order. The jobbers and dealers are clamoring for goods, and unfortunately our best efforts will still leave many hundreds of machines undelivered." Mr. Cabañas was most favorably impressed with the activity and life in Winnipeg.

J. A. Banfield, one of Winnipeg's leading furniture dealers, has opened up Columbia graphophone parlors. In connection with the opening of this department was a public concert and contest, the latter being called "Unraveling the Tunes." The record of "Tangled Tunes" was played and a prize given to the person giving the names of the tunes on the record.

Frank Norris, newsdealer, has also opened up a Columbia department under the management of L. Burke.

The Doherty Piano Co.'s Western branch, in its talking machine department, where it features Edison, Columbia, Sonora and other lines, reports existing conditions as splendid and is well satisfied with the amount of sales reported.

A. G. Farquharson, who recently arrived in Winnipeg from Toronto to take charge of the Western Gramophone Co., is now installed in the managerial chair of that firm. T. Nash, manager of His Master's Voice Gramophone Co., Toronto, who has been dividing his time between Toronto and Winnipeg for some months past, arrived with Mr. Farquharson and, after turning over the Victor distributing interests in the West, returned East.

The travelers now returning from the Western Provinces are in much better heart than was the case some months ago. They find that since the results of the harvest have been felt the merchants in small towns especially are now ready to place increased orders, and a good year is expected.

A double-page spread was recently run in a number of the leading Winnipeg dailies in the interest of the Edison phonographs, and the results achieved were splendid.

W. Barton, a new dealer at Fernie, B. C., in addition to handling pianos, has established a talking machine department in his store.



Lansing Khaki Moving Covers

Made for all Sizes
of Phonographs.
Write for booklet

Lansing Covers are of the highest quality—heavily padded and quilted. They are made in two grades—with cotton interlining and with felt interlining. Lansing Covers guarantee bruiseless and scratchless cabinets; eliminating excess polishing charges and PAY FOR THEMSELVES during the FIRST month.

The size shown herein is for delivering small machines costing \$3.85 each, with cotton interlining (Grade B), and \$5.60 with felt interlining (known as Grade A). Samples on receipt of price.

E. H. LANSING, Mfr.
611 Washington St., Boston, Mass.

NEW EDISON PUBLICATION.

House Organ to Be Devoted Exclusively to the Interests of the Edison Diamond Disc Instruments—Greeting from Thomas A. Edison.

The month of December saw a new house publication issued by Thomas A. Edison, Inc., Orange, N. J., manufacturer of the famous Diamond Disc phonograph and the well and widely known Edison Diamond Amberola phonograph. The new monthly will be devoted exclusively to the interests of the Diamond Disc instruments and records and will be edited by Edward C. Boykin, formerly with the New York Evening Journal.

The Edison Phonograph Monthly, which heretofore had covered both disc and Amberola fields, will now devote all its energies toward advancing Amberola interests only. William Bayley will continue as editor.

For its first issue the Diamond Disc organ appeared without a name and carried an invitation to dealers to suggest an appropriate title. It is required that the new name be adopted before the January issue goes to press. On the title page no less a personage than Thomas A. Edison himself holds out a figurative hand of greeting to Edison dealers in a fac-simile of his handwriting, and says:

"A year ago we had a big fire to help us celebrate Christmas. I expect you dealers were a little bit discouraged then, but I am sure you feel dif-

ferently now. As you know, some people said the Edison was too good to be produced in commercial quantities. They called it a 'laboratory product.' Since the fire we have made some changes that enable us to turn out a product of laboratory quality in practically unlimited quantities. This is one good thing the fire did for us.

"This should be a Merry Christmas for every loyal Edison dealer, and I believe next Christmas will find each of you still better pleased that he is an Edison dealer. Every Edison dealer and jobber has my best wishes. (Signed) Thomas A. Edison."

Typographically the new Edison house organ is most attractive, and very tastefully carried out on a high grade of stock in that warm, creamy tone known as India tint, the whole in full harmony with the high standard of the Edison product.

ACKNOWLEDGMENT.

The Talking Machine World has been in receipt of hundreds of holiday greetings from its friends in this as well as foreign countries. We cordially reciprocate all the good wishes expressed in these cards and thank our friends for their kind remembrances.

George L. Babson, general manager of the Phonograph Corporation of Manhattan, New York, Edison distributor, is receiving expressions of sympathy from his many friends in the trade upon the sudden death of his baby daughter.

John M. Dean CORPORATION

PUTNAM, CONN.

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

Manufacturers of
TALKING MACHINE
NEEDLES

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

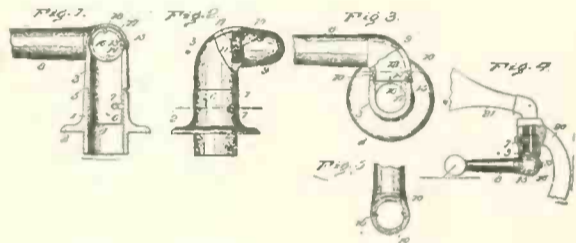
WASHINGTON, D. C., January 8.—TALKING MACHINE.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 14,035. (Reissued.)

This invention relates to the sound conveyer employed in talking machines for connecting the sound box with the amplifying horn. This conveyer is frequently referred to in the art as a "tone arm."

One object of the invention is to produce a tone arm that is correctly designed, from an acoustical point of view, and with a continuous and unobstructed passageway for the sound waves from the vibrating diaphragm to the horn.

Another object is the production of a tone arm which shall be free from vibration and free from rattling of the parts, yet capable of universal movement.

A further object is the production of a standardized tone arm—that is, one which can be used to equal advantage on a "visible horn" machine or a



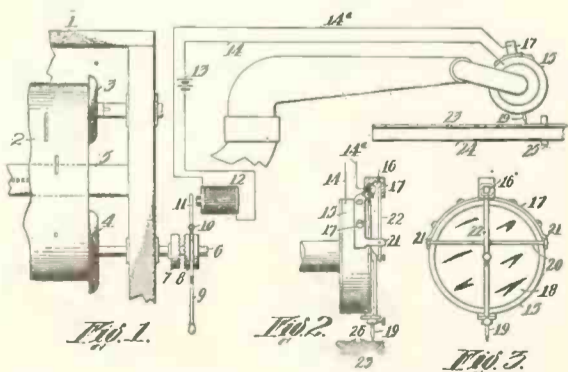
"concealed horn" machine—at the same time being simple and efficient in construction and attractive in appearance.

Figure 1 is a side view of a portion of the so-called "tone arm" or sound conveyer, mounted for use with a "concealed horn" talking machine so-called, showing the mounting therefor in vertical section; Fig. 2 is an end view of the same, looking from the right of Fig. 1, and partly in section; Fig. 3 is a plan view of Fig. 1, partly in horizontal section; Fig. 4 is a side view showing the tone arm in connection with a "visible horn" machine, and Fig. 5 is a sectional view showing details.

COMBINED PIANO PLAYER AND PHONOGRAPH.—Walter M. Davis, Paris, France. Patent No. 1,164,265.

This invention relates to a combined piano player and phonograph, and particularly to devices for starting the player record in predetermined relation to the phonographic record.

In prior Patent No. 958,730, dated May 24, 1910, means are shown for producing a record of a vocal or other selection upon a disc or record-receiving element of a phonograph, and for simultaneously producing a record of the piano accompaniment thereof upon the record sheet of a piano player. Having secured these simultaneous records, it is evident that means must be provided for starting the record of the accompaniment upon the player in predetermined relation to the record of the selec-



tion upon the phonograph. In prior patents Nos. 958,731 and 1,013,589, dated May 24, 1910, and January 2, 1912, respectively, devices are shown for starting the records in such predetermined relation, these devices comprising a separable connection in the driving mechanism of the piano player and electro-magnetic means for closing this connection, said means being controlled by a contact

piece inserted in the phonograph record. When this contact piece came into relation with the metallic needle or stylus of the phonograph a circuit was closed which operated through the magnet to connect the driving mechanism to the piano player.

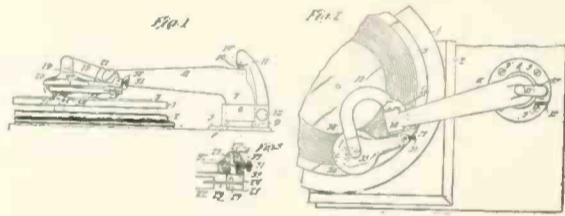
It is the object of the present invention to improve upon the devices shown in prior patents, and to provide electrical means for controlling the operation of the driving mechanism of the piano player which shall still be controlled by the phonographic record, but which shall not involve the addition of special electrical contacts and connections thereto.

Figure 1 is a side elevation showing a portion of a piano player, a portion of a phonograph and the controlling devices for starting the player, and Figs. 2 and 3 are side and front views respectively of the sound box of the phonograph showing the means by which the electro-magnetic circuit is controlled.

PHONOGRAPH OR TALKING MACHINE.—Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,158,661.

This invention relates to phonographs or talking machines, and the principal object is to provide an improved construction whereby reproducers adapted to operate upon sound records having record grooves of the up and down or hill and dale type, and more particularly reproducers provided with floating weights, carrying the reproducer styluses, are adapted to be fed across the record surface by the coaction of the reproducer stylus and the record groove.

Another object of the invention is to provide an improved mounting for reproducers of the type specified above whereby they may be readily moved



into and out of operative position or held in proper operative position with respect to the record.

Figure 1 is a side elevation of a portion of a phonograph or talking machine embodying one form of the invention; Fig. 2 is a partial plan view of the same, and Fig. 3 is a view partly in side elevation and partly in section of a detail of construction.

In all of the views like parts are designated by the same reference numerals.

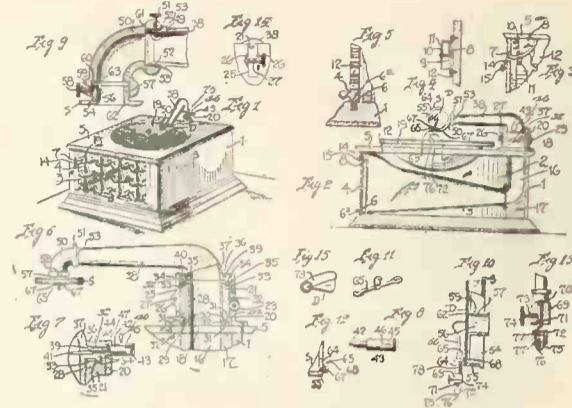
SOUND-REPRODUCING MACHINES.—Annie W. Schmidt, Oakland, Cal. Patent No. 1,158,728.

This invention relates to certain improvements in sound-reproducing machines, and the object of the invention is to provide a device of this general character having novel and improved means whereby a reproduction of sound may be obtained with a maximum of tone quality and whereby the possibility of foreign sounds is substantially eliminated.

The invention consists in the details of construction and in the combination and arrangement of the several parts of the improved machine whereby certain important advantages are attained and the device is rendered simpler, less expensive and otherwise more convenient and advantageous for use.

Figure 1 is a view in perspective of a reproducing machine constructed in accordance with an embodiment of the invention; Fig. 2 is a vertical sectional view taken through the casing or cabinet of the device as herein embodied, with the sound-reproducing mechanism in elevation; Fig. 3 is an enlarged fragmentary sectional view illustrating the mechanism herein embodied for controlling the swinging side member or damper; Fig. 4 is an

enlarged fragmentary detail view illustrating the keeper included in the locking mechanism disclosed particularly in Fig. 3; Fig. 5 is an enlarged fragmentary view illustrating in detail the locking means herein embodied for maintaining the swinging side member or damper in closed position; Fig. 6 is an enlarged view, partly in elevation and partly in section, of the sound-reproducing mecha-



nism as herein embodied, the sound box being shown adjusted to an inoperative position; Fig. 7 is an enlarged fragmentary view illustrating the means for holding the supporting arm included in the sound-reproducing mechanism against swinging movement; Fig. 8 is a view in elevation, with a part in section, of the locking member as disclosed in Fig. 7; Fig. 9 is an enlarged fragmentary sectional view of the elbow embodied in the present sound-reproducing mechanism and illustrating the coacting parts in operative connection therewith; Fig. 10 is a view, partly in side elevation and partly in section, of the sound box as herein embodied; Fig. 11 is a view in perspective, detached, of the butterfly mounting employed in connection with the sound box; Fig. 12 is a detail sectional view of the sound box illustrating an anchoring means for the butterfly mounting; Fig. 13 is an enlarged fragmentary view, partly in elevation and partly in section, illustrating certain details of the stylus arm and stylus member; Fig. 14 is a fragmentary detail view illustrating the means for expanding or contracting the barrel as herein embodied, and Fig. 15 is a fragmentary perspective view, on an enlarged scale, illustrating the tube mounting for the diaphragm.

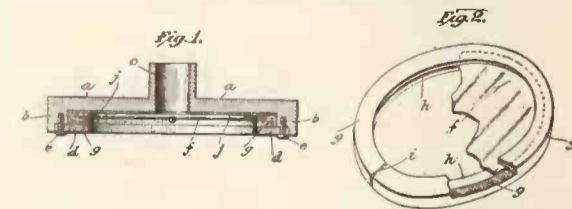
SOUND BOX FOR PHONOGRAPHS.—Clinton B. Repp, New York. Patent No. 1,163,854.

This invention relates to sound boxes for phonographs, and more particularly to the means for insulating the sound box casing so as to exclude the vibrations developed in the diaphragm therefrom.

The main object of the invention is to provide a sound box wherein the edges of the diaphragm will be firmly clamped in position through a medium which will absorb any vibrations passing thereto, which will be weather proof and not susceptible to climatic changes, and which will not deteriorate rapidly through aging.

A further object is to provide a structure of this character wherein the edges of the diaphragm will be completely inclosed by the vibration absorbent body so as to eliminate any possibility of vibrations passing to the metallic portions of the sound box.

A still further object is to provide in a sound box a uni-structural gasket supporting the dia-



phragm which will have a normal tendency to close upon the edge of the diaphragm, thus simplifying its application to the sound box. And a still further object is to provide a sound box wherein the metallic portions within the sound box will be sheathed by a resilient body to prevent the development of sound vibrations in the metallic portions of the sound box adjacent to the sound outlet opening.

The invention consists primarily in a sound box for phonographs, embodying therein a casing having a sound outlet opening therein, a diaphragm

AN ESTABLISHED AND SUCCESSFUL TALKING MACHINE LOCATION FOR RENT in the FIFTH AVENUE BUILDING, which faces Madison Square, at the Junction of Fifth Avenue, Broadway and Twenty-third Street.

THE STORE at Number Nine West Twenty-third Street, with show windows on the Fifth Avenue Building Arcade as well as on the street, IS FOR RENT.

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The Fifth Avenue Building Company

and a cork gasket supporting the edge of said diaphragm, said gasket having oppositely disposed portions adapted to be clamped upon said diaphragm, and means clamping said gasket upon the edge of said diaphragm, and in other novel features of construction.

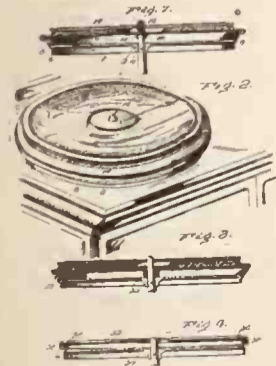
Referring to the drawings: Figure 1 is a transverse section of a sound box embodying this invention, and Fig. 2 is a detail view in perspective of the packing gasket with the diaphragm therein, said diaphragm being broken away, and said gasket being partly broken away.

SUPPORT FOR TALKING MACHINE RECORDS.—Louis K. Scotford, Chicago, Ill. Patent No. 1,163,566.

This invention relates to turntables, or rather to cushioning supports to be secured to turntables of ordinary talking machines. It is known that a disc record gives out sounds and it has therefore been suggested that the disc record may be used without a sound box.

It is the object of the invention to overcome as far as possible the disc giving out the sounds referred to, except through the proper channel, i. e., the sound box.

It has been proposed to provide the turntable of a talking machine with a rubber covering having nibs or projections under the playing portion of the record. But when any cushion is provided which leaves an air space under the playing part of the record, even though that record may be supported at a number of different



points, there is a hollow sound due to the fact that there are some points of the record, opposite the needle, where there is no direct support. The inventor discovered that the use of sponge rubber, particularly when this rubber is secured to a fabric stretched over the revolving disc, overcomes to a large extent the objections above referred to and

also that the objections are in a measure overcome by a cushion of rubber stretched or suspended across the turntable so as to support the disc record under the whole part thereof opposite the playing part of the record.

In one of the preferred embodiments of this invention excellent results are obtained by stretching a fabric over the revolving disc with the sponge rubber on the fabric so formed as to contact with the back or under portion of the record opposite the needle. This construction provides a soft, yielding bed on which to lay the record while playing—a bed that will not be rigid, but which will allow the record to "give" more or less freely.

In the accompanying drawings Figure 1 is a sectional view of a turntable having the invention applied thereto. Fig. 2 is a perspective view. Figs. 3 and 4 are sectional views of modified forms.

COATED PHONOGRAPH STYLUS AND OTHER ARTICLE.—Engelhardt A. Eckhardt, Philadelphia, Pa. Patent No. 1,162,285.

This invention resides in articles of iron, steel or other metal, or combination of metal or alloy having a coating of metal, or combination of metals or alloy, alloyed therewith, for the purpose of making the point, edge, surface or the whole mass of such articles hard, hard and abrasive, wear withstanding, or having other desirable properties.

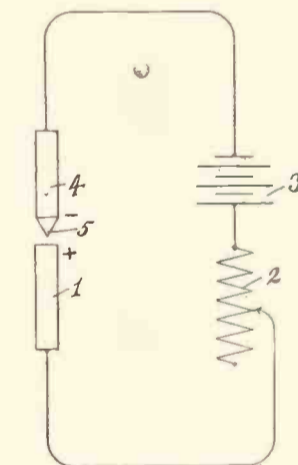
More particularly this invention relates to such an article having such a coating of tungsten, chromium, cobalt, molybdenum, etc., or an alloy of any of these with another metal, or an alloy of one of these with one or more of the others mentioned.

This invention resides in a stylus or needle for use in making phonographic sound records, or for reproducing sounds from sound records. Such a stylus consists preferably of a metallic stylus or needle having at its point and vicinity thereof a coating of tungsten, or tungsten alloyed with the metal of a needle or stylus. Such a stylus or needle is very hard, harder than tungsten itself, and successfully withstands wear and lasts many times longer than the ordinary stylus which, as well

known, serves for reproducing from a relatively small amount of sound record and must then be replaced by a new needle. A stylus or needle of the character herein described will serve to reproduce from a very great number of average sized records without any substantial wear. And such a

stylus or needle is inexpensive because of the very small amount of tungsten or tungsten alloy or other metal required and from the further fact that the process of making the same is simple and inexpensive.

In the drawing, 4 represents a phonograph stylus or needle having the pointed end 5. It is shown connected by a conductor with the negative terminal of the source of current 3,



preferably a source of direct current, as a storage battery or dynamo-electric generator whose positive terminal is connected through the adjustable resistance 2 with the positive electrode 1 of tungsten, tungsten alloy or other suitable material, as molybdenum, cobalt, chromium, etc., or an alloy of any one of these, or an alloy of any one of them with other or others of them.

APPOINTED CHIEF CLERK.

M. M. Reinhard has been appointed chief clerk of the offices of the New York Talking Machine Co., Victor distributor, and will be in direct charge of the accounting and billing departments. Mr. Reinhard has been connected with the company for the past year and has won the friendship and esteem of all his co-workers.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL, DO IT NOW!

RECORD BULLETINS FOR FEBRUARY, 1916.

COLUMBIA GRAPHOPHONE CO.

DOUBLE DISC RECORDS. Popular Hits for February. No. A1898 You'll Be There (Brennan and Ball). Orchestral accompaniment. Peerless Quartet. Don't Bite the Hand that Feeds You (J. Morgan). Tenor Duet, orch. accompaniment. Burr and Campbell. A1903 A Girl in Your Arms is Worth Two in Your Dreams (Wenrich). Soprano and Tenor Duet, orch. accompaniment. Grace Nash and Henry Burr. When You're Dancing the Old-Fashioned Waltz (A. Von Tilzer). Tenor Duet, orch. accompaniment. Burr and Campbell. A1900 When You Were a Baby and I Was the Kid Next Door (Harry Tierney). Soprano and Tenor Duet, orch. accompaniment. Louise MacMahon and Sam Ash. Is There Still Room for Me 'Neath the Old Apple Tree (Abrahams). Tenor Duet, orch. accompaniment. Burr and Campbell. A1901 I Guess I'll Soon Be Back in Dixieland (Rogers). Character Singer, orch. accompaniment. George O'Connor. These Feet of Mine (Martin Horn). Character Singer, orch. accompaniment. George O'Connor. February Dance Records. A5760 Perdita Waltz (McKee). Prince's Orchestra. Blue Paradise Waltzes (Eysler and Romberg), introducing "The Waltz of the Season," and "Auf Wiedersehn." Prince's Orchestra. A5757 Honey-Bunch Fox Trot (Caslar). Prince's Band. Chin-Chin Fox Trot (Brown and Spencer), introducing "Underneath the Stars." Prince's Band. A5758 When You're Down in Louisville One-step (Berlin and Abrahams), introducing "Is There Still Room for Me 'Neath the Old Apple Tree." Prince's Band. The Sweetest Girl in Monterey Medley Fox Trot (Paley, Marshall and Cormack), introducing "An Old-Fashioned Garden in Virginia," and "That's When I'll Marry You." Prince's Band. A5759 In the Glory of the Moonlight One-step (Morgan, Monaco and Wenrich), introducing "Don't Bite the Hand That Feeds You" and "Beatrice Fairfax." Prince's Orchestra. Archibald One-step (Kraus). Prince's Orchestra. Comedy Singing Descriptive. A1890 At the Circus (F. Wallace Rega). Descriptive. Duet with orch. accompaniment. Arthur Collins and Byron G. Harlan. Sargent Man (Hager). Descriptive; Duet with orch. accompaniment. Arthur Collins and B. G. Harlan. DOUBLE DISC RECORDS. Gems from Tchaikowsky's "Nut Cracker" Suite. A5749 Casse-Noisette Suite (Tchaikowsky). "Danse Chinoise" and "Danse des Mirlitons." Prince's Orchestra. Casse-Noisette Suite (Tchaikowsky). "Valse des Fleurs." Prince's Orchestra. Brilliant Performance of Orchestral Overtures. A5750 Poet and Peasant Overture (Von Suppe). Part 1. Prince's Orchestra. Poet and Peasant Overture (Von Suppe). Part 2. Prince's Orchestra. A5751 Morning, Noon and Night Overture (Von Suppe). Part 1. Prince's Orchestra. Morning, Noon and Night Overture (Von Suppe). Part 2. Prince's Orchestra. Comic Dialect Dialogues. A5752 The Curio Seekers. Original. Comedy Dialogue with banjo accompaniment. Billy Golden and Jim Marlowe. A Coon's Attempted Suicide. Original. Comedy Dialogue, with banjo accompaniment. Billy Golden and Jim Marlowe. BLUE-LABEL DOUBLE-DISC RECORDS. Two Perfections of Trio Playing. A1866 In the Gloaming (Harrison). Violin, cello and piano. Taylor Trio. Home, Sweet Home (Payne). Violin, cello and piano. Taylor Trio. Humorous Sketch, "Cohen" Telephones Again. A1885 Cohen Telephones from Brighton. Original. Joe Hayman and Co. Serenade (Moszkowski). Prince's Orchestra. "Casey" Enters Field of Humor. A1886 Casey at the Dentist's. Comedy Monologue. Casey as a Doctor. Comedy Monologue. Michael Casey. Brilliant Orchestral Intermezcos. A1887 Whispering Willows. (Victor Herbert). Intermezzo. Prince's Orchestra. In the Pavilion (Cadman). Intermezzo. Prince's Orchestra. Xylophone and Orchestral Bell Novelties. A1888 Intermezzo Russe (Franke). Xylophone Solo. Howard Kopp. Little Beauty Mazurka (Rubsam). Orchestral bells. Howard Kopp. Songs of Friendship and Sentiment. A1889 Friend o' Mine (Sanderson). Baritone Solo, orch. accompaniment. Albert Wiederhold. Some Day (Wellings). Baritone Solo, orch. accompaniment. Albert Wiederhold. Perfection in Quartet Singing. A1891 Absent (Metcalf). Unaccompanied. Columbia Stellar Quartet. Crossing the Bar (Barnby). With orch. accompaniment. Columbia Mixed Quartet. Clever Songs by Columbia Stellar Quartet. A1892 A Hong Kong Romance (Hadley). With orch. accompaniment. Columbia Stellar Quartet. There Was a Little Man (C. B. Shaw). Columbia Stellar Quartet. Marvelous Music by Russian Cathedral Choir. A1894 Lord Have Mercy (Ablobeckiu). Russian Cathedral Choir. The Lord's Prayer. Russian Cathedral Choir. Old Songs by Favorite Quartets. A1893 On the Banks of the Wabash (Dresser). With orch. accompaniment. Broadway Quartet. Medley of Old Songs. With orch. accompaniment. Columbia Stellar Quartet. "Spirituals" by Negro Jubilee Singers. A1895 There Is a Light Shining for Me. Fisk University Male Quartet. O Mary, Don't You Weep, Don't You Mourn. Fisk University Male Quartet. Solos by New Soprano. A1896 His Lullaby (Carrie Jacobs-Bond). Soprano Solo with orch. accompaniment. Mary O'Rourke. Little Gray Home in the West (Lohr). Soprano Solo, orch. accompaniment. Mary O'Rourke. Solos by Judson House, Tenor. A1897 Where My Caravan Has Rested (Lohr). Tenor Solo, orch. accompaniment. Judson House.

Tell Her I Love Her So (DeFaye). Tenor Solo, orch. accompaniment. Judson House. "Mother" Songs by Well-Known Artists. A1899 M-O-T-H-E-R (Morse). Tenor Solo, orch. accompaniment. Henry Burr. I Was Never Nearer Heaven in My Life (Snyder). Tenor Solo, orch. accompaniment. Sam Ash. Two Sparkling Instrumental Selections. A1902 Dialogue for Four (Val Hamm). "Vier-Gespräch." Oboe, clarinet, French horn and flute with orch. accompaniment. Suite Seville (A. Bachmann). "Bolero." Instrumental quartet. Bergh, Stehl, Hughes and Laurendeau. Cyril Maude, Greatest English Actor, in Monologues. A5746 Dinky (Harwood). Monologue. Cyril Maude. A Telephone Reconciliation (Conversation overheard in London during the Great War) (Harwood). Monologue. Cyril Maude. An International Folk-Song Medley. A5753 International Folk-Songs Medley. Part I. With orch. accompaniment. Columbia Light Opera Co. International Folk-Songs Medley. Part II. With orch. accompaniment. Columbia Light Opera Co. SYMPHONY DOUBLE-DISC RECORDS. Hofmann's Latest Piano Records. A5755 Etude in C Minor (Sternberg). Piano Solo. Josef Hofmann. Prelude in G Minor (Rachmaninoff). Piano Solo. Josef Hofmann. Home and Concert Favorites by Mme. Rider-Kelsey. A5754 Angel's Serenade (Braga). Soprano Solo, orch. accompaniment. Corinne Rider-Kelsey. Chanson Provencale (dell' Acqua). Soprano Solo in French with orch. accompaniment. Corinne Rider-Kelsey. 'Cello Interpretations by Pablo Casals. A5756 Liebestraum (Liszt). 'Cello Solo, orch. accompaniment. Pablo Casals. Air For G String (Bach). 'Cello Solo with string orch. accompaniment. Pablo Casals.

VICTOR TALKING MACHINE CO.

POPULAR SONGS. No. 17916 Love, Here Is My Heart! (Adrian Ross-Leo Silésu). Reed Miller. If the World Should End To-morrow, I'd be To-night With You (Arthur J. Jackson-Fred Fischer). Frederick Wheeler. 17919 Chinese Blues (Fred D. Moore-Oscar Gardner). Irving Kaufman. Sooner or Later (Your Heart Will Cry "I Want You") (Ed. Rose-A. Olman). Ada Jones and Billy Murray. 17923 Under the Mellow Arabian Moon (Casper Nathan and J. Walter Leopold). Billy Murray-Irving Kaufman. My Fox Trot Wedding Day, from "Hip, Hip, Hooray"—N. Y. Hippodrome (Benjamin Haggood Burt). Irving Kaufman. 17924 When It's Orange Blossom Time in Loveland (Jeff Branen-Arthur Lange). Peerless Quartet. Poppy Time in Old Japan (E. J. Meyers-Will E. Dulmage). James Reed-J. F. Harrison. 17925 At the Old Plantation Ball (Goetz-Ager-Donaldson). Collins and Harlan. Emancipation Handicap (Halsey K. Mohr). Collins and Harlan. 17926 Beatrice Fairfax, Tell Me What to Do! (Clark-McCarthy-Monaco). Ada Jones. What's the Use of Going Home (When There's Nobody There to Love?) (Grant Clark-Jimmie V. Monaco). Billy Murray-Irving Kaufman. 17927 Georgia Moon (Jean C. Havez-Ted S. Barron). Sterling Trio. Is There Still Room for Me 'Neath the Old Apple Tree? (Leslie-Brown-Abrahams). Peerless Quartet. 17911 You'd Never Know that Old Home-Town of Mine (Howard Johnson-Walter Donaldson). Collins and Harlan. Out of a City of Six Million People (Why Did You Pick on Me?) Chas. McCarron-Nat. Vincent. Ada Jones. 17912 If You Only Had My Disposition (Chas. McCarron-A. Von Tilzer). Peerless Quartet. I'm Simply Crazy Over You, from "Hands Up" (Goetz-Jerome-Schwartz). Harry Macdonough. 17913 M-O-T-H-E-R (A Word That Means the World to Me) (Howard Johnson-Theo. Morse). Henry Burr. The Wedding of the Sunshine and the Rose (Stanley Murphy-Albert Gumble). Albert Campbell-Henry Burr. DANCE RECORDS. 35511 A Perfect Day—Medley Waltz (Carrie Jacobs-Bond) (Frank W. McKee, Conductor). McKee's Orchestra. In Wintertime Waltz (McKee) (Frank W. McKee, Conductor). McKee's Orchestra. 35514 Chinese Blues—Fox Trot (Redmen-Gardner). Sousa's Band. Auf Wiedersehn—Waltz, from "The Blue Paradise" (Sigmund Romberg). Victor Dance Orchestra. 35515 Hip, Hip, Hooray—One-step (New York Hippodrome) (Raymond Hubbell). Victor Military Band. I'm Simply Crazy Over You—Medley One-step. Victor Military Band. 35516 America, I Love You—One-step (Leslie-Gottler). Victor Military Band. You'd Never Know That Old Home-Town of Mine—Medley Fox Trot. Victor Military Band. HAWAIIAN RECORDS. 17859 Maid of Honolulu (Hawaiian Guitars). Pale K. Lua and David K. Kaili, of the Irene West Royal Hawaiians. Happy Heimie March (Hawaiian Guitars). Pale K. Lua and David K. Kaili, of the Irene West Royal Hawaiians. 17907 Liaika Wai Mapuna (Longing Spring) (Hawaiian Sextet, native instruments). Toots Paka Hawaiian Troupe. Hoo Mau (Dew Drops) (Hawaiian Sextet, native instruments). Toots Paka Hawaiian Troupe. STANDARD RECORDS. 17693 Boat Song (Montrose J. Moses-Harriet Ware) (Pianoforte by Harriet Ware). John Barnes Wells. Joy of the Morning (Edwin Markham-Harriet Ware) (Pianoforte by Harriet Ware). John Barnes Wells. 17893 The Maiden's Prayer (Tekla Badarzewska) Violin, flute and harp with bells. Neapolitan Trio.

Sound of the Harp (Harfenklänge) (Heinrich Lichner, Op. 192) Violin, flute and harp with bells. Neapolitan Trio. 17905 Just a-Wearyin' for You (Frank Stanton-Carrie Jacobs-Bond) (Boy Soprano). William Pickels. Mattinata (Morning Serenade) (Tosti) (Boy Soprano) with harp by F. I. Lapitino; in English. William Pickels. 17908 L'Arlesienne—Suite No. 2 (Part 4, "Farandole") (Bizet). Vessella's Italian Band. Caprice Espagnol (Paul Beaumont; arranged by Laurendeau). Vessella's Italian Band. 17909 Mignon Overture—Part 1 (Ambrose Thomas). Victor Concert Orchestra. Mignon Overture—Part 2 (Ambrose Thomas). Victor Concert Orchestra. 17910 Sister Sorrowful Entertains the Minister (Rural Comedy). Charles Ross Taggart. Old Country Fiddler on the School Board (Rural Comedy with violin). Charles Ross Taggart. 17915 Asleep in the Deep—Parody (Comic). Al Jolson. A New Cure for Drinking (Comic Monologue). Nat. M. Wills. 17920 Scotch Bagpipe Medley—No. 1 "74th Highlanders' Farewell to Edinboro," "Money Musk Strathspey," "Deil Amang the Tailors Reel." Lovat Bagpipe Band with Harry Lauder Co. Scotch Bagpipe Medley—No. 2, "Midlothian Pipe Band," "Lord Blantyre Strathspey," "Alexander Duff Reel." Lovat Bagpipe Band with Harry Lauder Co. 17921 Sousa Medley March (Accordeon Solo) "Washington Post," "El Capitan," and "Stars and Stripes Forever." Pietro. Blaze Away March (Abe Holzmann) (Accordeon Solo). Pietro. 17922 The Ladder of Roses, from "Hip, Hip, Hooray" at N. Y. Hippodrome (R. H. Burnside-R. Hubbell). Olive Kline. Waltz Entrancing, from "Alone at Last" (Jos. Herbert-Franz Lehár). Olive Kline. 17929 Lucia—Prelude (Donizetti) Harp and orchestra. Francis J. Lapitino. Norma—Fantasia ("Hear Me, Norma") (Bellini) Harp Solo. Francis J. Lapitino. 35517 Gems from "The Princess Pat" (Henry Blossom-Victor Herbert). Victor Light Opera Co. Gems from "Alone at Last" (Woodward-Lehár). Victor Light Opera Co. 17930 That Hula Hula, from "Stop, Look, Listen" (Irving Berlin). H. Macdonough-Victor Mixed Chorus. When I Get Back to the U. S. A., from "Stop, Look, Listen" (Irving Berlin). Billy Murray-Victor Mixed Chorus. PURPLE LABEL RECORD. 76113 Rosie (Scotch Song) (J. D. Harper-H. Lauder) Comedian Sketch. Harry Lauder. RED SEAL RECORDS. 64492 Im Abendroth (In the Sunset Glow) (Schubert) Contralto Solo in German. Julia Culp. 64497 When the Dew is Falling (Fiona MacLeod-Edwin Schneider). Tenor Solo in English. John McCormack. 64506 Trovatore—Strida la vampa! (Fierce Flames are Soaring) (Act II, Scene 1) (Verdi.) Contralto Solo in Italian. Margarette Ober. 64514 Ernani—Come rugiada al cespite (The Sweetest Flow'r) (Act I.) (Verdi.) Tenor Solo in Italian. Giovanni Martinelli. 64528 A Warrior Bold (Edwin Thomas-Stephen Adams) Bass Solo, in English. Herbert Witherspoon. 64541 Bid Me Good-Bye. (Weatherly-Tosti). Contralto Solo in English. Sophie Braslau. 64542 Songs Without Words (Mendelssohn) No. 25, "May Breeze," Op. 62, No. 1 (Arr. by Kreisler). Violin Solo, pianoforte by C. Lamson. Fritz Kreisler.

NEW EDISON DIAMOND DISC RECORDS

50294 Face to Face with the Girl of My Dreams (Howard). Glen Ellison. My Big Little Soldier Boy (Church). Glen Ellison and Chorus. 50300 Asleep in the Deep (Petrie). Bass Solo. William F. Myers and Male Chorus. Blue Jay and the Thrush (Belmont). Singing and Whistling Duet. Byron G. Harlan and Joe Belmont. 50309 Frühlingsrauschen (Rustle of Spring). (Sinding). Piano Solo. André Benoist. Waltz in A Flat (Chopin), and Spinning Song (Mendelssohn). Piano Selections. André Benoist. 50310 Little Gray Mother (De Costa). Tenor Solo with Chorus. Jim Doherty. On the Bark of an Old Cherry Tree (Howard). Tenor Solo with Chorus. George Wilton Ballard. 50311 Auntie Skinner's Chicken Dinner Medley—One-step, for dancing. Sisty & Seitz's Banjo Orchestra. My Bird of Paradise Medley—One-step, for dancing. Jaudas' Society Orchestra. 50312 Last Waltz (Dabney). For dancing. Sisty & Seitz's Banjo Orchestra. Omena—Intermezzo (Hartz). Banjo Selection. Fred Van Eps. 50313 In the Land of Love with the Song Birds (Riga). Tenor and Baritone Duet. George Wilton Ballard and Owen J. McCormack. She's the Daughter of Mother Machree (Ball). Tenor Solo. Burton Lenihan. 50314 Lauterbach and Hi-le Hi-lo (with Yodels). George P. Watson. Medley of J. K. Emmett's Yodel Songs. George P. Watson. 50194 Caprice de Paganini (Paganini). Violin Selection. Daniel Melsa. Faust—Fantasie (Gounod-Wieniakski). Violin Selection. Daniel Melsa. 50253 Oh, Maritana. Maritana (Wallace). Cornet and Trombone Duet. Louis Katzman-Simone Mantia. Victoria regia—Concert Waltz (Popp). Flute Selection. Weyert A. Moor. 50254 Drummer Boy (German). Tenor Solo. Reed Miller. Somebody's Boy (David, Cliffe and Wright). Soprano Solo, with Chorus. Elizabeth Spencer. 50274 Ah! 'Tis a Dream (Lassen), and I Dream of a Garden of Sunshine (Löhr). Baritone Solos. Thomas Chalmers. Thora (Adams). Tenor Solo. Hardy Williamson. 50280 Auf Wiedersehn (The Blue Paradise) (Romberg). Soprano and Tenor Duet, with Chorus. Gladys Rice and Burton Denihan. Waltz of the Season (The Blue Paradise) (Eysler). Tenor and Baritone Duet, with Chorus. George Wilton Ballard-Frederick Wheeler. 50295 Alabama—Plantation Melody and Dance (Spalding). Violin Selection. Albert Spalding. Habanera (Sarasate). Violin Selection. Albert Spalding. 74449 Chanson Provencale (A Song of Provence) (E. Dell' Acqua). Soprano Solo in French. Frances Alda. 74451 Dream Faces (Sweet Dreamland Faces). Words and Music by W. M. Hutchinson. Baritone Solo in English. Clarence Whitehill.

- 74459 Melodie, air from "Orfeo" (Transcribed by August Wilhelmj) (Gluck). Violin Solo, piano forte by Walter H. Golde. Mischa Elman 12
- 87183 Hans und Liesel (Hans and Lisa) (Folk Song) Soprano and Tenor Duet, in German. Alma Gluck and Paul Reimers 10
- 87220 Tosca—Cantabile di Scarpia (Scarpia's Air) (Venal, My Enemies Call Me) (Act II.) (Puccini) Baritone Solo, in Italian. Titta Ruffo 10
- 87239 Sapphische Ode (Sapphic Ode) (Op. 94, No. 4) (Brahms). Contralto Solo in German. Ernestine Schumann-Heink 10
- 85541 Ben Bolt (English-Kneass). Soprano Solo, in English. Freida Hempel 12

EDISON BLUE AMBEROL RECORDS.

CONCERT LIST.

- 28223 Gloria—Twelfth Mass (Mozart). Mixed Voices, orch. accomp. Gregorian Choir
- 28222 Recitatif et Aria—De l'art splendeur immortelle Benvenuto, (Eugene Diaz). Baritone Solo, orch. accomp. Orpheus Langevin

REGULAR LIST.

- 2790 Amina—Egyptian Serenade (Paul Lincke). Sodero's Band
- 2775 Auf Wiederseh'n—The Blue Paradise (Sigmund Romberg). Tenor and Soprano Duet, with Chorus, orch. accomp. Burton Lenihan and Gladys Rice
- 2785 Ballymooney and Biddy McGee (Terence Lowry). Tenor Solo, with Chorus, orch. accomp. Billy Murray
- 2793 Battle of the Nations—Descriptive (E. T. Paul). New York Military Band
- 2786 Blue-White March (Ernst Schmidt). New York Military Band
- 2788 Chin-Chin—Hip, Hip, Hooray—New York Hippodrome (A. Seymour Brown). Tenor and Soprano Duet, orch. accomp. Burton Lenihan, Gladys Rice and Chorus
- 2791 Cohen Owes Me Ninety-seven Dollars (Irving Berlin). Comic Song, orch. accomp. Maurice Burkhart
- 2779 Dancing with Ma Honey (F. H. Losey). Xylophone, orch. accomp. Charles Daab
- 2777 Daybreak at Calamity Farm. Gilbert Girard and Company
- 2784 Good-Bye, Virginia, (Jean Schwartz). Tenor Solo, orch. accomp. George Wilton Ballard and Male Chorus
- 2792 In the Land of Lorraine—Two Is Company (Jean Briquet and Adolph Philipp). Baritone Solo, orch. accomp. Frederick Wheeler
- 2783 Kaiser Friedrich March (Friedemann). New York Military Band
- 2789 Lauterbach and Hile Hi-lo (With Yodels). Song, with orch. accomp. George P. Watson
- 2778 Love's Garden of Roses (Haydn Wood). Tenor Solo, orch. accomp. Reed Miller
- 2797 Molly Dear, It's You I'm After (H. E. Pether). Tenor Solo, orch. accomp. Walter Van Brunt and Chorus
- 2781 My Fox Trot Wedding Day—Hip, Hip, Hooray—New York Hippodrome (Benjamin Hapgood Burt). Tenor Solo, orch. accomp. Irving Kaufman
- 2787 My Wild Irish Rose (Chauncey Olcott). Tenor Solo, orch. accomp. Walter Van Brunt
- 2782 Omen—Intermezzo (B. Hartz). Banjo Solo, orch. accomp. Fred Van Eps
- 2794 On the Bark of the Old Cherry Tree (Dick Howard). Tenor Solo, orch. accomp. George Wilton Ballard and Chorus
- 2796 Soft Southern Breeze (Joseph Barnby). Tenor Solo, orch. accomp. Reed Miller
- 2795 Song of Hyhrias the Cretan (J. W. Elliott). Bass Solo, orch. accomp. T. Foster Why
- 2776 When Old Bill Bailey Plays the Ukulele (Chas. McCarron and Nat Vincent). Tenor Solo, orch. accomp. Billy Murray and Chorus
- 2780 With Sword and Lance March (Hermann Starke). New York Military Band

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- 1005 Beauty's Eyes (Tosti). Tenor Solo. C. W. Harrison
- Polka Caprice. (Woodwind instruments). Operaphone Band
- 1007 I'm Falling in Love with Someone. Tenor Solo. Charles W. Harrison
- Ballet Music, from "Faust." (Two Movements). Operaphone Band
- 1008 A Perfect Day. Soprano Solo. Beulah G. Young
- Copelia Waltz and Ronda Amour. Concert Band
- 1010 I Hear You Calling Me. Charles W. Harrison
- Warbler's Serenade—Whistling Novelty. Band Accompaniment
- 1012 Gypsy Love Song, from "Fortune Teller." James Hall
- Globe Trot—Fox Trot. Operaphone Band
- 1016 For All Eternity. Baritone Solo. Vernon Archibald
- Naila—Intermezzo. Pas de Fleurs (Delibes). Concert Orchestra
- 1018 My Wild Irish Rose. Tenor Solo. Paul Clifton
- Gold and Silver Waltz (Lehar). Operaphone Band
- 1020 The Rosary. Soprano Solo. Edith Hayden
- Barcarolle, from "Tales of Hoffman". Concert Orch.
- 1021 Laughing Irish Eyes, from "Princess Pat." Tenor Solo. Charles W. Harrison
- Love's Spell (Valse Lente). Concert Orchestra

- 1024 Drink to Me Only with Thine Eyes. Tenor Solo. Fred Linden
- Flirtation—Waltz. Operaphone Band
- 1029 O Sole Mio (Beneath Thy Window)—Neapolitan Serenade. Baritone Solo. Vernon Archibald
- Humoresque (Dvorak). Violin selection. Fred Landau

POPULAR SONGS.

- 1001 Summer Moon (Duet). Campbell and Burr
- Liberty Bell and National Fencibles Marches. (Sousa). Operaphone Band
- 1002 Painting That Mother of Mine. Tenor Solo. Harry McClaskey
- Sextette, from "Lucia di Lammermoor". Operaphone Band
- 1003 Baby Swing High, Swing Low. Soprano Solo. Beulah Gaylord Young
- April Smiles—Waltz. Operaphone Band
- 1004 Down in Bom-Bombay. (Duet). Collins and Harlan
- March Lorraine and King Cotton. (Sousa). Operaphone Band
- 1006 Come Along With Me. Baritone Solo. James Hall
- Whispering of the Flowers. Operaphone Band
- 1009 On the Way to Home, Sweet Home. Tenor Solo. Henry Burr
- Preacher and the Bear. Arthur Collins
- 1011 Listen to That Dixie Band (Duet). Collins and Harlan
- Any Rags. Dan Perry
- 1015 My Word! (English Character Song.) Soprano Solo. Ada Jones
- Waltz Militaire. Operaphone Band
- 1017 Auf Wiederseh'n, from "Blue Paradise" (Duet) Young and Burton
- Hayseed—Fox Trot. Operaphone Band
- 1019 Sing Me An Irish Song. Soprano Solo. Ada Jones
- Victory—One-step. Operaphone Band
- 1021 Laughing Irish Eyes, from "Princess Pat." Tenor Solo. Charles W. Harrison
- Love's Spell (Valse Lente). Concert Orchestra
- 1023 When Old Bill Bailey Plays the Ukulele. Arthur Collins
- Curiosity Hunters (Comic Sketch). Golden and Marlowe
- 1031 Beatrice Fairfax, Tell Me What to Do. Soprano Solo. Ada Jones
- 1032 Polish Dance. Concert Orchestra
- Sooner or Later. (Duet). Davis and O'Connell
- La Lisonjera (The Flatterer). (Chaminade). Concert Orchestra
- 1033 Out of a City of Six Million People, Why Did You Pick On Me. Soprano Solo. Ada Jones
- Swedish Wedding March. Operaphone Band

SELECTIONS FROM GRAND OPERA.

- 1022 M'Appari (Like a Dream), from "Martha." Tenor Solo. Charles W. Harrison
- Hungarian Dance (Brahms). Concert Orchestra
- 1025 Salve Dimora (All Hail Thou Dwelling Lowly), from "Faust." Tenor Solo. Martone
- Salut d'Amour (Love's Greeting). (Elgar). Concert Orchestra
- 1026 Then You'll Remember Me, from "Bohemian Girl." Tenor Solo. Karl Gould
- Spring Song (Mendelssohn). Concert Orchestra
- 1027 La Donna E Mobile (Woman Is Fickle), from "Rigoletto." Tenor Solo. Santii
- Chant—Sans Paroles (Song Without Words). (Tschaiikowsky). Operaphone Band
- 1028 Toreador Song, from "Carmen." Baritone Solo. Vernon Archibald
- Herd Girl's Dream (Labitsky). Violin, flute and harp selection. Philharmonic Trio
- 1030 Il Balen Del Suo Sorriso (The Tempest of the Heart), from "Trovatore." Baritone Solo. Delenti
- Happy Moments. Violin, flute and harp selection. Philharmonic Trio
- Wagner-Landau-Schuetz

COMIC SONGS.

- 1009 Preacher and the Bear. Arthur Collins
- On the Way to Home, Sweet Home. Tenor Solo. Henry Burr
- 1011 Any Rags. Dan Perry
- Listen to That Dixie Band (Duet). Collins and Harlan
- 1013 Below the Mason-Dixon Line. Arthur Collins
- Jersey Shore—One-step. Operaphone Band
- 1014 Insect Powder Agent. Golden and Marlowe
- Long Island Fox Trot. Operaphone Band
- 1023 When Old Bill Bailey Plays the Ukulele. Arthur Collins
- Curiosity Hunters (Comic Sketch). Golden and Marlowe

CONCERT INSTRUMENTAL, TRIOS, ETC.

- 1005 Polka Caprice (Woodwind instruments). Operaphone Band
- Beauty's Eyes. (Tosti) Tenor Solo. C. W. Harrison
- 1006 Whispering of the Flowers. Operaphone Band
- Come Along with Me. Baritone Solo. James Hall
- 1007 Ballet Music, from "Faust" (Two Movements). Operaphone Band
- I'm Falling in Love with Someone. C. W. Harrison
- 1008 Copelia Waltz and Ronda Amour. Operaphone Band
- A Perfect Day. Soprano Solo. Beulah G. Young
- 1002 Sextet from "Lucia di Lammermoor". Operaphone Band
- 1010 Painting That Mother of Mine. Harry McClaskey
- Warbler's Serenade—Whistling Novelty. Band Accompaniment
- I Hear You Calling Me. Charles W. Harrison
- 1016 Naila—Intermezzo. Pas de Fleurs (Delibes). Concert Orchestra
- For All Eternity. Baritone Solo. V. Archibald

- 1020 Barcarolle from "Tales of Hoffman". Concert Orchestra
- The Rosary. Soprano Solo. Edith Hayden
- 1021 Love's Spell (Valse Lente). Concert Orchestra
- Laughing Irish Eyes, from "Princess Pat." Tenor Solo. Charles W. Harrison
- 1022 Hungarian Dance (Brahms). Concert Orchestra
- M'Appari (Like a Dream), from "Martha." Tenor Solo. Charles W. Harrison
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- Salve Dimora (All Hail Thou Dwelling Lowly), from "Faust." Tenor Solo. Martone
- 1026 Spring Song (Mendelssohn). Concert Orchestra
- Then You'll Remember Me, from "Bohemian Girl." Tenor Solo. Karl Gould
- 1027 Chant—Sans Paroles (Song Without Words) (Tschaiikowsky). Operaphone Band
- La Donna E Mobile (Woman is Fickle), from "Rigoletto." Tenor Solo. Santii
- 1028 Herd Girl's Dream (Labitsky). Violin, flute and harp selection. Philharmonic Trio
- Toreador Song, from "Carmen." Baritone Solo. Vernon Archibald
- 1029 Humoresque (Dvorak). Violin selection. Fred Landau
- O Sole Mio (Beneath Thy Window)—Neapolitan Serenade. Baritone Solo. Vernon Archibald
- 1030 Happy Moments. Violin, flute and harp selection. Philharmonic Trio
- Wagner-Landau-Schuetz
- 1031 Il Palen Del Suo Sorriso (The Tempest of the Heart), from "Trovatore." Tenor Solo. Delenti
- 1032 Polish Dance. Concert Orchestra
- Beatrice Fairfax, Tell Me What to Do. Soprano Solo. Ada Jones
- 1032 La Lisonjera (The Flatterer) (Chaminade). Concert Orchestra
- 1033 Sooner or Later (Duet). Davis and O'Connell
- Swedish Wedding March. Operaphone Band
- Out of a City of Six Million People Why Did You Pick on Me? Soprano Solo. Ada Jones

DANCE RECORDS.

- 1093 Waltz—April Smiles. Operaphone Band
- Baby Swing High, Swing Low. Soprano Solo. Beulah Gaylord Young
- 1015 Waltz Militaire. Operaphone Band
- My Word (English Character Song). Soprano Solo. Ada Jones
- 1018 Waltz—Gold and Silver. Operaphone Band
- My Wild Irish Rose. Tenor Solo. Paul Clifton
- 1024 Waltz—Flirtation. Operaphone Band
- Drink to Me Only With Thine Eyes. Tenor Solo. Fred Linden
- 1036 Waltz—Blue Danube. Operaphone Band
- Waltz—Dolores. Operaphone Band
- 1012 Fox Trot—Globe Trot. Operaphone Band
- Gypsy Love Song, from "Fortune Teller." Baritone Solo. James Hall
- 1014 Fox Trot—Long Island. Operaphone Band
- Comic Sketch—Insect Powder Agent. Golden and Marlowe
- 1017 Fox Trot—Hayseed. Operaphone Band
- Auf Wiederseh'n, from "Blue Paradise" (Duet) Young and Burton
- 1035 Fox Trot—Ragging the Scale. Operaphone Band
- 1019 Fox Trot—Barnstorming. Operaphone Band
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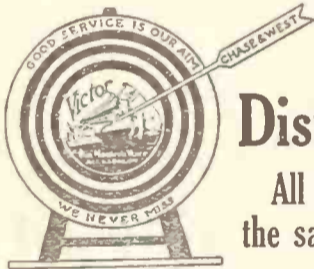
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