

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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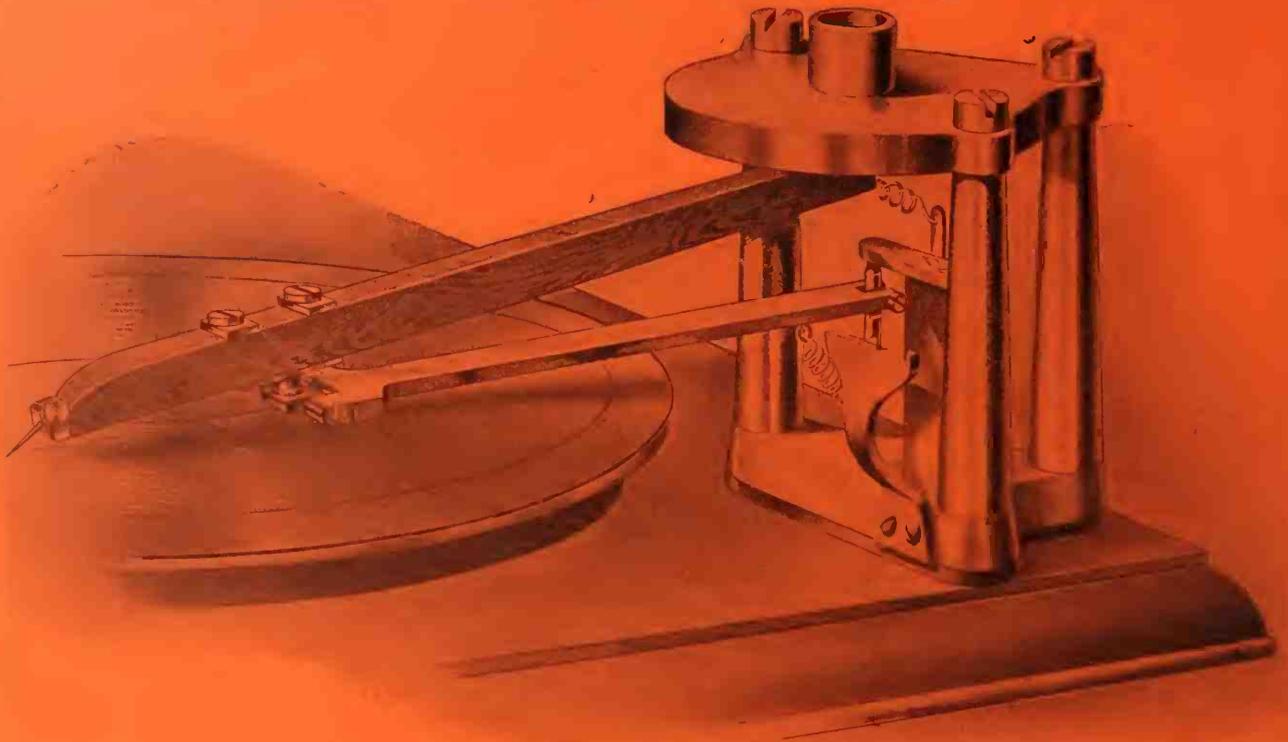


Victor-Victrola XVI, \$200
Mahogany or quartered oak

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



The Vitaphone Reproducing Device



THE elimination of the offensive needle tone and nasal twang are sufficient to more than strongly commend the Vitaphone to every music lover, but the Vitaphone goes still further in rendering correctly every shading of the human voice and the individuality of each musical instrument, from the delicate tones of the harp solo to the grand ensemble of the complete orchestra. The soft dulcet tones of the lullaby are reproduced as the artist sang it, while the stentorian appeal of the Wagnerian selection thunders and reverberates the rising cadence in all the majestic strength conceived by the genius of Bayreuth.

The Vitaphone is new in construction and new in tone; a development of natural acoustical principles that enables the Vitaphone dealer to offer an instrument that stands squarely on its merit as a correct reproducer of every form of music.

The Vitaphone plays every cut of disc record, needle or permanent jewel of any kind, and the change is accomplished by one move of the hand.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 3.

New York, March 15, 1913.

Price Ten Cents

BIG DISPLAY OF TALKERS

Made at American Woman's Exposition in Cleveland—Columbia, Edison and Victor Lines Strongly Featured and with Excellent Results—Many Sales Made of Machines.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

The attractive event of the season was the American Woman's Exposition in the auditorium of the large Central Armory, held during the last week in February. Cleveland business men and women vied with the manufacturers in producing displays which daily attracted thousand of visitors. Among the thousands of exhibits the talking machine display was prominent, including all the different makes and styles. Crowds were constantly hovering about the two booths of the Columbia Graphophone Co., attracted by the varied demonstrations given, the musical program keeping up constant interest. The feature of the company's display was the Columbia Grand, electrically operated. The sale of four of the instruments on the first day of the exposition is evidence that it has struck a popular chord in the hearts of the people.

There was a fine display of the various types of Edison machines. The new disc phonograph, one of which gave concerts in the Oriental tea room, was acclaimed the acme of instruments by those who know and appreciate fine music.

The exhibit of Victrolas and Victor machines of the different types was one of the most attractive displays. The musical numbers of the great artists, from Caruso to Melba, furnished entertainment to the throngs who were clustered about the booth throughout the exhibit. A number of purchases of both machines and records were made.

GRAPHOPHONE ENLIVENS LECTURE.

Illustrated Discourse on Fleas Affords Opportunity for Clever Use of Records.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 8, 1913.

The Columbia Company was a party to a ludicrous affair at the Columbia Club here the other night, the Indiana section of the American Chemical Society being the chief offender. The company supplied the society with a graphophone. Frank B. Wade, professor of chemistry in Shortridge High School, did the rest. While producing stereopticon views of fleas, the graphophone played that Missouri classic about "You Gotta Quit Kickin' My Dawg Around." A view of a mosquito brought "Way Down Upon the Swanee River"; the sand flea was pictured on the screen to the tune of "Till the Sands of the Desert Grow Cold." Waterbugs on the screen brought "The Old Oaken Bucket." And then there was the kissing bug with "Comin' Through the Rye."

E. F. SKINNER BECOMES THE OWNER

Of the Business of the Schafford Album Co., Manufacturers of Talking Machine Record Albums and Other Specialties in New York.

E. F. Skinner has purchased the interest of T. C. Schaffuss and will hereafter operate the business of the Schafford Album Co. as sole owner.

The Schafford Album Co. has been in business for a considerable length of time and is a large manufacturer of albums for talking machine records. This house also makes albums for prints and photographs, as well as a line of desk pads.

Mr. Skinner has a number of new plans in mind, for not only new styles of record albums but for the general featuring of the Company's products that will hold them in closer esteem with the trade.

The Schafford Album Co. is located at 126-128 Lispenard street, New York, where it has a large and complete organization for the efficient production of these goods.

BURBANK SELECTS VICTROLAS.

The Famous Horticulturist Selects Three Expensive Victor Instruments for Installation in the Fremont, Lincoln and Burbank Grammar Schools—Teachers and Pupils Appreciate the Gifts of This Famous Man.

(Special to The Talking Machine World.)

Santa Rosa, Cal., March 8, 1913.

The teachers and pupils of Fremont, the Lincoln and Burbank grammar schools are the proud possessors of modern Victrolas presented to them by Luther Burbank, Santa Rosa's famed horticulturist and plant breeder.

The gifts came as a complete surprise and teachers and pupils alike cannot express their gratitude and appreciation for the kind and thoughtful spirit which prompted the action on the part of Mr. Burbank.

The Victrolas are encased in handsome fumed oak cases and stand about four feet high, having a place under the apparatus for records. The teachers and pupils of the various schools greatly appreciate the gift and express the deepest gratitude to the donor. They feel the spirit which prompted the gift is one which is imbued with the welfare of the school children of the city deeply at the donor's heart.

The gift came through the Wiley B. Allen Co., of which J. E. Bradley is the local representative, and carried a characteristic note from the donor reading as follows:

"To the Teachers and Pupils of the Santa Rosa Schools:

"Believing that the emotions should be as carefully cultivated as the intellect and that music is of fundamental importance I take great pleasure in presenting you with a modern Victrola with the hope that it will be an inspiration toward the best in each of you.

"LUTHER BURBANK."

NEW EDISON LINE IN CINCINNATI.

Demonstration Recital at Hotel Sinton Arouses Enthusiasm—John Arnold First to Sign Up in City—Starts Work Immediately.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1913.

Local jobbers and dealers last week had their first peep at Thomas Edison's noted disc phonograph. Although the Middle West trade has heard much of this new invention on the part of Mr. Edison since it was first announced several months ago, it was up to the Kipp-Link Phonograph Co., of Indianapolis, to bring the instrument to Cincinnati.

The presentation took place at the Sinton Hotel last week under the direction of Walter E. Kipp, the Indianapolis Edison jobber, and his assistant, Eugene Beacham. John Arnold, the Elm street dealer, was the first to give an order for several of the diamond-pointed reproducing machines. It is also understood the Kipp-Link Phonograph Co. have negotiations on with one or two piano houses which have never heretofore featured talking machine goods. Kipp is enthusiastic over the prospects of the disc machine in his territory. While at the hotel the machine became a great favorite, causing many persons to believe there was a "live" recital going on in the parlor reserved for the use of the instrument. The staging helped to carry out this delusion, since the machine was hid behind portieres and all the audience could hear was the reproduction of the record. Arnold, as soon as he signed up, secured an emergency machine and gave concerts at his neat talking shop.

The United Talking Machine Co., Chicago, Ill., was recently incorporated, with a capital stock of \$2,500, for the purpose of manufacturing talking machines. The incorporators are: E. E. Johns, A. F. Johns and Robert Johns.

"DER ZIGEUNERPRIMAS" RECORDS.

How Henry Savage Came to Select for Presentation in America the Reigning Operetta Sensation of Vienna—Records Made of the Entire Opera and Sent to Him in New York.

Sitting in his New York office one day recently, Henry W. Savage listened to the music of "Der Zigeunerprimas" (the Gypsy Chief), the reigning operetta sensation of Vienna, and, finding it emphatically to his liking, cabled his European representative to buy for him the American rights to the production. Negotiations for the purchase had been in progress for a month between the American producer's agent and Joseph Weinberger, the Leipzig publisher who owns the operetta, but could not be concluded before, because Mr. Savage had made it an absolute condition before giving a final decision that he must hear the score. Anxious that Mr. Savage make the American production, Weinberger decided not to wait until the producer could find time to go to Vienna; he gathered his cast for a special performance and had all of the numbers sung into a talking machine. A set of the records was then dispatched to the United States. Thus while "Der Zigeunerprimas" has not been sung except in the Johann Strauss Theater in Vienna, Mr. Savage, having sent out for a machine which the records would fit, some four thousand miles away from the place of its performance, enjoyed the melodies which have made their Hungarian composer, Emmerich Kalman, famous. The producer has decided to follow the same plan before purchasing other European productions.

"Der Zigeunerprimas" has been running in Vienna for nearly a year, and according to predictions will be running at this time next year. The American production will be made next September.

CHANGES IN STEWART T. M. CO.

W. E. Ludlow Resigns as Manager and Is Succeeded by W. S. Barringer—To Move to New Location at 221 North Pennsylvania Street.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 8, 1913.

The Stewart Talking Machine Co. not only announces a change in location at this time, but a change in managers as well. W. E. Ludlow, who was associated with Alexander M. Stewart when the latter owned the Wulschner-Stewart Music Co., and who became manager of the Stewart Talking Machine Co. when that company was organized by Mr. Stewart after he had disposed of his holdings in the Wulschner-Stewart Co., has resigned. W. S. Barringer, who was assistant manager, becomes manager, and W. M. English will act as his assistant. The Stewart store is being moved from 110 North Pennsylvania street to 221 North Pennsylvania street. Elaborate decorations mark the new quarters of the company, and an effort will be made to make them the most inviting in the city.

THE ART OF LETTER WRITING.

The writing of a good letter is perhaps the finest art in business. It is an art which comes with the development of the man. To convince and not dissuade, to attract and not repel, to please and not offend, involves first the mastery of self and then the fine art of expression. The letter is the measure of the man. His character shines through his words.

Letter writing is a matter of training and character development. The short-sighted, unprincipled and ungracious man will write the letters you would expect from such traits, and the happy, big-souled and big-minded man who has large experience and character will write letters that impel trade.

TRADE EXPANSION CONTINUES IN QUAKER CITY.

Trade in Records and Machines for February Exceeds That of January—Lit Bros. Changes and Improvements—Buehn Pleased with New Victrola Styles—Estey Co. Doing Enormous Business with Columbia Line—Pennsylvania Co.'s Good Report—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 11, 1913.

The talking machine business in Philadelphia the past month has been excellent. It has shown a marked increase over January and has practically doubled over last year. It is remarkable the extent to which this business is growing, and again is heard everywhere the complaint that it is impossible to get instruments and records fast enough. There are very few firms in Philadelphia which are not always oversold on the Victor goods, and it is keeping the Columbia Co. busy trying to keep up with its supply with so many substantial establishments selling large quantities of these goods.

Even although Philadelphia has just closed a most successful grand opera season, there does not seem to be the demand for grand opera records which might reasonably be expected, but the records that are selling the most are the popular and the odd records. It would appear that the opera record business was being overdone, as the dealers have been flooded with these records and many of them, even by favorite artists, do not seem to sell well. They may do better later when the music-lovers have forgotten the impression of the real voice and will be glad to hear a favorite again on the record.

Harry Hovey, of the talking machine department of Lit Brothers, having been transferred to the music roll department, Alexander L. Munchweiler is in full charge and reports that their business is excellent. They have just added four more hearing rooms to the department, and have about doubled their floor space for the sale of these instruments. All of the hearing rooms have been gone over and are now finished in white and are most attractive. The firm has spent more than \$1,000 on the improvement of the rooms. The firm have been doing a great deal of advertising of the department and through an agreement with the house they are allowed a daily advertisement of the department in the newspapers, something no other department in town is able to get. They have a record club which is distinct with their house and it is a great source of revenue to them and of satisfaction to their customers. They used to have the club plan only on certain records but now all records in the catalog are included.

Louis Buehn & Bro. report that their business has been very good indeed, and ahead of last year by at least thirty per cent. Among their recent visitors were Morris Peters, of J. C. Aschbach, of

Allentown, who reports business as being very good in his section, and M. A. Carpell, of the Herzog Furniture Co.

Mr. Buehn is very much pleased with the new Nos. 8 and 9 Victrolas, which he says are a distinct improvement over the old instruments, the distinguishing feature being that they have been equipped with the concealed horn. He notes that the machines are coming along much more freely and he is able to keep his trade pretty well supplied. He further notes that there is a continued steady demand for the Edison Blue Amberol records and diamond-point reproducers.

The dictating machine business of Louis Buehn & Bro. has been exceptionally good. They have added to their force J. Frank Smith, as sales manager of the dictating machine department. There are three other salesmen in this department. C. J. Auerbach, Paul McCurdy and Howard Steele.

Manager Elewell, of the talking machine department of C. J. Hepe & Son, reports that they have been having a "boom" business. It is a great deal better than last year, and they have been having difficulties to get enough goods to fill their orders. Harry D. Ziegler has taken charge of the retail selling of talking machines at the Hepe house. A new salesman added to their force is F. D. Ferris.

Walter Linton, in charge of the talking machine department at the Estey house, where the Columbia is handled exclusively, has been doing very well, and is delighted that the new pipe organ has been erected in their concert hall and that that part of their building has been again thrown open to the public. Mr. Linton is arranging a series of attractive concerts in which the Grafonola and other instruments handled at the house will combine. Besides, when the concert hall is not occupied Mr. Linton is utilizing some of the space as additional selling room. Mr. Linton says the Ysaye records, the great violinist playing exclusively with the Columbia, will be big sellers, especially as Ysaye was here last week with the Philadelphia Orchestra and is coming here this week in a recital.

Manager Walter L. Eckhart, of the Pennsylvania Talking Machine Co., has spent several days this week at the Columbia factory. The Pennsylvania's business has been excellent all through February, and has been double what it was last year. The firm has already sold a number of the Columbia Baby Grand Grafanolas, in spite of the high price,

and they expect to do a big business on them this spring. They have been demonstrating them at a number of different points.

VICTROLA POOR THIEF BAIT.

B. L. Robbins, with the Eclipse Musical Co., and Ambitious Policeman Spend Several Nights Watching Case Supposed to Contain Stolen Machine and Waiting for Crooks to Return, to Find Only Firewood.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

B. L. Robbins, with the Eclipse Musical Co., and an ambitious policeman were crestfallen and disgusted on a recent morning when they found that they had been guarding a box of kindling wood for nearly a week thinking it was a missing Victor machine which had been stolen from the store. Two machines were delivered at the rear of the store and within a half hour one had disappeared. The police were notified and began searching for clues, and the next morning a patrolman reported that the box had been found. "It's planted behind an empty storeroom, just two doors west of here," he said. "Now let's leave it there and when the thief comes to get it to-night we'll pounce upon him." Robbins went and looked at the box and agreed to the arrangement. After a vigil of several nights, Robbins and the policeman slinking about in the shadows of the moon, and the robber not coming for his loot, Robbins decided that the valuable machine couldn't be used any longer for a thief trap and the box was opened. It was filled with kindling wood, and the discovery made that it was an old box somebody had appropriated for storing fire material. The \$100 machine has not yet been found.

MUSIC BY WIRELESS 'PHONE.

Playing of Talking Machine at Sayville, L. I., Sent by Wireless 'Phone Heard on a Steamship Far Off the New York Coast.

In recent experiments in connection with the development of the wireless telephone it was demonstrated that "The Star Spangled Banner" played by a talking machine installed in the Sayville (L. I.) station of the Telefunken Co. could be heard on board the steamship "George Washington," while a long distance off the Long Island Coast on its way to Bremen. At the same time the wireless Telefunken station on the tower of 111 Broadway heard the music, and the operator there said that it sounded almost as if the band were in the next room. The Telefunken Co. states that recent experiments by wireless telephone have been most successful, and the ultimate aim of the company is to utilize the wireless telephone commercially.

Cash Your All the Year Round Loyalty

During the rush and time of shortage around the holidays have your name on our list of regular dealers and be in line to have your orders receive preference over the fellow's who "shops" during the rush season and who buys from his nearest jobber the balance of the year to save on freight and express, and maybe puts up with second-class service at that, sacrificing increased profits made possible by prompt and full-filling of orders for the sake of the "economy bug" working on his freight and express expense account.

FORGET THE SMALL DIFFERENCE IN EXPRESS

if there is a difference between your store and ours in favor of a jobber nearer you, and remember there are a lot of things about "Eastern Service" which will more than repay you.

Maine, New Hampshire, Vermont, Rhode Island and Connecticut Papers Please Copy.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



Victor-Victrola X, \$75
Mahogany or oak



Victor-Victrola

While the unprecedented success of the Victor-Victrola has been increasing from year to year, this wonderful instrument is only on the threshold of its remarkable career.

What the Victor-Victrola has done in awakening the public to a greater appreciation of the world's best music; what it has done in giving prestige to Victor dealers and making their sales-rooms the attractive and well-appointed places of business they are to-day; what it has done in uplifting the entire music trade to its present prosperous and dignified position—all these things are all evidences of the power the Victor-Victrola wields in both the musical and business worlds.

But its greatest successes are still before it. The complete Victor-Victrola line as now presented opens new avenues of distribution, and bigger and better opportunities for profit and prestige for every Victor dealer.



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola XVI, \$200
Mahogany or quartered oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors
Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor Distributors

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

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

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

INDIANAPOLIS A GREAT TALKING MACHINE CITY.

Victrola Line Now Handled by Six Different Stores in Indianapolis—High Class Records in Demand at the Columbia Establishment—New Dictaphone Agencies—Changes in Terre Haute—Kipp-Link Co. Most Anxiously Awaiting Edison Products.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 10, 1913.

With the announcement of the Rap & Lennox Co. that it will handle the Victor line of talking machines, the Victor output can now be obtained at six different stores in Indianapolis. The Stewart Talking Machine Co. is the Indiana jobber for the Victor machine, and besides this company the following handle the Victor line: Wulschner Music Co., Aeolian Co., Rapp-Lennox Co., Block's department store, and the Taylor Carpet Co.

Miss Lazurus, manager of the talking machine department of Aeolian Hall in North Pennsylvania street, left for Camden, Ark., Saturday afternoon, when she was notified of the serious illness of her father. C. C. Thomas, manager of the local branch, says Miss Lazurus' department has experienced an exceptionally good sale on records. The recent visit of Harry Lauder to this city was responsible for a large number of calls for his records. A special window display was put on by the Aeolian Co. in honor of the Scotsman's visit.

A. W. Roos, manager of the local branch of the Columbia Graphophone Co., announces that the store sold as many high-class records in the last five weeks as it had ever sold in any three months. He attributes this unusual sale to the visit of Orville Harrold, who sang here recently. Persons desiring the Harrold records would come into the store, and after selling them the Harrold records the salesmen would interest them in the records of other great singers.

C. P. Herdman, for two years assistant manager of the local Columbia store, goes to St. Paul March 8 to become manager of the St. Paul store. His successor here has not yet been appointed.

Mr. Herdman has made many friends while in Indianapolis.

Thomas Devine, manager of the Dictaphone department, announces the establishing of agencies at Lafayette, Anderson and Logansport. The Burt-Haywood Co. will handle the Dictaphone at Lafayette, Decker Bros. will handle the Dictaphone agency at Anderson, and the Harry Lux Co. at Logansport.

The Columbia Graphophone Co., of Terre Haute, has moved from its old quarters on Fourth street to space in the rooms of the Baldwin Piano Co. on Main street. L. A. Moeller, manager, now has a beautiful and commodious store and expects to make his store "felt" in the southwestern part of the State.

Albert Von Tilzer, who appeared at B. F. Keith's theatre recently, used the Columbia Grafonola advantageously in his act. He makes a call over the telephone, and the answer is made by the Grafonola hidden behind screens.

The Kipp-Link Phonograph Co., jobber for the Edison products, is still waiting for the Edison Co. to "come through" with the new disc machines and records. Samples are on hand and orders are plentiful; all that is needed is "the goods."

It is needless, perhaps, to add that the talking machine business is good in the Hoosier capital. The talking machine is a live article in this part of the world, and that species always makes business.

More men prove failures for want of courtesy, diplomacy and use of plain, ordinary common sense in dealing with men than they do for want of more technical knowledge about their particular business.

CHAUNCEY OLCOTT MAKES RECORDS.

Voice of Famous Singer of Irish Ballads Permanently Enshrined for His Many Admirers.

The Columbia Graphophone Co. recently arranged with Chauncey Olcott, the famous actor and Irish ballad singer, whereby this popular actor-singer will produce records exclusively for the Columbia Co. Mr. Olcott visited the Columbia laboratory the early part of the month, and, judging from the pleasure he expressed at the recording perfection of his trial records, the public will be given an exceptional treat when the new records appear.

Chauncey Olcott has been a prime favorite for many years. He has visited every corner of this country and his songs have been heard and admired by audiences in all walks of life. He al-



Chauncey Olcott.

ways has been and still is a prime favorite with those people who appreciate the beauty and sentiment of the Irish ballads and folk songs, and in this role of a popular sentimental singer Mr. Olcott has never been surpassed. He gives a human touch to his songs which seems to reach the hearts of all who listen to him.

In securing the services of Chauncey Olcott to produce records exclusively for its clients, the Columbia Graphophone Co. has succeeded in adding a popular artist to its lists whose records will be in tremendous demand from Chauncey's army of admirers.

THE RECORDS OF HUMAN LIFE.

A Philosophical Dissertation in Which the Phonograph Gives the Idea Which Editorial Writer Develops with a Moral.

The manufacture of "human records" was the subject of some philosophical reflections by the editorial writer of the Philadelphia Telegraph the other day, in which he pointed out that the talking machine has been so well developed that it is capable of well-nigh perfect reproduction of the human voice, and in this connection says:

"Voices are reproduced in all their softness, strength and naturalness. The artist sings into the receiving mechanism. The sound waves are recorded in the wax. Then the hard rubber disc is made, and on it for years, probably forever, is the message of the singer.

"You meet Jones and talk with him. While you talk Jones' brain is the receiving mechanism. You are the singing artist. Whatever you say to Jones (he being willing to receive it) is recorded in his brain. Memory is the reproducing needle that plays over the disc.

"For years, probably forever, your message is left there as a real thing—cut into Jones' brain.

"So we are all constantly making records which are being or will be reproduced in the great phonograph of human life.

"Are we not ourselves records as well as record-makers, reproducing constantly, as a sort of human concretion, the words and acts that have been spoken at or into us?

"Words and conversations are fraught with vital importance. They call for the exercise of the greatest care in their selection and use. We inscribe them as records to be reproduced in the life of those around us, and their effect must be to either inspire and encourage or to dishearten and discourage, to broaden and develop or to warp and destroy."



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

From Bonci:

I have just been listening to my records. They are GREAT! My warmest felicitations.



Alessandro Bonci

Columbia Graphophone Company
Tribune Building, New York

EXCITEMENT ATTENDS PHOTOGRAPHING OF ARTIST.

Pugnacious Bull Terrier Makes Things Interesting When Mme. de Cisneros' Voice Issues from Edison Disc Phonograph—Interesting Moments for Photographer and Edison Man—Despite Damage to Machine Grand Opera Star Is Pictured in Pleasing Pose.

It is no uncommon thing for a prominent artist who has sung for one of the big talking machine companies to be photographed in the attitude of listening to a favorite number as it is reproduced by the talking machine, but it is a question if the taking of the photograph of such an artist has been accompanied by such exciting experiences as attending the securing of the accompanying counterfeit presentment of Mme. Elenora de Cisneros listening to her own voice through the medium of one of the new Edison disc phonographs, for which she has made a number of excellent and interesting records.

Mme. de Cisneros has met with wonderful success in singing prominent contralto parts with the Chicago Grand Opera Company, and is to be listed among the comparatively few Americans whose voices have won fame for them in the higher musical circles both at home and abroad. She is the wife of a Spanish nobleman whose lineage dates back for centuries.

Arrangements for taking a series of photographs of Mme. de Cisneros were made some time ago, and in order to add color to the views it was decided to take the pictures in the singer's apartments in the Hotel Majestic, New York. The artist donned a stunning gown, assumed the proper attitude and announced to the photographer that all was ready, whereupon the machine was started playing.

Those engaged in the work, however, had not reckoned with the Madame's prize bull terrier pup, who remained an interested but quiet spectator until the voice of his mistress began to issue from the phonograph. At first the dog was puzzled and furnished considerable amusement for those present. In a moment, however, the bulldog instinct got the upper hand and the dog made a desperate rush for the opening in the phonograph through which the sound came. The grillwork covering the opening was soon wrecked, and the dog had begun to devote himself to the cabinet work at the work at the top before Mme. de Cisneros succeeded in calming his ruffled spirits.

When the fracas started the Edison representative and the photographer tried to head off the

canine cyclone and save the machine, but one good look at the onrushing pup convinced them that the top of a convenient piano had many more attractions for them at that time than the floor, and they at once worked on the mental suggestion, viewing the rest of the one-sided battle from



(Copyright by Underwood & Underwood.)

Mme. de Cisneros Listening to Her Own Record. afar. The Edison representative declares that in future, when he is assigned to superintend the photographing of artists, he will carry as part of his equipment a guaranteed dog muzzle and a league baseball bat.

Meanwhile, Walter T. Miller, manager of the recording department of Thomas A. Edison, Inc., is displaying a mutilated cabinet in his office for the purpose of convincing the skeptical.

and accessories. There is a very attractive and costly recital room, and a large number of sound-proof rooms which afford the buyers all the necessary conveniences for purchases.

The Columbia Graphophone Co., 87 Chambers street, New York, reports a gain in its wholesale business of 50 per cent. over last year's January and February. Many new accounts have been closed since the first of the year, and the outlook is very bright for a banner year. R. H. Macy & Co. who recently completed arrangements to handle the Columbia products, has enlarged its talking machine department and placed a substantial Columbia order for immediate delivery.

SUPPORT MUST BE EARNED.

The Community Does Not Owe the Merchant Anything That He Has Not Won for Himself—Service the Real Factor That Arouses.

"The Community does not exist for Business, but Business for the Community."—President-elect Woodrow Wilson.

The gentleman who will occupy the White House for the next four years—or more—has a neat and striking way of dressing an old truth in a new garb, a happy example of which is above given. For the truth in his aphorism is as old as the trade caravans of Abraham, and yet so new that it is worth the while of any merchant, old or young, to take an hour off for its consideration. If any man in trade gets the idea that his town or city owes him its support, the sooner he relieves himself of that pleasant but dangerous delusion the earlier will he discover his proper relation to the life by which he is surrounded.

The community owes a man only for what he does in its behalf. In many cases he may be thankful that he can collect this much, says the Hardware Dealers' Magazine. The investment of capital in a store; the laying in of a stock of goods; a fine display,—these are no claims whatever on the community in which a man may resolve to do business. No one is coming into a store because the proprietor is in need of customers; no one will purchase an article because the seller hopes to make a profit on the sale; not a person in the town will consider it his duty to buy. The only reason why a man buys goods is because he needs—or thinks he needs—them. The only reason why a man goes to this store or that is one of convenience, perhaps, in the beginning, but one of service in the long run.

The sort of service he gets in that store is the one thing that makes him a permanent customer, and that holds him or drives him away. Into that essential element much enters; in fact, in its best sense it is a combination of all the business virtues. No merchant needs to be told what they are.

But many a merchant does need to be told that in these days people must be lured into the store not because they can do good to the merchant, but because he can do good to them. It is their interests that must come first; not his. It is their desire that must be excited; their attention won; their requirements, even their foibles, cared for attentively.

The merchant is wise who will occasionally go out into the street and look at the store from the standpoint of the customer rather than his own.

It is better salesmanship to help a customer buy something than to sell him something. In the first instance you have his assistance; in the second you must go it alone.

A recent addition to Columbia representatives in the "Blue-grass" State is Carl R. Kiener, of Paducah, Ky. Mr. Kiener has been a very successful piano merchant for a number of years, and his initial order with the Columbia Co. called for a representative stock of machines and records.

VICTOR LINE WITH STERLING CO.

The Well-known Brooklyn Piano House Opens Attractive Talking Machine Warerooms.

The Sterling Piano Co., which conducts magnificent quarters at 518-520 Fulton street, Brooklyn, N. Y., has installed the full Victor and Victrola line in its establishment, having just finished building and furnishing spacious quarters in the basement floor to make a very attractive home for these well-known products.

The department was formally opened Feb. 25 with one of the largest and most comprehensive assortments of Victor talking machines and records



Now

is the time to jump into the fast-moving, business-increasing procession of

The Edison Phonograph

The instant Mr. Edison put his machine on the market and followed it swiftly with remarkable improvements, the alert dealers began to seize the opportunity for large profits.

They concentrated on the Edison line.

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



and then

came the business.

The Blue Amberol

a record practically unbreakable, perfect in tone,
constant in pitch—

The Amberola

a wonderful instrument musically and mechanically—
This combination with other big Edison features
has built up the sales to a point where you can't
afford not to get into the game.

Ask an Edison dealer about it right away.

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

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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NEW YORK, MARCH 15, 1913.

PPRICE stability is necessary to the maintenance of substantial business conditions, for with prices crumbling there will appear at once, as a natural sequence, a demoralization of conditions, which can have no other effect than to reduce the profits of the dealers in any line of trade.

Take an industry like talking machines, which creates a specialty and one which requires careful treatment. It will be seen at once that if we destroy price stability the trade structure which has been so carefully reared is liable to be seriously threatened. We have at once introduced certain elements which will have the tendency to shake the foundation.

There is no question about that, for one of the vital essentials to success in a special merchandising field is price stability; and because price stability has been maintained in the talking machine trade the business has remained in a splendid condition.

If dealers could, under financial pressure or under a desire to do business, slaughter prices on the standard machines what would the end be?

It is easy to predict. It would mean ruin, nothing else, and it would affect the entire trade and the earning capacity of every business establishment in the trade.

Suppose a man wishes to raise a certain amount of money quickly. He could place a talking machine stock on the market at slaughter prices. He could make sales and get his money, but at a frightful cost of not only future profits to himself but to the entire trade in his vicinage.

The dealers cannot appreciate too keenly what price stability means to them, not only in present-day profits but future profits.

A recent court opinion regarding the right of a manufacturer to control the prices at which patented articles may be sold has had a tendency to mislead many, particularly those not acquainted with the actual conditions surrounding the case.

The fact remains, however, that the leading judges of the country and the highest courts in the land have ruled time and time again in support of fixed prices based on patent rights.

In this connection, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., points out elsewhere in *The World* that "The Victor contract has been carefully drawn, based on decisions of the United States Supreme Court. It has been sustained before the United States Court quite a number of times, and by the United States Courts of Appeals a number of times, which would seem to justify us in believing that it is pretty well seasoned legally." He also adds that "The Victor system can only be invalidated by an act of Congress changing the United States patent rights."

Elisha H. Camp, counsel of the Columbia Graphophone Co., in referring to the power of the owner of a patent to retain title in the article transferred sufficient to restrict the manner of its use, or the price at which it shall be sold, and so make the purchaser a mere licensee, says that this is recognized most emphatically in the following decisions, which have been widely quoted and ruled on: Columbia Graphophone Co. vs. Hill Piano Co.; Edison Phonograph Co. vs. Kaufman; Edison Phonograph Co. vs. Pike; Victor Talking Machine Co. vs. The Fair; National Phonograph Co. vs. Schlegel; Rubber Tire Wheel Co. vs. Milwaukee Rubber Works Co., and others.

The voluminous opinion handed down by Judge Ray in the suit of the Waltham Watch Co. vs. Chas. A. Keene, referred to, sets forth some conclusions that, according to eminent lights in the legal world, will not be maintained by the higher courts. He quotes copiously from copyright decisions, notably those which prevent publishers fixing prices on copyrighted books, as a basis of his discussion of patent rights, and, contrary to the general rulings of the higher courts, he would give the patentee no more privilege than the owner of a copyright.

But as this decision is to be reviewed by the higher courts it has no exact bearing on present-day decisions, for, as previously remarked, all relevant decisions handed down by the courts of last resort have been in favor of the power of manufacturers to fix prices on patented articles.

Every dealer and every jobber should realize the importance of the maintenance of prices, and every effort should be brought to bear to prevent the National Legislature from passing laws which, if passed, will have no other effect than to smash and disrupt stable conditions.

We are too prone nowadays to look with indifference upon measures which are up for consideration by State Legislature or National Congress. We defer action until obnoxious measures have become a part of the law of the country. Then it is too late for action. The time is past.

Take the Oldfield bill, which died a natural death with the last Congress. Its revival should be opposed by every business man in the country. We have given reasons in former issues, but the fundamental reason is this—it will destroy stable conditions. It will disrupt industry. It will reduce legitimate profits of labor and investment.

PPRICE maintenance is something which interests men in all trades, and on this subject W. H. Ingersoll, of R. H. Ingersoll & Bro., contributed an interesting article to a recent issue of *Leslie's*, entitled "Let the Buyer Beware—Need of One-Price System." He believes that price-cutting and so-called "sales" work a hardship on merchants doing an average business, and also draw trade from smaller towns to larger ones.

The tendency is, he says, through the influences improperly exerted upon the people, for city business to become concentrated in a few big stores and in the chain store system; the country surrounding each city is likewise drawn upon.

A frequent practise of large concerns is to take standard goods known by name and trade-mark to the public and offer them at an actual loss. They select a few articles which everybody knows to be reliable and worth a certain amount and offer them at astounding reductions, and in the same advertisement include many so-called reductions on goods which the people do not know and on which a large profit is made—the public drawing the inference that because the well-known goods are slaughtered the others are too. Of course, on the day of sale, matters are so arranged that very few of the "leaders" actually get sold. It is almost impossible for customers to resist the importunities of salespeople who press something else upon them. One New York establishment makes it a standing rule to discharge a clerk who sells more than one advertised "leader" a day.

Suppose, continues Mr. Ingersoll, one sees his favorite brand of coffee, breakfast food, bacon, candy or toilet soap, or wearing apparel, or watch or silverware that to him represents the best, advertised at prices radically below what he has always paid, what happens? The value of the goods is instantly lowered in his mind. He will never willingly pay the standard price again. He thinks, "What an exorbitant profit there must ordinarily be in those goods when they can be had through this source at so

much less." How can a buyer be expected to know that the goods are advertised at prices often below actual cost with the idea, not of selling them, but of drawing people in to buy something else?

The remedy proposed is to let the maker regulate the retail price at which his goods are sold. Since the price which he himself receives is in no way involved, his whole concern is in adopting measures which will result in the widest use of his products; this is exactly what legitimate retailers also want, and it is to the interest of the public. The benefit to the public is not so clear until one reflects that uniform prices mean uniform consumption, which in turn enables mills to run regularly and economically and permits plans to be made for months in advance, which allow the maker to put the most money possible into his quality.

Experience has forced us for the general good to establish uniform freight rates to all, uniform passenger rates and uniform insurance rates. Why not enjoy the same advantages on articles of national consumption?

THE value of the show window as a trade stimulator has been discussed so often in *The World* as to be a rather hackneyed subject, and yet there is no one feature of store management that is so productive of results as the window.

It is a mirror, so to speak, of a man's way of doing business. The dirty, slovenly, carelessly kept window is the surest indication of the slovenly, unprogressive business man—one who does not invite public confidence and support.

This is not a matter of theory, but a condition that is irrefutable. In certain sections of New York and other cities there are talking machine stores that do not reflect enterprise or progressiveness in their management, judging from their windows and the layout of the machines and records in the stores.

The writer happened to venture into one of these establishments some time ago, and in the course of a chat brought up the matter of window display and arrangement, and pointed out what a valuable stimulator of trade this owner was neglecting by overlooking keeping his window properly lighted and his stock clean and well arranged.

He accounted for the situation by stating that he was so busy that he had really not given this matter the consideration it merited, or view it from the standpoint now presented. He was a man, fortunately, who received these suggestions in the spirit intended. He inaugurated a new policy at once. The show window, which was of good size, was cleaned up and made as bright as a dollar. Powerful Tungsten lights were installed, and the talking machine stock and records were displayed in a manner to attract not only attention during the day, but particu-

larly during the evening. He arranged his stock in the store so that he had room to accommodate fifty people at recitals. The entire establishment was transformed into an up-to-date sales-room that attracted buyers, and it got them, too.

When the writer visited this place about a week ago he congratulated the owner on the improved appearance of his window and store, and was informed that this change had brought about marvelous results in increased business. He said: "I had really given this matter little consideration until you emphasized that business men and their methods were judged by their store windows and store display. That anybody should have this opinion of me pained me exceedingly. I awoke to the situation at once, and you see the result. What pleased me most, and what must please you, is that this move has brought me new business, a better class of customers than I have ever had in the past, and my experience proves conclusively that it pays to have a well lighted, attractive store."

ONE would think that in New York City, where window display has received more consideration than perhaps any city in the world, talking machine men would be alive to every opportunity to attract the attention of the public to their windows, and yet there are, we regret to say, some dealers in the upper part of New York who apparently pay little attention to the value of window display. These people would willingly pay a salary to a salesman, and yet there is no salesman who can bring better results than the window. It works day and night without overtime charges—it is a perpetual reminder of the dealer's enterprise or indifference.

These remarks do not apply alone to New York. Go where you will, whatever the city may be, and you will find that the talking machine dealer who has a well-lighted window, attractively displayed, and whose store stock is shown in a manner to invite the consideration of the public is winning out as against those who are neglectful and indolent.

In some lines of trade there is an excuse for a dealer overlooking window value, but in the talking machine trade there is none, for the talking machine manufacturers provide window displays that are out of the ordinary and which never fail to attract crowds to a store.

Modern merchandising must be conducted along progressive lines, and this means utilization of any and every means that will attract public attention to the products handled, whether it be through the advertising columns of the local papers, recital work, cleverly written circular letters, or unusually attractive window or store displays. Everything counts, and, mark you, the people who are making the most money are those who are putting this progressive policy into force.

RECORDS OF THE INDIAN TRIBES.

Great Gathering of Indian Chiefs in New York Recently Aroused Fresh Interest in the Red Men, Their Customs and Their Music—Records of Indian Songs Much Praised and May Some Day Form the Basis of a Distinct School of American Music.

It was a remarkable assemblage of chiefs of the various tribes of Indians, which are now fast disappearing, that gathered in New York on Washington's Birthday to help President Taft lay the cornerstone of the monument to the Indians, to be erected, thanks to the enterprise of Rodman Wanamaker, at Fort Wadsworth, overlooking the Lower Bay of New York. It afforded a great opportunity to moving picture men and talking machine recorders to secure pictures and records of these famous warriors, so that posterity may know of the achievements and history of these early occupants of this land, which is now peopled by the tribes of the world.

Indian music is fast winning consideration from many of our noted composers, and their work in this connection has been helped most admirably by the various talking machine records that have been made by the old-time war, love and hunting songs of the various Indian tribes.

The time is not far distant when these songs may form a basis of an opera that will be characteristically American, not based upon Ethiopian

themes, but rather on the songs of those red men who have been identified with the early history of the settlement of America, and who are now being swallowed by our modern civilization.

A well-known writer who had listened to phonograph records of a number of Indian songs which had been recently secured, said:

"From the standpoint of the scientific student of folk song, all these Navajo songs which I have had the opportunity to study are extremely interesting. This interest, too, is of several different kinds. The Navajoes, like all other makers of folk music, use their songs as a medium of poetic and emotional expression, and it is very interesting to note the quantity of melody they employ for this purpose. One may note the range and kind of intervals, the kind of rhythm and meter and the quality of tone which these people find appropriate to the expression of certain ideas and feelings in song. A comparison of the Navajo songs in these particulars with the corresponding songs of other tribes and races would be a most interesting ethnological study, especially as the innermost life of all our aboriginal tribes is embodied in their music. So far as I know, all their prayers and expressions of religious feeling find outlet in song. So do all the deeper social emotions, and the historical records of the tribes, the traditions of noble deeds, the memories of good and bad fortunes received at the hands of the gods, all are recorded and handed down in the songs of the various societies."

SAILS FOR SOUTHERN CLIMES.

George P. Metzger, the energetic and popular advertising manager of the Columbia Graphophone Co., sailed Thursday, March 6, on the steamer *Esperanto* for Progresso and Merida, Yucatan, Mexico. Mr. Metzger will probably be away about two weeks, and, according to his own statement before sailing, will take with him a bundle of work which would take up about two months of his time in the office to accomplish, but which he confidently predicts will be all finished at the end of his fortnight's trip. Yucatan is far removed from the scene of the Mexican war disturbances, so no fear need be occasioned as to Mr. Metzger's safety.

SUPPORTING THE LOCAL NEWSPAPER.

An important kind of advertisement should always be a loyal support to your local newspaper. This will not only help build up the community in which you live, but is the quickest and most up-to-date route of telling them what you have for sale. Always keep in touch with your local newspaper man, who does more to build up his community and for less money than anybody else except the hardware merchant.

Devote your energies to the man who can pay for what he gets.

He who can sell is a success—others may be.

TRADE CONDITIONS IN BALTIMORE.

Lenten Season and Inauguration of President Wilson Have Had No Effect on Business Activity in Talking Machine Trade in Monumental City, and the Outlook as Expressed by the Leading Establishments Is Excellent.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1913.

The Lenten season and the arrangements which most Baltimoreans made to attend the inauguration of President Wilson seem to have had a slightly deterrent effect upon the talking machine trade during February. While business was not at all bad, it was not quite up to the performance of the fall months and January. The dealers, however, are just as confident and optimistic as ever concerning the future of the trade, and they predict that March and the spring months will show a great improvement over the good results obtained during the same period of 1912.

Manager W. C. Roberts, of E. F. Droop & Sons Co., said that the Victors had a comparatively good run during February, and considering the short month and other events that transpired, the results were very satisfactory. Mr. Roberts made a trip to the Victor plant during February.

"February held its own very well, when you take into consideration the several features that prevailed as against the other preceding months," is the way Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., puts it. "It was a short month, and we must all consider that a great majority of Baltimoreans, like those persons of other States, were concerned with the inauguration of President Wilson, and, consequently, this was bound to have some effect on business. But withal, our sales for February showed up very satisfactory, and we passed the business for the same month during 1912."

"You can say for me that I am well satisfied with the business done during February. It is true that it was not quite so brisk as the several

months previously, but we must take into consideration the many things that had a tendency to keep the minds of the people off the spending of money for talking machines, etc." Thus Manager M. Silverstein, of Cohen & Hughes, puts it. This firm handles a big line of the Victors, and Mr. Silverstein simply says, "Watch me during March and the spring months."

The Sanders & Stayman Co., through Manager Albert Bowden, announce a fair business as compared with the previous months, and hold out bright prospects for results during March, April and May. The firm has a nice display of Columbia and Victor machines and records.

CATERING TO THE WOMEN.

Some Pointers for Dealers Who Are Neglectful of the Woman as a Buyer or as an Influence in Selecting Permanent Investment for the Home—Usually Chose Better Class Records.

As the woman is the buyer of what goes into the average home or is, at least, consulted about the purchase of what may represent a permanent investment such as a talking machine, it would seem quite logical that the dealer should cater to the woman. Formerly the retailing of talking machines seemed to be surrounded by a sort of undefined atmosphere of the dealings thereto belonging exclusively to men.

This is the idea expressed by one dealer recently, who stated that in thinking over his own business in talking machines and the possibilities of enlarging that branch, it suddenly occurred to him that his store had not been visited by many of the women of the town. Most of his sales of better class types had been made in the homes, the consent to a trial at the home having been invariably received from the man of the house.

This dealer's soliloquy led to his adopting means of interesting the women of the neighborhood, of so arranging and furnishing the department as to appeal to feminine instincts. His advertising was

Thomas Gordon, proprietor of the Gordon Talking Machine Co., handling the Victor and Columbia lines, says that there was a slight falling off during February compared with the other winter months, but notwithstanding this a number of good sales of high-priced machines were recorded and a number of good prospects are on hand. Joseph Fink, of the sales force, had several good sales of talking machines and records to his credit.

Similar reports concerning business and prospects were made by Proprietor Charles Strand, of the Lyric Music Co., who handles the Victor and Columbia machines.

directed to the women, and in various ways this dealer stated that he elicited the interest of women to an extent that sales were visibly affected for the better. One or two recitals given at afternoon teas in private homes, he found an excellent advertising medium. By playing on one of the best machines a number of the higher grade records of music especially suited to a gathering of women, most of whom claimed some musical taste, an interest was awakened, and inquiries from the better homes of the community resulted.

In this case a young woman from the store had charge of the machine, conveying, better than words, that a woman could easily take care of and play the talking machine. In many ways, this dealer stated, studious effort was made to get women interested and at the same time the men did not cease to be interested.

Another feature his experience brought out, says the Canadian Music Trades' Journal, was that, though in most cases harder to persuade to buy the better type of machine, women usually choose the better class records. It is also true that in dealing with women, the salesman is less prone to bring out the less staple titles.

A change has been made in the management of the O'Neill-Adams Victrola department, W. M. Hotaling taking charge this week.

Here's the Point



No. 417.

Height, 31½ in. Width, 20½ in. Depth, 16¾ in. Quartered Oak front and sides. Any Victor finish. Mahogany front and sides. Holds 272 10- or 12-in. disc records. Average weight, crated, 80 pounds.

For Victrolas IV, VI, VIII and IX.



No. 418.

Height, 30 in. Width, 22 in. Depth, 18 in. Mahogany. Quartered Oak. Any Victor finish. Average weight, crated, 70 pounds. Will hold 8 record boxes and each box has a capacity of 10 disc records. Also furnished with rack holding 136 disc records. Always shipped without record boxes or rack unless otherwise ordered.

For Victrolas IV, VI, VIII and IX.

Profit and Satisfied, Repeat, "tell-their-friends-about-you" customers.

We know this is the crux of the whole matter, because our position is identical with yours.

So "The Udell Guaranteed Line of Cabinets for Talking Machine Records" is built to make you profits.

Udell designs are fine. They harmonize with the lines of the Talking Machine they are to be used with. The finish and workmanship are Guaranteed. The range of price takes care of every customer.

Surely you want our Catalog No. 41 and supplement just off the press.

Where do we mail yours, friend? Where?

THE UDELL WORKS,

Sales Department

Indianapolis, Indiana.

The Best Selling Accessory In Talking Machine History

NOSET

The Autostartstop



MEANS AN EASY SALE to *every* new-machine-buyer and to most present owners. It means an unusual profit on every sale. It helps to sell instruments and it keeps owners pleased.

YOU CAN PROVE *every one of these statements.*

NOSET is the *only automatic start-and-stop device.* It starts the turn-table automatically when the tone-arm is moved to the right and stops it automatically when the record ends. It does this without fail, on every record, long or short, and

NOSET needs absolutely *no setting, no adjusting, no regulation.* It attaches instantly with the turn of a thumbscrew, and once attached need never be touched again. It cannot get out of order or wear out—no springs, gears, screws, triggers or batteries. Fool-proof, wear-proof, time-proof.

ASK YOURSELF whether **Noiset** won't help you sell instruments—by making the operation of the machine look supremely simple—by making the timidest prospect feel sure he can operate it.

ASK YOURSELF whether present owners won't welcome **Noiset**—won't be glad to have their instruments made self-starting and self-stopping.

ASK YOURSELF whether you couldn't use the unusual profit you'd make on every sale.

YOU'LL SAY: "YES, if **Noiset** really does all this."

LET Noiset itself prove that. Just get it from your distributor (if he hasn't it, we'll have your order filled for you), try it out as long and as hard as you please, and if you don't find every one of these statements absolutely true, send it back and get full credit for it, without argument.

THAT'S OUR GUARANTEE. TEST IT.

Nickel, \$4.50; Gold-plated, \$5.00. Discounts on Request.

Condon-Autostop Company

Manufacturers of Talking Machine Accessories

26 Front Street, New York

Columbia product to-day not merely produces bigger profits, per sale, or per dollar, or per hour, than almost any other line of merchandise now being sold, but it adds to the appearance of the store and to the prestige of the business.



From "Music Money"—a free book you ought to have.

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

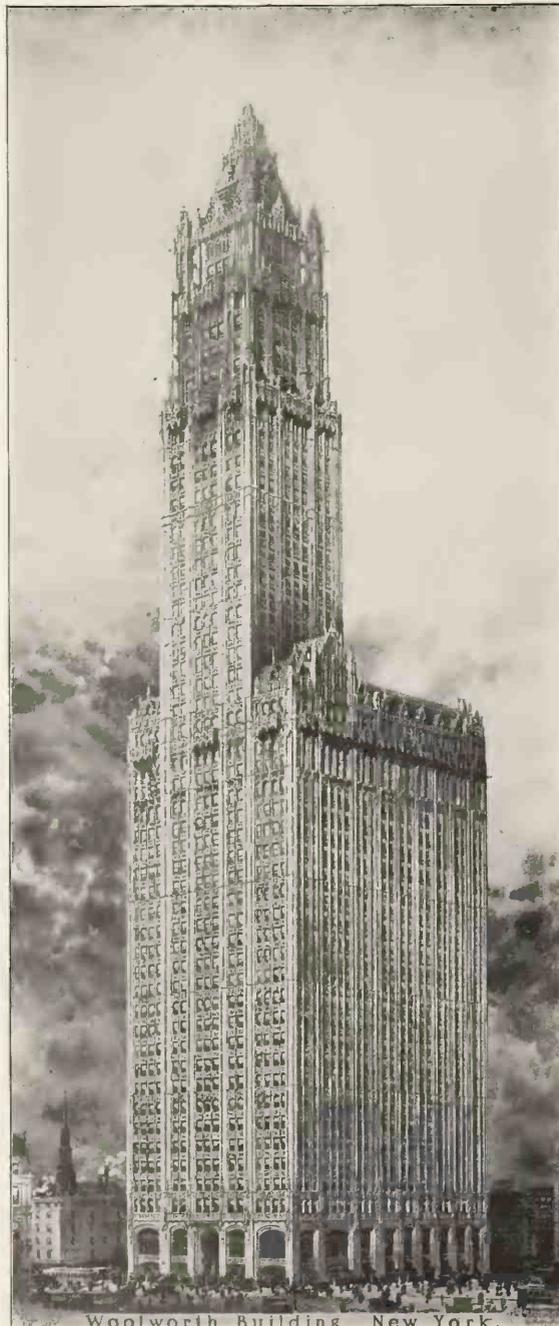
TO MOVE TO LARGEST OFFICE BUILDING IN THE WORLD.

Headquarters and General Offices of the Columbia Graphophone Co. Will Be Located on the Twentieth Floor of the Famous Woolworth Building, New York, After April 15—Has 10,000 Feet of Floor Space at Its Disposal—Will Be Handsomely Equipped.

The Woolworth building, Park place and Broadway, New York, the tallest office building in the world, will be the home of the general offices of the Columbia Graphophone Co. by the 15th of next month. The company has leased one-half of the entire twentieth floor of this mammoth structure, and, according to present plans, will start moving into its new headquarters the last week of this month. Incidentally, the Columbia Graphophone Co. will have the honor of being the first concern to be established in the world-famous Woolworth building, unless its plans are unavoidably delayed.

Owing to business expansion, the administration and executive headquarters of the Columbia Co. have been inadequate for some time past. By leasing one-half of the entire twentieth floor of the tallest office building in the world, the Columbia Graphophone Co. will have at its disposal the use of 10,000 square feet of space, which should permit it to have plenty of room to expand when circumstances necessitate it.

In the new quarters, the general offices will all be grouped together as one family and on one floor, making necessary office intercourse an easy and simple matter, and saving much time which is now lost by the members of the staff being obliged to walk around halls, as is the case in its present quarters. The executive officers of the company and the various department heads are now busily engaged in laying out plans for the new offices, and owing to the ideal location of its new home and the architectural arrangements of the Woolworth building, every office, large or small, will be provided with unexceptionable lighting facilities. The present plans include the installation of considerable new furniture, and when finally pronounced ready for occupancy, the new offices will be unsurpassed as regards adequate working facilities, tastefully decorated reception rooms and comfortable and refined furnishings. The executive officer and heads of departments will all be located in individual private offices, thereby enabling them to receive and enter-



Woolworth Building, New York.

New Home of the Columbia Graphophone Co.

tain all visitors with a maximum of convenience, and every department now housed in the Tribune building, including the Dictaphone, legal and educational departments, will become members of one large family in the Woolworth building, on one floor and in one group.

The business of the Columbia Graphophone Co. has made such rapid bounds in the past few years that the company has often felt severely handicapped by its lack of sufficient room to carry out the detailed ideas of the staff in the proper handling of the enormous amount of correspondence and routine matters necessary in the conduct of such an extensive business as the Columbia Graphophone Co. is now doing. The remarkable increase in the past year in the company's business demonstrated more clearly than ever the imperative need of its removal to larger and more adequate quarters.

In finally selecting the Woolworth building as the location of its new home, the Columbia Graphophone Co. has chosen a building whose fame is world-wide as the tallest office building in the world. Situated in the heart of the most desirable business district of New York, and easily accessible to all modes of travel, the Woolworth building offers an unsurpassed location for such a widely known concern as the Columbia Co. Its handsome appearance and ideal working facilities have been the subjects of countless articles in the newspapers and national magazines. The building has every known convenience for tenants, including a swimming pool, shower baths, safety deposit vaults, and 28 high-speed elevators equipped with every known safety device.

UDELL SPRING SUPPLEMENT.

Illustrates and Describes Many Interesting Styles of Cabinets for the Talking Machine Trade That Will Doubtless Attract.

The Udell Works, of Indianapolis, Ind., whose cabinets are widely known and appreciated for their intrinsic worth, have just issued a spring supplement showing an exceedingly fine line of cabinets for talking machine records that should interest the trade.

The Udell Works are carrying a line of cabinets that supply the needs of people in all circumstances, and fit both in woods and finish the various machines on the market.

Judging from the way orders are reaching the Udell headquarters, it would seem as if the talking machine trade was looking forward to a very busy and successful year.

TO OPEN NEW QUARTERS.

The Minneapolis Phonograph Co. intends to open a branch store on Nicollet avenue, having leased the corner store at Ninth street in the Pierce-Walton block.

Work out your own formula for making good, but use this as a guide: "Just love the game with all your heart—and hustle."

Fishing for business is like fishing for fish. To be successful use good bait.

The Right Record

— WITH —

The Right Surface



Fit Any Phonograph

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The April list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., March 10, 1913.

Thomas A. Edison's talking motion pictures have been making the hit of vaudeville the past fortnight. They were advertised simultaneously for Keith's Theater, the finest vaudeville house in the East, and the National, which is at the south end of the city, and which also is one of B. F. Keith's enterprises. On the first day hundreds of people were unable to gain admittance and almost the same story has been told each day since. Morning and afternoon both playhouses are jammed with eager audiences, and there is well-nigh breathless wonderment as the pictures are watched and the actors heard. As often is the case, advance information scarcely was adequate to prepare people for what they saw and heard. Everyone wonders how so large a volume of sound can be produced, sufficient to fill a theater, but when it is explained that the discs are very much larger than what one is accustomed to in the ordinary talking machine, then one better understands.

Endorsement from School Authorities.

In the report of the Boston School Committee just issued there is a hearty endorsement of the graphophone, reference to this Columbia outfit being made under the head of "Music." Here is what the report says: "In many of the schools the instruction in singing is supplemented by the aid of the graphophone. Not only is this instrument a practical and effective means of training boys and girls to sing well, but it also has a very great influence in giving them a love for, and an appreciation of, good music as interpreted by the great artists of the world." This is an endorsement that Manager Erisman is justly proud of. In the meantime this manager's emissaries are

hard at work on the school proposition, and many installations are constantly being made.

Piano for Eastern Associates.

When the members of the Eastern Talking Machine Associates have their enjoyable "get together" they will have the advantages of a fine upright piano, as Charlie Atwood installed a Hobart M. Cable instrument in the Associates' assembly hall the other day. Now the members can warble—those who can sing, of course—and play and dance to their hearts' content.

Visits Talking Machine Factories.

W. J. Fitzgerald, of the Eastern Talking Machine Co., has been enjoying a trip to Philadelphia, where he visited the Camden plant of the Victor Co., New York, and was entertained by several of the prominent dealers; and Orange, N. J., where he inspected the Edison plant. Mr. Fitzgerald was accompanied to New York by F. W. Bond, the Boston baritone, who made some records for the Victor Co. at its laboratory in the metropolis.

Boosting Edison Line on Road.

Tom Murphy, who is making himself solid with the talking machine trade on the road, is back in town after a very successful trip through the West in the interests of the Edison line. "Tom" is soon to start off on a cross-country trip, during which he will everywhere give demonstrations of the Edison disc machines. He will get as far as the Coast, probably. There is some talk of "Tom" being sent to San Francisco during the Pan-American Exposition.

Weingartner Making Columbia Records.

Manager Erisman is quite delighted over the prospects of some unusual records, both instrumental and vocal, through the presence in this country of the great Weingartner, the orchestra

conductor, and his singing wife, Mme. Weingartner-Marcel, as she prefers to be called since her marriage to the conductor. Both of these talented artists have been appearing at the Boston Opera House, and while here went over to the New York laboratories of the Columbia to make records, Manager Erisman having been instrumental in making the arrangements. Mr. Weingartner conducted the Columbia Orchestra and his wife sang some of her best numbers. Together they made about a dozen records, and the best of these will be put on the market.

Active Business with Steinert.

Manager Herbert L. Royer, when your correspondent called on him at the Arch street headquarters of the M. Steinert & Sons Co.'s Victor department, was getting ready to depart to New York and Philadelphia, where, of course, he will visit the Camden factory. Mr. Royer was over to Philadelphia only a fortnight ago, and in the meantime he has done a little traveling among some of the nearby New England cities. He reports business as unusually good, with the same old cry of difficulty of getting the goods.

Phenomenal Record Business.

Manager Erisman reports the business of the Boston office of the Columbia as having been something phenomenal the first two months of the present year. During January, he says, more than 78,000 records were sold by his able staff of salesmen.

School Concerts Most Successful.

Under the direction of the Boston School Committee, the Columbia Phonograph Co. continues to give largely attended concerts in the various city schools. One was given a few nights ago at the Roxbury Evening Center (Roxbury High School),

Since the introduction of the New Edison DISC Phonographs and Records

at the Boston Electric Show,
the interest is world wide

A large demand already exists and enormous sales are assured.

A limited number of Edison Disc Merchants have been appointed and the volume of business is phenomenal.

A few more Edison Merchants are being appointed in uncovered territory.

**THIS IS
YOUR MARKET**

In New England and in Eastern New York State live 4,000,000 families, approximately 14,000,000 people. Every locality has its quota of music-loving people; people who have already heard of the wonderful merits of the Edison Disc Phonographs and Records.

These valuable prospects are easily turned into sales, meaning a Phonograph and some records at first, and some records every month thereafter.

The opportunities for building a large and profitable business are without precedent.

**THIS IS YOUR
"MAN MEASURE"**

To be eligible as an Edison dealer requires a nominal capital, aggressiveness and clean business principles. You can easily acquire the routine details, and we will train you on the executive end. Co-operation and advice are included in our service without charge.

Most wanted are brains—brains moulded quickly to new conditions.

We want picked men only, and only a limited number will be appointed.

Grasp this hint now!

This brief story should interest you. Write us for details.

THE PARDEE-ELLENBERGER CO., Inc.,

BOSTON, MASS.
65 Battery March Street

NEW HAVEN, CONN.
96 State Street

THE TRADE IN BOSTON AND NEW ENGLAND

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

and a Grafonola de Luxe was used with splendid effect.

Henry Winkelman Reports Ditson Progress.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., is the busiest man these days. Trade conditions during February were extremely good with this house, and the large staff of clerks have kept on the jump right along.

Edison Disc Phonograph Heard.

A number of invited guests seized the opportunity of witnessing a demonstration of the new Thomas A. Edison disc phonograph, which took place in Red Men's Hall, Central street, Winchendon, Mass., on an evening late in January. The audience included a number of the leading people of the town, and was eminently successful in every way.

Two Hustlers in Orange, Mass.

G. M. Pratt and E. B. Miller are having great success with the Edison disc phonograph in the town of Orange, Mass. Both men are hustlers, aggressive, and through close attention to business they have developed quite a business.

Many Victor Sales at Chickering & Sons.

Only constant activity is reported from Chickering & Sons, where Manager Ubert Urquhart's Victor department is the scene of great activity from morn till eve. Mr. Urquhart has made several notable sales of Victor outfits in the past fortnight.

Many Schools Install Talker Outfits.

The Eastern Talking Machine Co. reports good progress in its school installations of machines. Particularly active in this department of the company have been W. J. Fitzgerald and Edward A. Welch, who are hustlers in the trade. A number of out-of-town schools have lately had Victor outfits installed, and large consignments of records have been sent to these respective places.

Large Sales at Henry F. Miller Store.

Several large sales lately have been made of Victor outfits at the Henry F. Miller headquarters in Boylston street. The past few weeks have been unusually busy ones with Manager Francis T. White.

Rosen to Enlarge His Establishment.

Harry Rosen, whose establishment in School street always is a busy hive of industry, has lately been in New York, visiting the large dealers. Mr. Rosen called upon the leaders in the Victor, Columbia and Edison lines, and found business brisk everywhere. Mr. Rosen is planning to enlarge and rearrange his quarters, as the rapidly increasing business demands larger facilities.

Conditions in Lexington, Mass.

The town of Lexington, Mass., has developed quite a fever for the Edison blue amberol records, and A. M. Tucker has given palpable proofs of his ability to sell goods. Every day finds his place filled with prospective customers.

Gave Concert on Roof Garden of Hotel.

The roof garden of the Vermont Hotel, at Burlington, Vt., was used for a distinctively novel purpose recently, when a large crowd assembled there to listen to the new Edison disc phonograph. So large was the crowd that it was necessary to give two concerts. The Bailey Music Rooms, in Burlington, are handling this Edison line, and are most enthusiastic over what can be accomplished by these outfits. At the hotel the proprietor stated that he was contemplating installing a machine in his dining room, which certainly would prove popular with diners.

Large Crowds Enjoy Edison Disc Phonograph.

The demonstration of the Edison disc phonograph at Lockport, N. H., was the occasion of the assembling of one of the largest crowds that ever gathered for a concert. It was held at the Opera House, and every seat was filled long before the time for beginning. Though the hall was large, every one in the farthest recesses of the interior could hear every sound most distinctly.

About all the musical people of Montpelier, Vt., attended the concert of the Edison disc phonograph at the Kellogg-Hubbard library the latter part of January, and E. J. Seguin states that there is the keenest interest in the city over this latest style of phonograph.

Busy Reports from Worcester.

The Worcester Phonograph Co., at 11 Trumbull square, Worcester, is meeting with great success, and business in the past few weeks has gone along with a veritable boom. All the various outfits carried by this house are constantly being called for.

Movements of Columbia Men.

Manager Arthur Erisman, of the Columbia Phonograph Co., was over in New York a short time ago, visiting the Columbia laboratories. He expects to make another trip over in the course of the next fortnight.

H. A. Yerkes, the wholesale manager of the Columbia Co., was in town for a short time the past week, coming over here in regard to a big deal. Mr. Yerkes said that never in the history of the business has he seen such a shortage of products at the factory as at the present time. January and February were remarkably busy months, and the demand for disc records at times was heavier than the factory could supply especially on some of the most popular selections. Mr. Yerkes is looking for a remarkable year, far larger than the trade has ever known.

H. R. Skelton Exhibiting in Brooklyn.

H. R. Skelton, the traveling man for the Thomas A. Edison Co., Inc., is in Brooklyn, N. Y., for the fortnight, where he is in charge of the Edison disc machine exhibit at a local food fair. Mr. Skelton is giving informing and entertaining demonstrations of this wonderful machine the same way that he did when he superintended the exhibit that was given at the Mechanics Building last fall.

C. T. Shearer Co.'s Big Opening.

The C. T. Shearer Co. at Worcester, more widely known as The Star Store, had a big opening lately, and the public that inspected the establishment found one of the most conveniently arranged talking machine stores. There are three sound-proof rooms done in white and gold with leaded glass windows, and the Columbia goods that are

handled are exhibited in a very attractive manner. The Columbia department is in charge of Miss Gailbraith, who has been instrumental in building up a large business in Columbia outfits.

To Handle the Columbia Line.

The W. H. Berry Co., of Cambridge, has just closed a contract whereby it will handle Columbia machines and records. This company has an establishment conveniently located, and the prospects are good for a large business.

Mr. Schnitzer in Charge.

The O'Shea Furniture Co., of Laconia, N. H., one of the largest stores in central and northern New Hampshire, has just placed Mr. Schnitzer in charge of its Columbia department, and the latter went down to Boston a fortnight ago to spend a few days at the Boston office of the Columbia Co., where Manager Erisman gave him his personal attention in informing him as regards the fundamentals of the business.

Looks for Immense Business.

Manager Silliman, of the Pardee Ellenberger Co., reports a large call for the Edison products, and this is especially true about the new disc machines and records. All kinds of inquiries both in person and by letter and 'phone are daily being received at the Batterymarch street headquarters.

NEW DEALERS IN BANGOR.

Three Concerns Take on the Edison Disc Line — Establishments Well Fitted Up.

(Special to The Talking Machine World.)

Bangor, Me., March 10, 1913.

Three new parties have entered the talking machine business in this city lately, taking on the Edison disc line. These are: Chandler & Co., Otis Skinner Optical Co. and the Arthur Guth Piano Co. Each has bought an initial order of \$2,500, which show their faith in the Edison goods is most pronounced. These establishments have fitted up special rooms to demonstrate the Edison disc machines, the Otis Skinner Co. especially having most attractively arranged display quarters, which is still located in the central part of the city.

W. H. BAGSHAW
ESTABLISHED 1870
Lowell, Mass., U.S.A.
WORLD'S LARGEST MANUFACTURER OF TALKING MACHINE NEEDLES
OF ALL STYLES, SHAPES AND SIZES

DESIGNER AND MAKER OF
DUPEXTONE NEEDLES
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

Chauncey Olcott, the greatest of all Irish ballad singers, is just now making his first records—exclusively for the Columbia. “Standing Room Only!”



Columbia Graphophone Company
Tribune Building, New York

TRADE OUTLOOK IN WISCONSIN NEVER BETTER.

Business Has Been of Remarkable Proportions Since Opening of the Year—Orders Reaching Jobbers Indicate That Stocks Are Light Throughout State—Gensch-Smith Co. Incorporated—McGreal's Move—Miss Emma Krech Married—Kinetophone Scores.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 10, 1913.

If the talking machine business continues to improve during the remainder of the year as it did during January and February, it is certain that 1913 will break all previous records. Business received thus far in March is way ahead of that experience during the corresponding period a year ago, while the prospects for the future are unusually bright. Business conditions in general were never better in Wisconsin than at the present time. All the big industrial plants in this city have been operating full blast for several weeks, everybody is busy and money is plentiful. Out in the State there is plenty of prosperity as a result of the bumper crops harvested last fall and the high prices received all winter for dairy products and live stock.

Dealers all over this section of the Northwest are placing exceptionally fine orders for machines and records with local jobbers, proof that stocks in retail shops are lighter than is usually the case at this time of the year, and that dealers have plenty of confidence regarding the coming year's business.

The shortage in some types of machines which was experienced for several weeks after the opening of the new year has been overcome in most instances. Jobbers have caught up with their back orders and are now in a position to fill their new orders promptly.

A really enormous record business is being done at the local stores. Demand for records is increasing rapidly, only a natural result of the steady gain in the sale of machines. Dealers are all pleased with the March records in the Victor, Edison and Columbia lines.

The Kinetophone, Thomas A. Edison's new talking picture outfit, has taken Milwaukee by storm. The talking pictures first made their appearance at the Majestic Theater on February 24, and are still being featured at the vaudeville houses.

The wedding of Miss Emma Krech, a popular young lady connected with the McGreal retail store for some time, and Harry R. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobber for the Victor line, took place at the bride's residence on February 27. The ceremony was witnessed only by the relatives and intimate friends, but Mr. and Mrs. Fitzpatrick were given a send-off at the railway station by all the leading lights in the Milwaukee talking machine field. After a short wedding trip, Mr. and Mrs. Fitzpatrick are at home to their friends at 870 Forty-first street.

One of the interesting social events which preceded the Fitzpatrick-Krech wedding was a stag dinner given in honor of Mr. Fitzpatrick at the Gargoyle on February 18 by Joseph Gannon, assistant manager of the Wisconsin Talking Machine

Co. and now connected with the office of Sheriff Lawrence McGreal.

Among those in attendance, most of whom are connected with the talking machine business, were the following: Ernest Schefft, of Charles H. Schefft & Sons; Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House; Leo Lange, of Lange & Kunz; W. P. Gensch, of the Gensch-Smith Co.; J. H. Becker, Jr., manager of the Victor department at Espenhain's; Mr. Kraus, of Kraus & Grau, Port Washington, Wis.; Lawrence McGreal, Harry McGreal, James Foley, Joseph Gannon and Harry R. Fitzpatrick.

The Gensch-Smith Co., recently incorporated to carry on a general Victor business, has opened a decidedly attractive retail store at 730 Grand avenue. The sound-proof booths are all finished in white enamel, while the furnishings are in mahogany. Both W. P. Gensch and Mrs. A. J. Smith, the members of the new firm, are enthusiastic over the manner in which business has opened up. During the first two and a half weeks that the store was open exactly \$1,000 worth of machines alone were sold. Mr. Gensch is calling on the outside trade, while the store is in charge of Mrs. Smith.

Business has increased to such an extent in the Victor department at Gimbel Bros. that Manager L. C. Parker has plans under way for installing several more booths during the coming year. Mr. Parker found at the close of the store's fiscal year on February 1 that his department had exactly doubled its business over the previous twelve months.

J. H. Becker, Jr., manager of the Victor department at Espenhain's, has plans under way for pushing his usual summer campaign in the sale of small Victrolas to the owners of Victrola XVI machines who spend most of their summers at the lakes. Mr. Becker has found that the owner of a large machine is always glad to purchase a smaller equipment which can be taken without trouble to the summer home. Mr. Becker's Victrola concerts at the Espenhain store are attracting large crowds daily and are doing much to increase business.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, and his associate, Ernest F. Leicht, report that business during the month of February was double that received during January. Business in both Victrolas and records is so good during March that, as expected, all previous records will be broken.

A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, is still looking for the new Grafonola grand, the new \$500 Columbia, as the Milwaukee trade has been much interested in the announcement of the new machine, and it is expected that some fine sales will be made. Busi-

ness at the Kunde store in machines and records is so good that both Mr. and Mrs. Kunde and the entire sales force are working overtime.

It is reported on good authority that one of the leading and oldest piano houses in Milwaukee is preparing to open a new Victor department within the near future. The deal has not yet been closed.

Miss Elizabeth Hughes, manager of the Victor department at the Edward Schuster & Co.'s department store at Third and Garfield streets, has been demonstrating the Victrola at various public meetings of late, with the result that she has doubled her sales for the past month. Miss Hughes recently gave successful concerts in several of the local churches and before various Epworth League societies, demonstrating drill and sacred music.

Mr. O'Neil, representing the Victor Talking Machine Co., and U. P. Gibbs, well-known traveling representative of the Wurlitzer Co., of Chicago and Cincinnati, were recent visitors.

Lawrence McGreal, sheriff of Milwaukee county, who recently disposed of his interests as Edison jobber to the new Milwaukee Phonograph Co., will open twelve credit clothing stores this year in Wisconsin and Michigan. Associated with Mr. McGreal will be the other members of the Lawrence McGreal Clothing Co., recently incorporated for \$100,000, but which has conducted a clothing store in Milwaukee for several years.

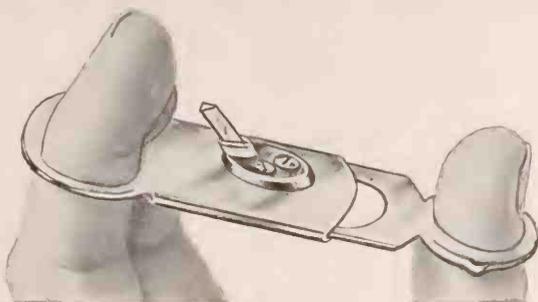
CONDITIONS IN SOUTH AND WEST

Remarkably Good, Says George W. Lyle, General Manager of the Columbia Co., Who Returns to the City This Week.

George W. Lyle, general manager of the Columbia Graphophone Co., returned to New York Monday after a four-weeks' trip through the important business sections of the South and middle West. Mr. Lyle speaks enthusiastically of conditions in the talking machine field, and states that the Columbia dealers are doing an excellent business. A feature of the current trade is the pronounced increase in the demand for the higher-priced machines over the high-grade business done any previous year.

Mr. Lyle noticed a steady demand in all sections for the high-priced "De Luxe" and "Regent" types of machines, which are rapidly growing in popularity. The Columbia "Grand" is admired and praised in all parts of the country, and many establishments in the South and middle West had disposed of their first instrument a few days after its arrival from the factory and were planning to quickly sell their next instrument as soon as it reached their stores. Mr. Lyle attributes the trade in the higher-priced styles in part to the elevating tendency of the Columbia Grand.

The keynote of modern business is service. You cannot put anything in your store that will yield the profit that good, first-class service will. A clean store, well arranged, everything plainly priced, everything to the front and on exhibition, means service. If an order comes over the 'phone, it does not make any difference if the man says "this afternoon will do"; send it at once.



“No. 14” The Dollar Needle Cutter

“No. 14” is guaranteed to make any fibre needle good for at least FOURTEEN records.

“No. 14” is guaranteed to give a **perfect** playing point—sharp, clean, even—**every** time.

“No. 14” is guaranteed not to get out of order or wear out—to **be** sharp and to **stay** sharp.

“No. 14” is supremely simple—just slip in the needle and snip—no directions needed.

“No. 14” is compact and good looking—leave it on the instrument, or carry it in a vest pocket.

“No. 14” sells for ONE DOLLAR, and leaves a very attractive profit for **you**. (Gold plated, \$1.25. Discounts on request.)

“No. 14” is the cutter **you** need, the cutter your customer needs, the cutter the needle needs.

Sold through distributors. If yours can't supply you, send us your order direct and we'll have it filled for you.

You've been waiting a long time for a perfect cutter at a reasonable price—don't wait any longer. Order “No. 14” to-day.

Condon - Autostop Company

Manufacturers of Talking Machine Accessories

26 Front Street, New York

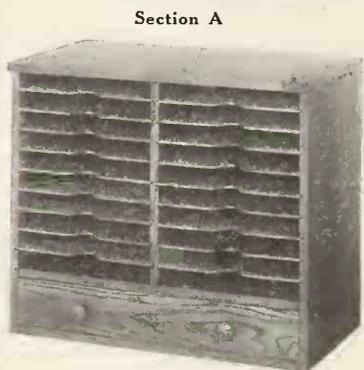
(Ask for a sample of DOLCETONE, the Tone Filter. Purifies, softens and sweetens sounds. Installed instantly. Lasts forever. Simple, inexpensive, efficient.)

SOMETHING ENTIRELY NEW

In a Perfect Cabinet for Disc Records

Made to Match Your Store Fixtures

Every Dealer Should Have a Sectional Cabinet



Section A
 SIZE—HEIGHT, 26 inches.
 WIDTH, 27 3/4 inches.
 DEPTH, 13 inches.
 PRICE, \$6.50



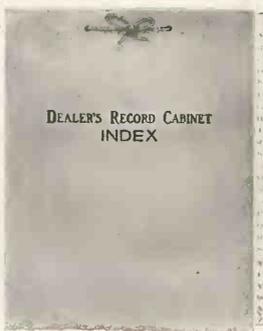
Section A and B
 SIZE—HEIGHT, 47 inches.
 WIDTH, 27 3/4 inches.
 DEPTH, 13 inches.
 PRICE, \$11.00



Section A and 2-B's
 SIZE—HEIGHT, 68 inches.
 WIDTH, 27 3/4 inches.
 DEPTH, 13 inches.
 PRICE, \$15.50

The Result of Long Experience

The many years that we have been wholesaling Disc Talking Machine Records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved a Sectional Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.



CONVENIENT

Our Sectional Dealers' Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

ECONOMICAL

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Sectional Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.

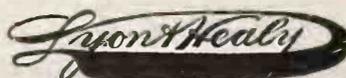


CAPACITY

Section A consists of one Unit, one Top, one Base, equipped with drawer.
 Each unit contains twenty-four spaces, each space holding twelve, 10 or 12-inch records, or total capacity of unity 288 records.
 Section A and B contains two units; one top and base equipped with drawer. This gives a capacity of forty-eight spaces, holding twelve 10 or 12-inch records, or capacity of 576 records.
 Sections A and 2B's contains three units, one top and one base, including drawer, the capacity of the three units being seventy-two spaces, each space holding twelve 10 or 12-inch records, or a total capacity of 864 records.

AN INEXPENSIVE NECESSITY

Our Sectional Dealers' Disc Record Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all, the cost being very insignificant. It is a decided aid to dealers who do not carry a large stock, they can purchase single units and build them up with their business.
 We have made these cabinets of the best material obtainable and finish them as ordered by dealer and every cabinet carries our quality guaranty.



LABOR SAVING

Our Sectional Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute.

The Cabinet is easily cleaned, and your records are kept in perfect condition.

No warping, scratching, cracking or breaking.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., March 8, 1913.

The talking movies are here, have been here for several weeks and the town is at their feet. The Chicago representative of The Talking Machine World has seen them and has pronounced them good. Great in present accomplishment and rich in still greater promise of still greater things in the future.

Here are extracts from a couple of the daily criticisms. All the papers devoted a great deal of space to the talking pictures; said, in effect, that they would still further enhance Mr. Edison's already great reputation.

Richard Henry Little, the humorously inclined critic of the Chicago Examiner, said:

"Vaudeville comes to the front this week with the real dramatic success of the season. It's extremely hazardous to make predictions about how long a new show will last, but I can cheerfully say, beloved hearers, without fear of contradiction, that here is a show that will run not only for weeks but months and also years. That's a pretty large order, but then you don't know what I'm talking about. I'm coming to that now.

"The new show, book and all, was written by Thomas A. Edison. While it is not the first success he has put before the public it is the one that is going to be most popular with theatrical audiences. The name of the piece is the 'Kinetophone.'

"We have had what were called 'talking pictures' before, but after seeing and hearing the 'Kinetophone' the old-time 'talking pictures' seem as archaic as an ox-cart, compared to an automobile. In the old 'talking pictures' two or three people stood behind the screen and spoke words more or less appropriate to the action that was being revealed on the screen in the moving pictures. One earnest athlete armed with guns, horns, sandpaper, a wave machine, an automobile horn and four hundred and seventy-five other different kinds of noise producers stood ready to give a realistic imitation of anything from the blowing up of the Maine to a bald-headed man slapping a New Jersey mosquito. But these 'talking pictures' lacked what we call in the drama 'convincingness.'

"For instance, over in one of the Halsted street 'talking picture' opera houses when a silk-hatted, elegantly attired gentleman on the motion picture screen spoke to the beautiful heiress and

said, 'Say, Gert, I'm clean dippy about you, and if you'll marry me I'll give you a swell flat an' you won't have to do your own washin'; how about it?' we failed somehow to be deceived into the idea that the pictures were talking.

"But the 'Kinetophone' is all that Mr. Edison has promised. The illusion is as nearly perfect as an illusion can be. The pictures do seem to talk. Every-motion shown in the pictures that our eyes tell us should be accompanied by a sound is accompanied by just the sound our senses have taught us to expect. A man plays on the piano and we hear the notes as his fingers strike the keys. A violin bow is drawn across the violin, a book drops on the floor, a dog leaps into view, barking furiously, and the sounds come to us as naturally as though we were rewarding real people and animals and objects instead of a picture on a screen.

"The audiences looked as bewildered when the 'Kinetophone' began its performance as I imagine Hottentots in Equatorial Africa must look when some explorer shows them a watch or a photograph. It does seem like black magic for a while. The talking is as natural as any talking can be and there are all the gradations of tone and inflections usually employed in speech.

"The audience at the Majestic Monday afternoon sat for the first five minutes of the 'Kinetophone's' performance in the most stupendous silence I have ever known on the part of an assemblage of sixteen hundred people. Then suddenly, as if in response to a signal, the applause broke out in deafening volume and continued for two or three minutes. The telegraph, the telephone, the phonograph, the X-ray, color photography, the automobile, the aeroplane, all within a few years! And now the Kinetophone! Next!"

Percy Hammond, in the Tribune, says in part:

"Thomas A. Edison is the 'headliner' at the Palace Music Hall this week, as he is also at the Majestic, and the temperamental stars of vaudeville are, it is presumed, not unperturbed thereby. Moving pictures in the honor place on the bill, with the erstwhile 'topnotchers' distributed humbly on either side of them, is somewhat of an innovation, boding, it may be, no good to pride and prestige. The audience comes in for 'the picture' now instead of going out on them as has been the custom hitherto.

"Mr. Edison's contribution is the 'Kinetophone,' and in the words of the gentlemanly and eloquent photographer which makes the introduction it is

a synchronization of reproduced sound and sight. That is, a phonograph of heroic proportions suits the word to the action of the moving picture. That is, again, it is phonograph and camera in perfect combination. By way of emphasizing what a wonderful thing the 'Kinetophone' is, the exchequer of the Edison interests will be improved \$50,000 weekly—the amount of the toll to be paid by the vaudeville theaters which employ this wonderful apparatus."

Fred Schmidt in Town.

Fred Schmidt, of the Schmidt Music Co., Muscatine, Iowa, has been a "visitor within our gates."

Wurlitzer Have Pow-wow.

E. H. Uhl, manager of the Chicago house of the Rudolph Wurlitzer Co., is now on a trip to Panama, Cuba and thereabouts. He is on business and pleasure combined, as Wurlitzer automatic instruments have a wide distribution down in that neck of the woods. Before he left there was a general gathering one evening of the employes, literally everybody being present from the elevator man up to the dizzy heights whereon F. A. Semon reigns in his iridescent glory. Efficiency prizes were awarded and some mighty helpful talks indulged in.

Department H Travelers Gather.

The special representatives of the wholesale talking machine department of Lyon & Healy were in for three monthly conferences with Manager Leslie C. Wiswell the other day. There were F. L. Fritchie, Iowa; J. E. Meagher, Iowa, Wisconsin; A. D. Stone, Indiana and Michigan; and J. B. Ryde, Illinois. They are a fine lot of men, and are doing some mighty good work for the Victor department of the big house in their respective territories.

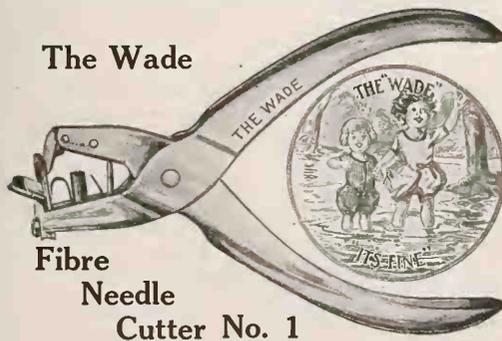
By the way, Mr. Dvorak on his recent Eastern trip took big orders from practically every jobber he called on for the Lyon & Healy fiber needle cutter.

The Reporters Were Interested.

During the celebrated Steger-Geppert case at Joliet which meant so much to the piano trade and to the cause of clean journalism, the boys on the Joliet dailies indulged in a lot of human interest stories. Here is one of them from the Joliet News, only the machines involved were Columbia Dictaphones.

"Every little movement has a meaning all its own," but nowhere do little movements have greater

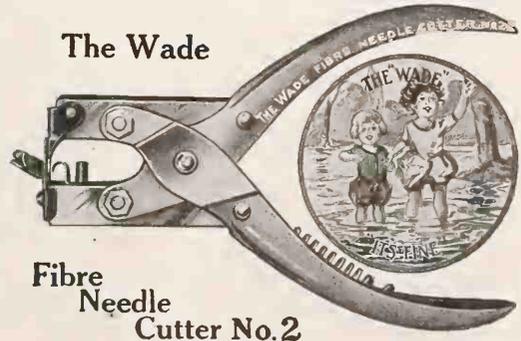
(Continued on page 22.)



The Wade

Fibre
Needle
Cutter No. 1

The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, producing clean, perfect playing points. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.



The Wade

Fibre
Needle
Cutter No. 2

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon the return of the old one.

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

meanings than do those of the wax cylinders on the little phonograph machines that are working overtime daily in the office of Everett Shaw, official circuit court reporter.

"With the opening of the Steger case it was apparent that court reporters were in for a long siege of shorthand work and transcribing drudgery.

"Necessity is the mother of invention," they say, but in this case it might be worded to better advantage by using the word expediency, at least that is what it amounted to, for Mr. Shaw, distantly connected with the great Shaw publishing house, which is world-famed for its efficiency ideas, had one of his own, and in came the phonographs.

"After taking down the evidence of the first part of a court session, he 'beats it' to the office at recess while his assistant takes his place at the reporters' table in the court room.

"Back in the office, and in the quiet of its confines, he unfolds the story of the trial as recorded in the curves, dots and dashes of his shorthand notes. But the tale is not imparted in the usual way.

"Only into the ever-open 'ear' of one of the machines does he tell his story. From one cylinder to another the story goes, as the smooth surfaces are scratched by the fine needle attached to the sensitive diaphragm of the recorder.

"Then the process is reversed. The 'governor' is adjusted and the phonographic story retold at a slower rate, and as it's retold Miss Nellie Harrington and Miss B. Helene Grosman are there to record it 'forever' with their trusty typewriters.

"And thus the phonograph has come to stay in Joliet stenographic fields, for Mr. Shaw is greatly pleased with the system, while his assistants are even more enthusiastic in their praise of it."

Visitors to the City.

Samuel Goldsmith, that distinguished member of the Victor sales forces who sort of headquarters in Chicago, has bobbed up again smiling and busy as usual after a tussle with the "grip."

M. P. Baukin, of the Baukin Music Co., Beloit, Wis., was a visitor a few days ago.

F. A. Smith, of Marshalltown, Iowa, was a recent visitor. Four years ago Mr. Smith bought out the Edie-Ward piano business at Marshalltown and has since conducted it under the name of the Central Music Co., while his son not long ago bought out the talking machine and small goods business formerly conducted by Mr. Schwietert, now one of the leading talking machine salesmen at the local house of the Rudolph Wurlitzer Co., and has since run it under the name of the Smith Music Co.

A Wonderful System.

J. R. Cadell, of the inspection department of the Victor Talking Machine Co., spent several days among the jobbers and dealers in Chicago this week. His principal purpose was to examine the machines as they came in from the factory to see how they withstood the rigors of the journey, especially as to the condition the motors were in after the journey. Furthermore, this gives him a final chance to know to a certainty just how they get away from the factory. Just another instance of the wonderful organization of the Victor factory and system and the ceaseless series of check-ups. "The Victor Co. is never satisfied with product or system," said Mr. Cadell. "It wants to better both whenever and wherever possible. Probably few people realize how thorough the Victor methods are. Why," he continued, "give me the number of a machine and I can tell you when and where it was built, who inspected it, the girl who played it, how many times it was played, who packed it, etc. Something like the same process can be gone through on the motor and the sound box. In fact, we know just what was done and who it was done by at every stage of progress."

Some Columbia Changes.

A. W. White, who has had charge of the St. Paul office of the Columbia Co., has been transferred to one of the other branch offices, while Mr. Herdmann, formerly of the Indianapolis office, has taken charge of the St. Paul headquarters.

A. W. Roos, for the past year or so traveling

auditor for the company, and who prior to that was for many years connected in important capacities with the Chicago offices, is now manager of the Indianapolis branch, while Thomas DeVine, who has been manager of the Indianapolis branch for some time, will now devote his attention to the Dictaphone exclusively in the Indiana metropolis.

O. C. Junge, who has been manager of the branch at Providence, R. F., has now traveled over half-way across the continent to take charge of the Columbia interests in Omaha, Neb.

Mr. Laurie Here.

P. A. Laurie, assistant auditor-in-chief of the Columbia Co., and head of the traveling auditing forces, is a Chicago visitor. As the result of a grilling direct, redirect and cross-examination by the representative of The World, Mr. Laurie admitted that so far he had found nothing on the Chicago office except "good business."

Keith's Exploring Expedition.

Roy J. Keith, sales manager for the Talking Machine Co., returned last week from a trip to Milwaukee, Madison and the Twin Cities. At the Wisconsin metropolis he witnessed arrangements made by the J. B. Bradford Piano Co. for the installation of a new Victor talking machine department. There will be fine demonstration rooms upstairs, and display on the ground floor. At the State Capitol Keith found that W. W. Warner, the pioneer piano dealer and talking machine man, is going to retire from business this fall. His son, Paul Warner, has so many outside interests in the way of real estate and investments of various kinds that he simply cannot attend to it all, and is therefore also compelled to give up the music business. The talking machine department of the Wisconsin Music Co. is making rapid progress under the direction of the capable manager, Mr. Holtman. They are giving recitals which are proving big business pullers, and are following up the good work with well-written and widely and judiciously distributed circulars. At Minneapolis, Mr. Keith says that W. E. Guylee, who has been manager of the Twin Cities stores of the Cable Company for years, but who was recently elected vice-president and director of the great corporation and who has now come to Chicago to assume the responsible position of sales manager, arranged before his departure for the installation of Victor departments in both the Minneapolis and St. Paul stores. The equipment will be unusually classy, booths and all that sort of thing. Mr. Keith also visited the various stores of the Twin Cities. Mr. Mathias is consolidating both his stores under one roof. He visited the departments of Foster & Waldo, of the North East Furniture Co.; Raudenbusch & Sons, Howard Farwell & Co. and others. Parenthetically he says that he saw some mighty fine stores, and saw evidences of a mighty prosperous business all along the line.

Within Our Gates.

Mr. Olds, manager of the Victor department of the M. M. Claypool Co., Crawfordsville, Ind., with branch music stores at Kokomo, La Fayette and other Hoosier cities, spent a couple of days in Chicago recently, visiting the various stores and departments, posting himself on selling plans, window displays, etc.

Paul Seeger, manager of the talking machine department of Edmund Gram, Milwaukee, spent a day or so with the Talking Machine Co., posting himself on the motor question.

Messrs. White, of the Milliken & White Music Co., Bay City, Mich.; H. Schmidt, of H. Schmidt & Sons, Davenport, Iowa, and Mr. Burg, of the Burg Piano Co., La Crosse, Wis., were all visitors last week.

Mr. Flenteye, who visits city trade for the Talking Machine Co., resides at Wilmette, Ill. He works while he sleeps, so to speak, and couldn't possibly let a good prospect in his home town get by, although legally his activities are supposed to be confined to the city of Chicago. He has just established the enterprising firm of A. H. Denamar & Son, of Wilmette, as Victor dealers.

Lyon & Healy's Good Month.

Lyon & Healy report that February was the

biggest month, both in wholesale and retail, in the history of the talking machine department. This in spite of the shortage in the new types present now in a continually diminishing degree.

The Victrola Muse.

Ye heaven 'spired poets, ye. Choice souls whose customary habitation is 'mongst the heaven and sun-kissed clouds! List, oh! list, to your Brother Sweet, of Malta, Ill., who, while he is not strumming his spiritually bedecked harp, is running the Malta Concert Hall, which is the name of his talking machine business. List, oh! list, to a few of his inspired warblings which recently made melodious the pages of one of the Malta papers. After reading, let the alleged inspired and shining ones go hide their heads and mourn in sackcloth and ashes. They will all get the sack if they have not a care or twain.

VICTROLA.

Among Malta's fair daughters, is the Queen
Of my heart's purest, sweetest, loveliest,
With grace, love and beauty supreme,
In motives chased in judgment best,
Guileless as sunshine, pure, lovable, clean
Is VICTROLA, my treasure, my love, my rest.

No soft southern zephyrs, more abundant in bliss
Than the cold careworn, weary, lonely man,
Than the sweet confidence betrayed by a kiss,
That inspires peace, like a joyful wan,
In the thoughts, and ambitions of this
Creature, beset by an unholy ban.

No lake more tranquil, or brook more free,
Than would be life's long journey,
Sweetheart, in a cot or mansion with thee,
No planet more brilliant, no heaven so bright,
If together the journey we run,
No shadow, no sorrow, all beautiful sun.

But, VICTROLA, remember, if fortune or fate,
In its cold heartless torture and hate,
Should frustrate our dear cherished plan,
Cold winter blizzards, that ravish the land,
Would be as a May morning to compare,
With my disappointment, horror, despair.

New Talking Machine Company Organized.

The United Talking Machine Co. is a newly chartered corporation for the manufacture of talking machines to be located in Chicago. The incorporators are Robert Johns, A. F. Johns and E. E. Johns.

Opens Columbia Department.

The F. G. Smith Piano Co., on Wabash avenue, has just opened a Columbia Graphophone department, handling the complete line of both machines and records. There is a fine window and floor display made on the ground floor, and the main department is on the third floor, where handsome booths are now being fitted up. A. D. Herriman, long in the Columbia service and a salesman and manager of high degree, is in charge.

Another Piano Store in Line.

W. W. Pushee, who conducts on his own hook a piano store handling the Cote pianos in connection with the Western headquarters of the Cote Piano Co. in the Republic building, has just added the Columbia line. This is the only upstairs exclusive Columbia department in the city so far as the writer knows, and it will, no doubt, prove a big success.

Columbia Grand Grafonola.

The first of the Columbia grand grafonolas to reach Chicago was received here by the local office, and is now on exhibition at their handsome warehouses at Wabash avenue and Washington boulevard. It is of symmetrical proportions. When the grand lid is up a peep inside reveals a fairyland of beauty and, best of all, everybody goes into raptures over the tone. The general opinion is that the beautiful \$500 instrument more than justifies all anticipations entertained for it.

These Are Leading Sellers.

M. M. Blackman, who has charge of the retail talking machine record department of Lyon & Healy, says that two of the very best sellers of the month in the artistic class are the intermezzo from "The Jewels of the Madonna" and "Where the River Shannon Flows," sung by John McCormack.

Patrick with Phonograph Co.

W. C. Patrick will travel for The Phonograph Co., the new Edison jobber in Chicago. Mr. Patrick is exceedingly well known, especially in the Eastern talking machine trade. For a number of years he was city salesman for Edison phonographs, was later head of the Chicago branch of

(Continued on page 24.)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

the Edison battery department, and later was with the U-S Phonograph Co. His many friends in the trade will be glad to see him again in the field under such favorable conditions.

Wurlitzer to Open Victrola Recital Hall.

The Rudolph Wurlitzer Co. is completing and will throw open to the public about March 15 one of the most attractive little recital rooms in the city. The room is tastefully decorated, well ventilated and seats about sixty-five people very comfortably. In it there will be given, every day, Victrola recitals. In the back of the hall, facing on Wabash avenue, there is a large show window in which is displayed a full line of Victor talking machines and accessories. The retail department of the Wurlitzer Co. reports a continuation of the favorable business with which it has been favored for some months past. The record department notes that "Apple Blossom Time in Normandie" is at present the best seller. E. H. Uhl, manager of the Chicago branch, is on a trip, partly business and partly pleasure, through the West Indies and Central America. He will make stops at Belize, in British Honduras; Barrios, Guatemala; Limon, Costa Rica; Kingston and Colon.

Wade & Wade Enjoy Good Business.

O. S. Wade reports that the demand for the company's fiber needle cutter continues to wax strong, with orders from jobbers constantly increasing in size. The wide use of the fiber needle has given the company opportunity to expand.

Good Demand for Record Cabinets.

The Salter Manufacturing Co., of Chicago, is enjoying an unprecedented call from dealers for Salter felt-lined cabinets of the most expensive type, showing evidently that the owners of phonographs are enjoying their instruments to such an extent that they are becoming more willing to give both instruments and records the care that they are rightfully entitled to.

Daughter of John Kurzenknabe Dead.

John E. Kurzenknabe, one of the oldest and best known of the local Rudolph Wurlitzer staff, received a telegram March 7 which announced to him the death of his daughter, Miriam, at Phoenix, Ariz. Death was caused by tuberculosis. Miss Kurzenknabe had just reached womanhood, and her untimely taking away will be the cause of much sorrow to many in the music trade who have had the privilege to meet her.

Purchase Harger & Blish Victor Stock.

The following letters are self-explanatory:

CHICAGO, March 1, 1913.

Dear Sir:—Your old jobbers, Harger & Blish, have sold out their Victor stock to us. The writer was in Des Moines yesterday and Mr. Blish was much interested in just how the dealers to whom he used to sell, would be taken care of. Harger & Blish themselves have agreed to buy their retail stock at both Des Moines and Dubuque from the Talking Machine Co., of Chicago; in fact they have been so enthusiastic about the *Exclusive Wholesale Service* which we have been able to render, that they intend to write every one of their dealers, suggesting that they give us their business.

This letter is an earnest plea for that portion of your business which used to go to Harger & Blish. We beg to support that plea by these three statements:

The Talking Machine Company is the only exclusive wholesaler of Victor goods in the country. They are the Largest Distributors in the country. They carry on an average 150,000 records in stock.

We will challenge comparison with the way we are able to fill orders with any other distributors. At present we are filling Record Orders 97% complete. Another important fact—every dollar's worth of goods we receive is subject to our dealers' orders—nothing held back for retail purposes.

Enclosed please find our contract. We want you to sign up with us so you may be listed among our regular dealers, and receive our bulletins and trade information from time to time. As a matter of showing our prompt service, we are enclosing April advance List of Records—An exceptionally good list, and which we can ship to you the 26th day of this month. We should appreciate greatly having your advance order on this list.

Yours very truly,

THE TALKING MACHINE COMPANY.

DES MOINES, Feb. 27, 1913.

Dear Sir:—We have sold our entire jobbing Victor stock to the Talking Machine Co., of Chicago. The service that you will receive on your future Victor orders has given us some thought as you have been a contracted Victor dealer of ours. We have decided to place our entire future Victor retail business with them, and would suggest that if you have not already signed contract with them, that you do so, and thereby share in the splendid service given.

This concern is the largest exclusive Victor distributor in the country and can we are sure give you the service which we in the past have endeavored to extend to you. We have taken the liberty of forwarding your address to them as a prospective dealer, and sincerely hope that you will extend to them the same courtesy that we have always appreciated so much from you.

Sincerely,
HARGER & BLISH, INC.,
H. H. BLISH, Secretary.

A. D. Geissler, general manager of the Talking Machine Co., spent a day in Des Moines recently

going over the matter with Mr. Blish. The latter called up something like thirty of their dealers and introduced them over the phone to Mr. Geissler, who then and there took orders for something like \$7,000 worth of business over the phone, and also got assurances of future patronage.

George W. Davidson Is Ill.

George W. Davidson, of the Talking Machine Shops, has been taken quite seriously ill with a bronchial trouble that developed from a case of grippe. The "Shops" continue to find business very good along all lines, with "The Robert E. Lee" and other records designed for the present craze for tangos in the lead.

U. S. Phonograph Co. Enjoys Good Business.

Mr. Lyons, of the United States Phonograph Co., reports that business with his company has been entirely satisfactory in every department during the past month and that the outlook for an even greater volume of business is decidedly good.

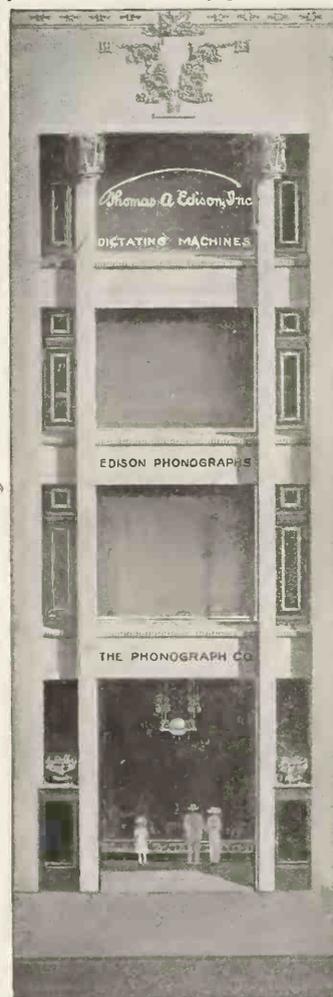
BUILDING OF THE PHONOGRAPH CO.

Headquarters of the Edison Interests in Chicago Admirably Equipped—Under the Management of C. E. Goodwin.

(Special to The Talking Machine World.)

Chicago, Ill., March 10, 1913.

The building of The Phonograph Co., Chicago's new Edison jobber, exhibits an entirely new setting for a commercial enterprise, and as such is worthy of comment in the pages of The World.



Edison Headquarters in Chicago.

It was the desire of the owners that the building should represent in a simple and dignified way the use to which the building was to be put, and to use in its construction and equipment the best materials that could be obtained.

The business of The Phonograph Co. is very special, yet the solution arrived at is a perfectly natural one, and although differing radically from anything in the city, it only represents the logic of the situation.

Every part of the design and plan was formed to

meet a special requirement and to represent special needs. The open loggia across the front, 9 feet wide by 26 feet long, is the chief attraction of the building from the street, giving it a sense of openness, of attractiveness and an unostentatious invitation to just come in and see what it is all about. The open loggia is unique in the city, and gets away from the endless glare and rigidity of the interminable line of glass that we are in the habit of seeing and expecting to see everywhere.

The Phonograph Co.'s building will be known, not because it is different but because it is rational, commercially wise and expedient in the best sense.

The outside is built of a delicate cream enameled brick with ornamental terra cotta in polychrome, not stuck on as useless decorations but a natural outgrowth of the structure. The floor of the loggia is a rich green tile and carries with it a kindly invitation.

The interior of the building is of a piece with the exterior, and represents the same process of thinking. It contains a recital hall, booths for private audition and display, a reception room and general offices for wholesale and retail purposes. The entire building is mechanically ventilated and heated, thus rendering it one of the most comfortable places in the city to visit.

The architects for the building are Purcell, Feick & Elmslie, of Chicago and Minneapolis. The interior was formulated by Walbridge & Niedecken, of Milwaukee.

LYON & HEALY IMPROVED CABINET.

New Rack in Unit Form That Makes Provision for Enlarged Stock.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1913.

Dealers in disc records have for some time felt the pressing need of a system of cabinets that would provide for the inevitable increase in the amount of stock carried and at the same time maintain the uniformity of the racks with respect both to the size and style.

With the idea of satisfying this demand Lyon & Healy have produced and are placing upon the market a cabinet system that is based upon the well-known unit system which has been popular for so long among booklovers.

A single unit consists of two divisions of twelve shelves apiece, each shelf capable of storing twelve 12-inch records. Thus each unit will accommodate 288 records.

The makers have had the protection of the records in mind when designing the system, lining each of the compartments with felt. In addition to this each record will be encased in an envelope, further insuring it against scratches. Base units are fitted with two drawers designed to hold sound boxes, needle supplies and other small articles.

The drawers are numbered consecutively and correspond with the list of records maintained in the alphabetically arranged index book that is furnished with each cabinet. In this way, when a certain record is called for and it is in stock, it can be quickly located by referring to the index. If the record is not kept in stock the index will show this immediately. If the record had formerly been in stock and sold, the empty special envelope in the drawer shows when the new order was placed and when the customer may call for the record. This simple and systematic method obviates much unnecessary handling of records with consequent preservation.

These cabinets are finished in any style and can be furnished to match any interior.

NEW VICTOR LANTERN SLIDES.

In response to many requests, the Victor Talking Machine Co. has had prepared a series of lantern slides showing prominent opera artists in their principal roles and scenes from the grand operas, for the use of Victor dealers in their own stores or in the moving picture theaters in their respective cities. The slides are so arranged as to permit of the insertion of the name and address of the local dealer and are supplied at a nominal price.



"It's the Jewel that Does the Work and Oh, How Well."

"It's the Jewel that Does the Work and Oh, How Well."

10,000 Needles in 1

With 1 Phonograph Disc Needle you can play 10,000 operas, songs or pieces. The Permanent Disc Phonograph Needle does the work of 10,000 ordinary disc needles. Use it 10,000 times without changing. Made in three tones—Soft, Medium, Loud. Gives the tone you want to suit the occasion. Puts rich, tonal value in your records. Prolongs the life of your disc. Preserves the sweet and delicate tones. Every phonograph owner wants this Jewel Needle, because you don't have to change it.

Jewel Disc Needles

The demand for this marvelous improvement in disc phonographs is now here. Every owner of a disc phonograph wants this Jewel Needle as soon as he learns of its beautiful quality and its unrivaled merit. The demand is growing every day for the needle. Gives more genuine and artistic value to the phonograph. It saves records. It saves trouble. It saves money.

Special to Dealers Every dealer should have this Permanent Phonograph Disc Needle in stock. Every dealer should carry the three tones in this needle. The loud tone for public recitals, churches, etc., the medium tone for home gatherings and general use, the low tone needle for artistic requirements. Dealers should stock up on this needle and get the benefit of giving their phonograph customers a new delight and a greater value for the money than they have ever given before. Dealers! Help your own business by giving your customers of this marvelous Permanent Jewel Disc Phonograph Needle.

Write to-day for full description and all particulars of prices and terms, free to you. The demand is great and it is growing every day. Write to-day.

Permanent Phonograph Disc Needle Co., Inc. Dept 6337 CHICAGO

"It's the Jewel that Does the Work and Oh, How Well."

"It's the Jewel that Does the Work and Oh, How Well."



SPECIAL WINDOW DISPLAY

Important Addition to the Artistic Show Card Displays Sent Out by the Victor Talking Machine Co. Generally Admired by Trade.

The Garden Scene in "Faust" is the subject of Victor Show Card De Luxe No. 21, to be used in conjunction with the feature record in the April list of Victor records, entitled "Gems from Faust," which is to be offered for sale to the public on the 28th of the month. There will undoubtedly be a strong demand for this popular opera's record, and Victor dealers were more than pleased to observe its presence on the April list of records.

Show-card No. 21 is one of the most artistic and attractive display cards yet introduced by the advertising department of the Victor Co., and this means a whole lot, as some "beauties" have been presented to the trade recently. The figures used in the display are those of Farrar and Journet, the world-famous artists, dressed in costume as they played in the two roles of Marguerite and Mephistopheles.

When completed the card will measure 31 by 48 inches, and the Victor Co. suggests that it be placed in front of a solid background in order to obtain the best results. Victor dealers who carefully noted the description of the new show-card in the advance list of April records lost no time in placing their order for the card when completed, and judging from the orders already on hand, Show-Card De Luxe No. 21 will prove to be one of the most popular displays ever introduced by the Victor Co.

VIEWS ON DISC RECORD ALBUMS.

"The constructive qualities of our albums are our talking points in the merchandising of our disc record albums," states G. Bates, of the New York Post Card Album Co., 25 Lispenard street, New York. We are continually impressing on our trade the merits of a disc record album that is so constructed that every detail of manufacture can be easily demonstrated to a prospective purchaser, and, moreover, after this demonstration is completed, the sale is certain to be closed. We have worked assiduously on the perfecting of our albums, and with the aid of many years of experience in the album field have succeeded in introducing a really perfect disc record album."

NEW RECORDS BY BONCI.

Considerable interest is being manifested in the announcement of the Columbia Graphophone Co. that records by Bonci, the famous operatic tenor, will be featured in the May list of Columbia records. Bonci's reputation is worldwide, and the Columbia Co. is naturally elated at presenting his records to the trade. Bonci has personally approved his records, and this approval was couched in emphatic and sincere terms. A reproduction of a two-page spread appearing in this week's Saturday Evening Post, and featuring Bonci's records, is shown on another page of The World.

TRY THIS.—"Was your daughter's musical education a profitable venture?"

"You bet! I bought the house on either side of us at half their value."

WILL BUY.

CASH PAID for all kinds of old and new disc or cylinder phonographs, records, horns, boxes, motors and cabinets. Myron Greenberg, 247 So. First St., Brooklyn, N. Y.

POSITION WANTED.

POSITION WANTED by educated young woman with six months' experience as a Victor department manager during year 1912. References given. Write or telegraph to Miss Ida G. Jones, Luverne, Minn., Box 204.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

THOMAS A. EDISON LISTENING TO HIS NEW DISC RECORDS.

One of the most interesting and characteristic portraits of Thomas A. Edison is that taken recently and showing "The Wizard" in the quiet of his laboratory listening intently to one of the new Edison disc records, to obtain perfection in which he has worked so long and earnestly. The hand

were not detected by the experts with their unblemished and acute faculties.

Despite the impatience of the phonograph sales department to meet the insistent demands of the trade throughout the country for records to go with machines that have been sold in many cases,



placed over his ear to enable him to hear better brings to mind the partial deafness of the great inventor, but despite that fact his hearing has been acute enough to permit him to detect hidden and generally slight faults in the early records that

there is not one who is not thoroughly in sympathy with Mr. Edison in his efforts to make the records perfect without question or doubt, and enthusiastic over the results of his work, which has occupied so much of his time.

HIGH SCHOOL COURSE IN MUSIC

With Aid of Victor Records Laid Out in Anne Shaw Faulkner's New Book, "What We Hear in Music," Distributed by the Victor Co.

A most interesting and valuable addition to talking machine literature is the new volume, "What We Hear in Music," written by Anne Shaw Faulkner, organizer and director of the Program Study Classes of the Theodore Thomas Orchestra Opera Classes of the Chicago Grand Opera Co., and lecturer on music. The volume, handsomely printed and bound, has been prepared and will be distributed under the auspices of the Victor Talking Machine Co., and is designed to promote a real appreciation and more definite understanding of music among the musical pupils and high school pupils of the country.

"What We Hear in Music" provides a four-year high school course in music history and appreciation, and the entire course calls for 250 Victor records, though there is no doubt that many more will be used wherever the course is established. The book is practically a companion volume to "The Victor Book of the Opera," and sells at retail at \$1.

RECORDS BY FELIX WEINGARTNER.

Music-lovers will be glad to learn that Felix Weingartner, the famous composer and orchestra director, has made two orchestral records for the Columbia Graphophone Co. with a special thirty-six-piece orchestra selected by Mr. Weingartner himself. These records were emphatic successes, and will be ready for the trade in the near future.

VISITS COLUMBIA FACTORIES.

George L. Funnell, works manager of the Columbia Graphophone Co., London, England, has been visiting this country the past three weeks, and remained at the Columbia factories at Bridgeport, Conn., for the greater part of the time. This is Mr. Funnell's annual trip to America, and he plans to sail for England next Tuesday on the *Kaiser Wilhelm II*. He states that conditions abroad in the talking machine field are excellent, with every prospect for a splendid business.



Manufacturers and others in the talking machine trade who desire to get into close relations with Latin America will find El Mundo to be an excellent medium.

It is published wholly in Spanish, and covers comprehensively the music trade and talking machine fields.

EDWARD LYMAN BILL,
Publisher. 373 Fourth Ave., New York.

COLUMBIA PRICE VIOLATORS PERMANENTLY ENJOINED

Judge Carpenter of United States Circuit Court Issues Permanent Injunction Against Two Chicago Cut Price Dealers—A Lesson for Those Who Think They Can Evade Contracts with Impunity—Trade Compliments Mr. Camp for Successful Results.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1913.

Local members of the talking machine trade and officers of the Columbia Graphophone Co. were much elated to-day when Federal Judge Carpenter, of the United States District Court, issued permanent injunctions against Evan Lloyd & Co., proprietors of a Chicago department store, and Barney Olshansky, 1252 S. Jefferson street, prohibiting them from selling Columbia records at ruinously low rates to the retail trade.

Local dealers had been complaining to the Columbia Graphophone Co. for sometime that two or three firms had been offering Columbia records to the public for absurdly low prices and that their trade was being injured thereby.

Eli ha K. Camp, attorney for the Columbia Co., was accordingly sent on from New York and found

that Evan Lloyd & Co. were offering the records to the public from their State street department store and that Olshansky was doing a brisk business, both at 1252 S. Jefferson street and at 1111 Halstead street.

Mr. Camp carried the matter into court at once and pressed the suit with such vigor that Judge Carpenter issued immediate preliminary injunctions, and following an inquiry that consumed only a few days made the decision announced to-day which will effectually stop any future attempts to do business upon such a basis. Evan Lloyd & Co. was, in addition, forced to pay a sum of \$300 in damages and also the court costs.

The entire procedure lasted only a few days and the local trade is heartily congratulating Mr Camp upon his energetic and successful defense of his company's policies.

"TALKER" A CHURCH ATTRACTION.

Pastor of Pilgrim Congregational Church in Milwaukee Says He Has Solved the Problem of Getting People to Church and Tells How.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 11, 1913.

Rev. Robert J. Locke, pastor of the Pilgrim Congregational church, Grand avenue and Twenty-eighth street, believes that he has found in the Victrola the solution of the problem of getting people to attend church on Sunday evenings. Rev. Locke recently conducted a "Victrola service" in his church, and the result was that the innovation brought out a congregation five times the size of the usual Sunday night gathering.

The entertainment was furnished by a Victrola under the guidance of A. F. Bennett, a talking machine expert with Manager L. C. Parker's Victor department at Gimbel Bros.' store. Robert W. Tait traced the history of musical instruments in a talk on "From the Drum to the Victrola," which he made unusually interesting by illustrating his talk with exhibits of musical instrument of the Alaskan Indians and the Chinese.

The program was as follows:

- Parsifal—Fantasia (Wagner).....Pryor's Band
 - St. Paul—Be Thou Faithful (Mendelssohn).....E. Williams
 - Old Cathedral Door.....Peerless Quartette
 - Humoresque (Dvorak).....Mischa Elman
 - St. Paul—But the Lord Is Mindful (Mendelssohn).....Schumann-Heink
 - Elijah—It Is Enough (Mendelssohn).....Herbert Witherspoon
 - Hark, Hark, the Lark (Schubert-Liszt).....Paderewski
 - Beautiful Isle of Somewhere.....John Barnes Wells
 - Offertory.....
 - Tannhauser (Wagner), Parts 1 and 2.....Pryor's Band
 - God My Father, from Seven Last Words of Christ (Dubois).....Gogorza
 - Remarks.....
 - Benediction by the Priests.....Sirota
 - Like a Shepherd.....Sirota
 - Inflammatu—Stabat Mater—Rossini (in Latin).....Lucy I. Marsh
 - Crossing the Bar (Willeby).....E. Williams
 - Lost Chord (Sullivan).....Witherspoon
- The affair was such a success and the program

was appreciated to such an extent by the big audience that another talking machine service will be held in the church on the first Sunday in April.

Rev. Locke has plans in mind for various other innovations at his church. Among them will be the illustration of Sunday and midweek services with moving pictures. Films from all parts of the world will be shown by the pastor to acquaint his flock with the missionary work extension and to educate young and old in an entertaining manner.

"These services are not to amuse, but to instruct," said Rev. Locke. "The talking machine brings to us the greatest singers and musicians, and as a result a larger number come to the services. The children are as much interested in good music as their parents.

"I believe the introduction of the talking machine and the moving picture will arouse greater interest in the church work. We are leading the way for others to follow."

TO FEATURE TALKING MACHINES.

(Special to The Talking Machine World.)

Columbia, S. C., March 10, 1913.

The Barfield Piano Co., with headquarters in this city, has reorganized with W. A. Barfield as president; D. E. Milligan vice-president and general manager; D. R. Hand, secretary, and W. H. Barfield, treasurer, and J. K. Barfield, assistant treasurer. The company is operating stores, one in Columbia, S. C.; Charleston, S. C.; Jacksonville, Fla., and East Port, Ga. Special efforts are being placed on the player electric piano business in all the stores as well as on the Victor talking machine line. The prospects ahead are excellent.

Credit is the best thing in business—when it is extended to you.

FIRST LIST PRICE EDISON SALE

Made in December by the Pardee-Ellenberger Co. for Shipment to Santa Rosa—Letter from F. K. Dolbeer in This Connection.

The first list price Edison disc phonograph was sold by the Pardee-Ellenberger Co., Inc., Boston, Mass., in December, to an enthusiast who lives in Santa Rosa, Cal., the sale being made by F. H. Silliman, manager of the Boston headquarters. It was given by a noted Boston woman physician as a Christmas present to her father, Conrad Haub. The following letter to them from Thomas A. Edison, Inc., dated December 10, 1912, tells the story:

"The Pardee-Ellenberger Co.,
 "55 Battery Street, Boston, Mass.:
 "Gentlemen—Your favor of the 9th inst. at hand, and would respectfully advise that immediately after our telephone conversation of yesterday I entered an order for one 'A' 250 Edison disc phonograph, mahogany finish, to be shipped to Conrad Haub, 638 Wright street, Santa Rosa, Cal., via Wells Fargo Express prepaid, and we now desire to acknowledge receipt of your confirming order.
 "This is the first list price machine shipment of the new disc goods that we have made, and it is very interesting to know that this machine is going into the hands of an Edison enthusiast. Assuring you of my appreciation of this order, which in all probability will go forward to-day, we beg to remain, Yours very truly,
 "Thos. A. Edison, Inc., Phonograph Sales Dept.
 (Signed) "F. K. DOLBEER, Sales Manager."
 Naturally the Pardee-Ellenberger Co., Inc., feel very much pleased at this signal honor, particularly so as the outline of the sale embraced both sides of the continent.

POSTCARD VIEWS OF ARTISTS.

Latest Addition to Advertising Aids Furnished to Victor Dealers—New Program Folder.

The latest aids to the Victor dealers prepared and supplied by the Victor Talking Machine Co. are the portrait series of the famous artists on post-cards, with attractive wording, and the specially designed program folder, bearing a trite phrase on the front cover, a Victrola XVI on the back and a portrait of the artist and his or her records on the inside. The folder is expected to be particularly useful in stirring up interest at times when prominent artists make their appearance in the various cities where Victor dealers are located. Both the postcards and the program folders should prove most effective in attracting attention to the Victor dealer's store. They are furnished free in limited quantities and upon request.

INCORPORATED.

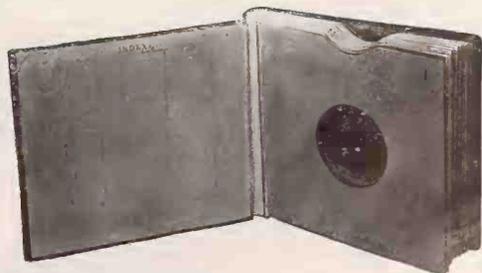
The Talking Machine Accessories Co., Rochester, N. Y., has been incorporated by John A. Clark, Thos. E. Mykins and James Killen.

ALBUM FACTS BY EXPERIENCED ALBUM MAKERS



The durability of a strong Record Album lies entirely in the way pockets are bound in, correct spacing of the envelopes and the quality of linen used in binding, together with the strength and quality of paper used in envelopes.

These cuts represent our standard Record Albums, covered in mahogany colored imitation leather, stamped gilt on face, with gold plated ring-pulls on backs. The paper used for pockets is a very strong dark green colored rope fibre material—tough in texture and not easily torn. The pockets are bound in evenly, making a perfect book. 16 or 17 pockets furnished as ordered.



Let us send you a sample Album to-day with our very moderate Price List.

New York Post Card Album Mfg. Co., 23-25 Lispenard St., New York

Here's what will make on your

ONE of the biggest and strongest double-page advertisements we ever published appears this week in the Saturday Evening Post.

Great records, those of Ysaye!

The greatest violin records ever made and made by the greatest violinist this world possesses. Any man who has ever heard or heard of Ysaye will want Ysaye records. That's how good they are.

Great records, those of Bonci!

The most artistic tenor records ever made, sung by the world's most artistic singer; no wonder they are wonderful.

A splendid pair of no-competition Grafonolas, the "Regent" and the "Colonial"—they will sell to every inquirer who is ready to spend their price, and they will hold every inquirer to a *Columbia* purchase even if he won't spend over \$20.

THE SATURDAY EVENING POST March 15, 1913

YSAYE

The World's Supreme Master of the Violin



has made his long-expected records.
Exclusively for the Columbia Graphophone Company—
Yes, but if you happen to own a "Victor" talking machine, these matchless records will play on it (like all other Columbia records).
Any dealer in talking machines can supply you with these Ysaye records.
Any dealer can send a Columbia Grafonola to your home for free trial.
Write to us if you are not promptly supplied.

COLUMBIA

Dealers Prospective Dealers

One of the fifteen Columbia models. The Columbia Grafonola "Regent" is a standard library table and Grafonola. Price, \$200 cash, or easy or cash. Also \$25 down with \$100.00 down later.

The Columbia

Columbia Graphophone Tribune Building

Creators of the talking machine industry. Pioneers and leaders in the world.
Largest manufacturers of talking machines in the world.

ke March look good books

THE SATURDAY EVENING POST

BONCI

The World's Most Artistic Singer

has completed his first series of records.
For the Columbia Graphophone Company.
— But his golden voice is at your command, whether the talking machine you own is a Columbia or a "Victor."
Because all Columbia records can be played on "Victor" talking machines.
Just as all Columbia instruments will play "Victor" records.
Any dealer in talking machines can supply you with Bonci records, and give you a free trial of the Columbia Grafonola in your home.
Write to us if you are not promptly supplied.



One of the 15 Columbia models
The Columbia Grafonola "Colonial"
Combined table and Grafonola
Price \$150 (including)
Sold for Catalog

TO OUR FRIENDS who are not yet making money out of such trade winners, we don't need to ask if you are feeling the Columbia demand, for we know quite well you are.

Even if you were not, though, as a business house dealing in musical merchandise you are sacrificing something when you find yourself unable to sell a faultless record by the one violinist who is admittedly the master of any other in the world, or a wonderfully recorded selection by the world's most artistic singer, which Bonci certainly is.

Or a Grafonola so entirely outside of competition as the "Regent" or the "Colonial."

The Saturday Evening Post double-page reproduction for March 15th, shown here, is the first big featuring of those records coupled with those instruments.

But not the last.



Trade Mark

phone Company,

g, New York

the talking machine art. Owners of the fundamental patents.
Write for "Music Money," a free book you ought to have.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Business Conditions of Satisfactory Nature, All Things Considered—British Record Making Defended—Important Removals and Changes in the Talking Machine Trade—Copyright Decision of Wide Interest—Record Lists of the Leading Companies Contain All the Latest Compositions—Santley Makes Records for the Columbia—Increased Cost of Materials Considered—Other Items.

(Special to The Talking Machine World.)

London, England, March 6, 1913.

Notwithstanding the half-hearted efforts which some sections of the trade are putting forth, talking machine business conditions this side are generally of a satisfactory nature, all circumstances considered. Having regard, however, to the excellent status of industry everywhere, musical instrument sales would undoubtedly be more consistently commensurate with the degree of prosperity of the masses generally were it not that quite a considerable number of dealers—particularly those of the cycle-trading class—about this period develop an indifference to the business totally at variance to the activity of the leading manufacturers. It is very evident they are more or less regulated by the calendar. As the season progresses, sales gradually decline in volume, it is true, and of course the cycle season will shortly open up; all of which is to our friends sufficient justification for the neglect of their old talking machine customers, and practically to abandon all interest until the time when music again supersedes the wheel. A pleasing set-off is the continued and strong activity of record manufacturers, who are devoting considerable expenditures in stimulating the public demand through liberal newspaper space. "His Master's Voice" and Columbia companies are particularly active in this direction, and their attractive publicity is recognized as exerting a beneficial effect on talking machine sales generally.

Ragtime Furore Still Obtains.

The ragtime furore still obtains on this side, despite pessimistic prognostications to the contrary. America certainly holds the field in this class of music, and your amazing productivity is becoming principally apparent in the seemingly never-ending stream of importations under which we suffer. We are ragtime satiated.

Now the Columbia Graphophone Co.

Coincident with the announcement on your side, I have received advice that the future Columbia title is to be Columbia Graphophone Co. The exclusion of the word phonograph in favor of graphophone is generally welcomed and approved in Columbia trade circles.

Defends British Record Making.

That a respectable journal should give publicity to ex parte statements evidently without taking the simple precaution of seeking verification, is to be greatly deplored. In this connection the Evening News recently imparted to its readers the information that graphophone records were actually being made in London, but to the manager of the Dacapo Co. was attributed the amazing statements that "no Englishman knows how to make master records," and that "the Germans alone hold the secret." This was crowned by the statement that the master records had to be sent to Germany to be manufactured.

Louis Sterling, British manager of the Columbia Graphophone Co., immediately repudiated these inaccuracies. In the course of his remarks to the journal in question, he says: "The Columbia Co. possesses two of the finest recording experts in the world, both Englishmen. English recorders are years ahead of the Germans, just as the manufactured records are. Our recorders make master records in various parts of the British Isles, in Milan, Vienna and even in Berlin, and so far from 'masters' having to be sent to Germany to

be transformed into commercial records, we have our own factory at Wandsworth, where millions of records for all parts of the world are produced each year by British labor." A timely rejoinder, that!

Staff Changes with National Gramophone Co.

An important staff change is to be noted at the National Gramophone Co. (1913), Ltd. A. N. Gray, who for some time occupied the somewhat onerous position of sales manager, has received due acknowledgment of his successful sales policy in the shape of promotion to the assistant general managership. The directors have secured the services of A. H. Anderson as sales manager. For over ten years with "His Master's Voice" company, Mr. Anderson possesses a unique and valuable experience of the trade, and he therefore enters upon his new sphere of activity under the best auspices.

Several Removals Announced.

What may reasonably be regarded as an index of prosperous conditions in the talking machine trade is the recent decision of several firms to enlarge their borders. Just at this period would appear to be the most propitious time for removing, after the season's rush. And during the few quietish months ahead the firms in question will have ample opportunity to complete alterations and make provision in their new quarters for increased dispatch and other facilities in good time for next season's trade. Messrs. Lockwoods, the great City road factors, have taken a huge building with a floorage space of some 10,000 feet, at 76 City road. In addition to their present premises at 77 City road, O. Ruhl, Ltd. (Beka records), have secured a large warehouse at 85 City road; Messrs. Craier & Staveidi are located in new premises further along in Bunhill Row; and, as reported last month, the Columbia Graphophone Co. is well established in a large block of buildings at 102-108 Clerkenwell road, E. C.

Important Copyright Action.

Two very important copyright actions were recently before the courts. Being the first of their kind under the Copyright Act, 1911, the result will be read with extreme interest by all engaged in the talking machine industry. The actions were heard together, and from their nature will doubtless be considered more or less in the light of test cases. Paul Rubens and Lionel Monckton, as plaintiffs, sought an injunction to restrain Pathé Frères from selling records of certain of the plaintiffs' musical compositions, to wit: Four songs from "The Sunshine Girl" and the "Mousme Waltz." The plaintiffs alleged that defendants were selling records of these compositions without the adhesive stamps prescribed by the Board of Trade to be affixed to all records of copyright pieces as the method of collecting the royalties. It was not denied that defendant had purchased a sufficient quantity of stamps to cover the number of records sold, but it appears they had not affixed them to the records sold. Counsel maintained that plaintiffs could not insist on the defendant purchasing the stamps or affixing them to the records, on the ground that the Board of Trade regulations in this respect were ultra vires.

In giving judgment, Justice Phillimore held that the Board of Trade regulations were within the scope of its authority.

Another point in the case of Mr. Rubens had reference to the date of publication and the effect of an agreement made by his agent with defendant. Under the provisions of the act, the royalties on records of musical works published before July 1, 1912, are calculated at 2½ per cent., but on records of works published after that date the royalties are raised to 5 per cent. after the expiration of two years; that is to say, from July 1, 1914. Mr. Rubens was advised as to the value of his rights, and did not wish to publish the songs until after July 1, 1912. It was found to be convenient, how-

ever, to have gramophone records made before that date, and in order that this might be done, the defendant gave an undertaking that if the music was published before July 1, 1912, they would not sell the records before that date, and that the composer should get the royalties. This agreement was made in March, 1912, before the Board of Trade regulations had been issued. He, the judge, considered that the contract between the parties was that the royalties should be paid and that the defendants so far had fulfilled the agreement, but that in future they must comply with the regulations of the Board of Trade.

In Mr. Monckton's case, the records made before July 1, 1910, were exempt from the payment of royalties until July 1, 1913, but if defendants sold any records made since July 1, 1912, they would have to pay the royalties by the purchase and affixing of stamps in accordance with the regulations.

Defendants contended that the action was not well founded in respect of the songs composed by Mr. Rubens, because the author of the words was not joined as plaintiff. The owner of the copyright in the music, His Lordship held, was entitled to sue for an infringement of the copyright in the music, notwithstanding that the owner of the copyright in the words might also sue in respect of an infringement. Judgment for defendants, without cost.

"His Master's Voice" Records for March.

Among "His Master's Voice" issues for March, special mention should be made of the New Symphony Orchestra's contributions, which, as usual, are a temptation to all music lovers. The records themselves represent the very highest form of musical art ever offered through the medium of a mechanical instrument, and under the baton of Landon Ronald, the New Symphony's presentation of Wagner's "Die Meistersinger," Part I and II, on a pair of 12-inch records, is a real treat from beginning to end. Another splendid record of Hubert Eisell, "Come, Sing to Me," is to be noted, and his performance is such as to move one to "ask for more." Wilkie Bard's second contribution to "His Master's Voice" list is worthy of high praise, his "You've Got to Sing in Ragtime" being very contagious. 'Twere invidious, however, to discriminate. The March list teems throughout with attractive fare, and is as follows: "Unless" (Caracciolo), Peter Dawson; "A Dinder Courtship" (Eric Coates), Harry Dearth; "Will-o'-the-Wisp" (Cherry), Charles Tree; "Until" (Sauderson), Stewart Gardner; "So We'll Go No More a-Roving" (M. V. White), Gervase Elves; "The Songs My Mother Sang" (Grimshaw), Miss Marion Beeley; "Homeland—Czardos," "Die Fledermaus" (Strauss), Miss Lucy March; "God's Garden" (Lambert), Mme. Edna Thornton; "The Nightingale of Lincoln's Inn," "Songs of Old London" (Oliver), Miss Perceval Allen; "Gems from Gypsy Love" (Lehar), Light Opera company; "Mennett" (Porpora-Kreisler), (violin), Miss Marie Hall; "Larghetto" (Handel, arr. by Hubay), Jorka Szigeti; "Barcarolle—Tales of Hoffman" (Offenbach), Renard Trio; Fantasia brillante, "The Last Rose of Summer" (Flotow, arr. by Oberthur) (harp), John Cockerill; "Will You Promenade with Me" (David and Murphy), Miss Clarice Mayne (accompanied by "That"); "A Wee Hoose 'Mong the Heather" (Lauder and Elton), Harry Lauder; "You've Got to Sing in Ragtime" (David and Arthurs), Wilkie Bard; "The Way to Treat Your Parents" (Hanray), Tom Clare; "Fiddle-dee-dee" (Goetz-Berlin), Walter Van Brunt and Maurice Burkhardt. "His Master's Voice" Double-Sided Records: "Tanhauser"—"Pilgrims' Chorus," and "Lohengrin"—"Bridal Chorus" (Wagner); "Pizzicato" Gavotte—"Herz and Herz" (Latann), and Entr'acte—"Pizzicato" (Mathe), Baud of H. M. Coldstream Guards; "The Turkey Trot," two-step (Daly, arr. by

FROM OUR LONDON HEADQUARTERS—(Continued from page 30).

Whiting), and "King Chanticleer," march and two-step (Brown and Ayer, arr. by Danmark), Ragtime Orchestra; "Ours, I Think Valse" (Ernest Shand), De Groot's Orchestra; "Oh! Oh! Delphine Valse" (Caryll), Mayfair Orchestra; "Valse Novembre" and "Valse Decembre" (Godin), De Groot's Orchestra; "Everybody's Doing It," Lancers, Fig. I and II and Fig III and IV (arr. by Karl Kaps), De Groot's Orchestra; "Everybody's Doing It," Fig. V (arr. by Karl Kaps), De Groot's Orchestra, and "My Samurun Girl," two-step (Hirsch, arr. by Jurgensen), Mayfair Orchestra.

The Daily Mail's Record Review.

It is pleasant to observe the present-day attitude of the press to the talking machine as compared with a few years ago. One of the most important newspapers, the Daily Mail, now allocates space to record reviews occasionally, and "His Master's Voice" and Columbia-Rena Records have recently come in for some nice notices.

New Dictaphone Quarters Opened.

Sir Herbert Marshall, J. P., of Leicester and Regent House, pianoforte manufacturer, formally opened on February 26 the extensive new premises of the Dictaphone Co., in Kingsway, W. C. Invited by Thomas Dixon, the managing director, a number of prominent London business men attended the ceremony, an interesting feature of which was the receipt by "wireless" of a congratulatory message from Commendatore G. Marconi, who has at Marconi House, in the Strand, one of the largest Dictaphone installations in the country. The company's new offices are equipped with all the latest business devices, which furnish striking evidence of an excellent example of the methods they advocate. The Dictaphone in question is, of course, the Columbia instrument, for which the Dictaphone Co. has the sole selling rights this side.

Sir Charles Santley Makes Records.

The Columbia Graphophone Co. is evidently out to make history. Its latest achievement in secur-

ing the services of Sir Charles Santley, the veteran baritone, to make records, is deserving of great praise from the trade and public alike. Sir Charles has reached the ripe age of seventy-nine and, as may be imagined, it required a deal of persuasion to move him from his well-earned retirement for the purpose of handing down to posterity a series of adequate and faithful records of his beautiful voice. It is said that he was satisfied to enthusiasm over his first record of his two great concert successes, "The Rosary" and "To Anthea," and we can well believe it; they are truly great! To the Columbia-Rena officials is due our hearty congratulations upon this exquisite memento of a great artist.

Other good records in the Columbia-Rena March list are: "Take Me Back to the Garden of Love" (Nat Osborne), Charles Holland and Quartet; "My Heart Is with You To-night" (A. J. Mills and Bennett Scott), Charles Holland and Quartet; "Waiting for the Robert E. Lee" (Gilbert and Muir), and "Be My Little Bumble Bee" (Stanley, Murphy and H. I. Marshall), The Two Bobs; "Hada" (Charles Mott), and "E Lucevan le Stelle," from "Tosca" (Puccini), Morgan Kingston. Columbia-Rena Ten-inch Records: "Hello! Hello! London Town" (Stanley, Murphy and H. I. Marshall), and "Ragtime Cowboy Joe" (Muir and Abrahams), The Two Bobs; "The Ragtime Jockey Man" (Berlin), Maurice Burton and Quartet; "Ragtime Soldier Man" (Berlin), Collins and Harlan; "The Gaby Glide" (Louis Hirsch), and "My Word!" (Jones of the Lancers) (T. C. Stern-dale Bennett), Jack Manning; "The Ghost of the Violin" (Kalman and Snyder), and "The Zig-Zag Glide" (Tony Martin), Stanley Kirkby; "When That Yiddisher Band Played That Irish Tune" (Worton David and C. W. Murphy), and "My Rachel's Beautiful Eyes" (Weston, Barnes and Maurice Scott), Sam Stern.

Fourteen Minutes of Music on One Record!

A striking example of the "Marathon" fine-cut recording system is furnished this month in the issue of two 12-inch double-sided records, one

carrying Wagner's grand overture "Rienzi"; the other a complete selection of Bizet's "Carmen." The "Rienzi" overture is given absolutely in full, and represents close upon fourteen minutes of delightful music, as also does the "Carmen" record. Both issues are a triumph of interpretation, the recording being, too, of full volume, superb tone and of amazing detail generally. The National Gramophone Co. is putting out excellent records each month.

British Trade Prospects in South America.

The studied neglect of the South American field by British traders is notorious, but with the prospective completion of the Panama Canal, exporters are gradually awakening to the increased trade possibilities of the Latin-American markets. In musical instruments Germany and France have managed to secure quite a considerable proportion of the total exports from this side, but according to a contemporary the talking machine trade is largely in the hands of American manufacturers. Curiously enough, it is said that, while expensive machines do not sell so freely as the cheap variety, there is a surprisingly large number of operatic records sold. The demand, however, for records bearing popular selections is, of course, very great compared with any other class of music. The type of machine most favored is that of the concealed horn variety. Everything is more or less affected by the climate, and the packing and care of disc records calls for exceptional treatment.

Largely with a view of developing business in the countries which will be brought nearer by the canal, there is under consideration here a proposition for the establishment in London of a South American Bureau of Commerce, whose object will be to serve as an intermediary between Latin-American buyers and British traders, and generally to furnish information as to business openings. The issue of a monthly publication printed in Spanish, Portuguese and English is under contemplation. It is aimed to assist in the successful competition of British goods in a part of the world

(Continued on page 32.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

- AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
- BELGIUM: Cie. Française du Gramophone, 61, Avenue de la Porte de Hal, Brussels.
- DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
- FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
- GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
- HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
- HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-Utca 8, Budapest.
- ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
- SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
- RUSSIA: The Gramophone Co., Ltd., 46, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
- SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Ap-pelbergsgatan, Stockholm.
- EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
- EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
- SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
- INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
- AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
- GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD LONDON, E. C.



HIS MASTER VOICE

FROM OUR LONDON HEADQUARTERS—(Continued from page 31).

where trade is certain to increase with the opening of the Panama Canal, and where German exporters have already shown remarkable activity.

I learn that the Beka Record Co. has already established itself there, and one of its directors is visiting South America with a view of gauging the trade possibilities and obtaining particulars of local conditions, etc.

A splendid medium for effectively linking up trade connection with Latin-American buyers is "El Mundo," which extensively circulates throughout the South American markets. Advertising terms and particulars may be obtained from any of The Talking Machine World offices.

Blue Amberol Records for April.

The third or April Blue Amberol list contains an important announcement of the issue of Grand Opera records, an innovation which will undoubtedly meet with a hearty welcome from trade and public alike. The first issue comprises five records, all gems of their kind, by such eminent artists as Carlo Albani, Blanche Arral, Marie Delma, etc., each being responsible for about four minutes of the most exquisite operatic music ever recorded on cylinder records. Other selections will be announced in due course. Mr. Edison is full of surprises of late, and this latest masterpiece—the Blue Amberol Grand Opera Record—is an achievement worthy to rank foremost with his best efforts in the science of sound reproduction.

Five new Blue Amberol concert records are also listed. Space precludes a mention of these titles; suffice it to say the dealer will find them of the right sort—the kind that are always in demand.

The Blue Amberol regular list is an especially comprehensive one, the titles indicating the exercise of a discriminating choice by the recording officials. The list is good enough to speak for itself: "Praeludium" (Armas Jarnefelt), National Military Band; "Wait Till I'm as Old as Father" (Godfrey and Williams), Billy Williams; "Evening Breeze" (Otto Langey), National String Quartet; "The Miner's Dream of Home" (Godwin and Dryden), Peter Dawson; "A Dream of Paradise" (Gray and Lytton), Hardy Williamson; "The Yacht I've Not Got" (Merson), Billy Merson; "Mister Cupid" (Weston), Stanley Kirkby; "In the Shadows" (Finck), Alhambra Orchestra; "Come Into the Garden, Maud" (Balfe), Charles Compton; "Hark! Hark! My Soul" (Smart and Faber), Williamson and Kinniburgh; "Keep Straight Down the Road" (Maynard and Wright), Miss Florrie Forde; "The Old Rustic Bridge" (Skelly), Pike and Dawson; "Mikado Waltz" (Sullivan), National Military Band; "The Ragtime Yodel" (Leigh), Jack Charman; "Nazareth" (Gounod), Alexander Prince; "Alice, Where Art Thou?" (Ascher), Ernest Pike; "The Deathless Army" (Trotire and Weatherley), T. F. Kinniburgh; "We're All Waiting for a Girl" (Murray and Godfrey), Billy Williams; "The Kilty Lads" (Milligan and Lauder), Harry Lauder; "Here, There and Everywhere," march (Bosc), National Military Band; "Roses Bloom for Lovers"—"The Rose Maid" (Granishstaeden), Miss Grace Kerns; "The Mocking Bird," fantasia (Winner Stobbe), Charles Daab (xylophone solo); "Just Before the Battle, Mother" (George F. Root), Will Oakland and Chorus; "Silver Bell" (Percy Wenrich), Miss Ada Jones and Billy Murray; "Dixie Medley" (banjo solo), Fred Van Epps; "Tell Mother I'll Be There" (Chas. Filmore), James F. Harrison and Edison Mixed Quartet; "Medley of War Songs" (New York Military Band); "Wedding Glide" (Louis A. Hirsch), Miss Ada Jones, Billy Murray and Chorus; "My Little Lovin' Sugar Babe" (Henry I. Marshall), Premier Quartet; "Where the Edelweiss Is Blooming"—"Hanky Panky" (A. B. Sloane), Miss Spencer and Irving Gillette.

Leipsic Fair Visitors.

British trade buyers going to the fair total quite a considerable number, even more than in the palmy phonograph days of long ago, when, comparatively speaking, the exhibits were much more interesting. So far as I am able to ascertain, the visitors from this side will include: John B. Cromelin, Louis Sterling (Columbia Graphophone

Co.); George Murdoch, R. J. Fulton (John G. Murdoch & Co., Ltd.); W. Manson (British Zonophone Co.); J. E. Hough (Edison Bell); O. Ruhl, A. Balcombe (Beka Co.); H. J. Cullum, E. Tyler, J. Favel (Lockwood); L. H. Kempe, A. N. Gray (National Gramophone Co., Ltd.); K. Harth (Favorite Co.); A. Ficker, Mr. Hertzog (New Polyphone Supply); Francis Nottingham (Lyric Co.); Morris and Sydney Woolf, H. L. Bosman (M. & A. Woolf, Ltd.); Christian Dewe (Manchester); W. Cooper (Cooper Bros.); George and Bernard Andres (Homophone); J. G. Graves and brother (Sheffield); J. Richardson and his Liverpool, Manchester and Blackburn managers; W. A. Johnson, (Liverpool); R. Appleton, P. Waldman and a representative from Craies & Stavridi (London).

Recent Visitors.

Mr. Strauss (Lindstrom Co.) and R. Bodansky (Beka Record Co.) recently made an extended business visit to O. Ruhl, Ltd., their London agent.

Record Pressing Plant Moved.

The Stockport record pressing factory of J.

BIG DEAL IN CLEVELAND.

Lawrence H. Lucker Transfers Edison Phonograph Business in That City to H. D. Brener—Consideration Said to Be \$100,000—To Concentrate on Minneapolis Business.

(Special to The Review.)

Cleveland, O., March 10, 1913.

Laurence H. Lucker, through a deal consummated on March 7, has arranged to transfer his Edison phonograph business to H. D. Brener at 36 Taylor Arcade, the consideration being in the neighborhood of \$100,000. The formal transfer of the business will take place on April 1. Mr. Brener is most enthusiastic regarding the Edison line, especially the disc phonographs and records and is said to have ample capital at his disposal for developing the business. Mr. Lucker will concentrate his energies on his phonograph business in Minneapolis.

NEW EDISON DISC DEALERS.

Several Dealers Including the Tower Mfg. and Novelty Co. Take on Line in New York—St. Louis Piano House Places Big Order—Increasing Supply of Disc Records.

Within the past month several dealers in New York have qualified as retail distributors of the new Edison disc phonographs, the most important new connection being the Tower Manufacturing and Novelty Co., which has installed a large and well equipped department in its store at 326 Broadway.

F. K. Dolbeer, manager of sales for the phonograph department of Thomas A. Edison, Inc., stated to the World that the supply of disc records was increasing rapidly and would soon be sufficient to meet all the demands of the trade while the disc machines were being shipped from the factory as fast as they could be turned out. New dealers are being signed up constantly, among the more recent being the Thiebes Piano Co., St. Louis, Mo., who secured a Class A dealers' rating by placing an initial order for over \$5,000 worth of machines and records.

Mr. Dolbeer will leave in a few days for St. Louis to oversee an elaborate two weeks' demonstration of the new disc machines and records to be made at the Coliseum, that city, in connection with the Woman's Industrial Exhibition.

VICTOR AUTOMATIC BRAKE.

Announced as Latest Addition to Regular Equipment of Victrolas XI, XIV and XVI.

In a recent letter to the trade the Victor Talking Machine Co. announces the introduction of the "Victor Automatic Brake," which will be a

Watson Hawd has been transferred to Harrow, London.

Increased Cost of Material.

During the last few weeks shellac has risen in price over 50 per cent., and record manufacturers are very naturally alarmed at the prospect of such inroads into their gross profits without being able to bring the retail price of their goods into alignment. And this is not the only direction where raw material is costing more. Motors, the best kinds of woods and other necessities in the manufacture of machines show a yeast-like tendency in cost, and some firms have under consideration the question of charging more for the complete machine. This will doubtless materialize with the issue of new catalogs, and one firm has already given advice of trade price increases owing to increased cost of material, labor and freightage.

Heavy Loss Through Fire.

A valuable stock of pianos, talking machines and other musical instruments was destroyed in a fire which broke out February 24 on the premises of John Strong & Sons, Ltd., Euston road, N. W. The damage is placed at several thousand pounds.

part of the regular equipment of Victrolas XI, XIV and XVI, beginning at once. About August 1 the Victor Co. will market the automatic brakes as a separate part, to retail at \$2 and \$3.

ECHO ALBUM CO. REDUCES PRICES.

In another part of this month's World appears an advertisement of the Echo Album Co., of Philadelphia, announcing a marked reduction in price on their album, which has been on the market for over six years and handled by jobbers through the country. In this connection they say:

"The business has grown to such dimensions that albums are now sold by the thousands. This has enabled the Echo Album Co. to profit by manufacturing them in huge quantities and enabling them to reduce the selling cost by virtue of savings in cost of labor and through buying the raw material in quantities.

"The Echo Albums insure safety and preserve the disc records against dust, careless handling, scratching or breaking. The index in every album facilitates instant location of any record. Every album is finely bound and holds sixteen single or



The Echo Record Album.

double-face records in heavy paper pockets having openings through which the labels are visible and enabling titles of records to be read without removing the record.

"The Echo Record Album is manufactured of the best materials. The covers are made of strongest bookbinders' board and covered with the best quality of cloth. The pockets, numerically indexed for the records, are made of extra strong tag-manilla paper and each secured to the flexible back of the album by means of extra heavy fabric. The album is collapsible and can be mailed flat.

The Republic of Colombia, S. A., has lowered the tariff on talking machines.

ARTISTIC TALKING MACHINE DISPLAY ROOMS.

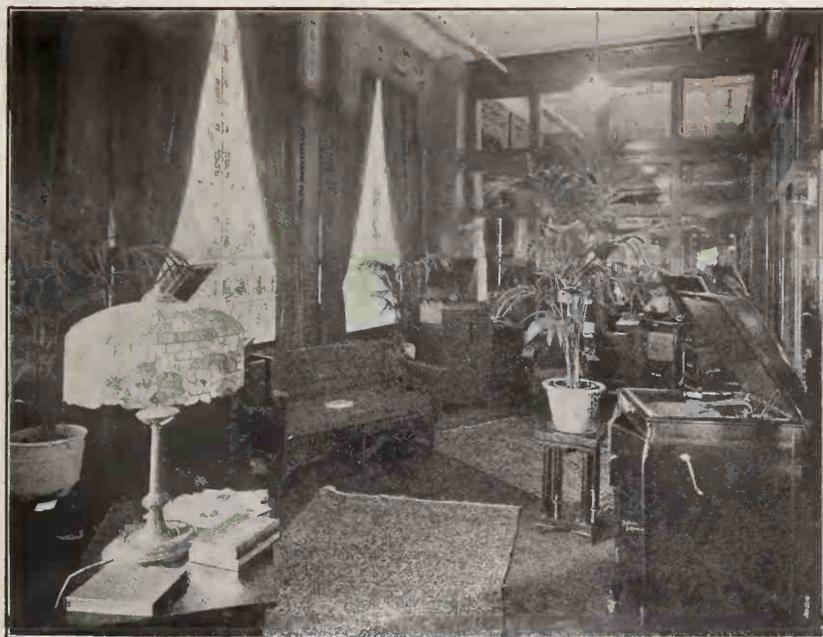
Talking Machine Men Throughout the Country Will Be Interested in the Manner in Which McCreery & Co. Have Been Featuring Talking Machines in Their Handsome New Store in Pittsburgh—Talking Machine Window Display Also Attractive.

(Special to The Review.)

Pittsburgh, Pa., March 8, 1913.

On the eighth floor of McCreery & Co.'s store, Sixth avenue and Wood street, recently opened as the home of the Victrola and Victor products, large crowds are in attendance each day at the

products, and passers-by in the fashionable shopping district cannot fail to be impressed with the artistic appearance of the display. High-class publicity in the daily papers is extensively used by McCreery & Co., which is another store in the high-grade Claffin chain, and the results in the



Part of McCreery's Talking Machine Department

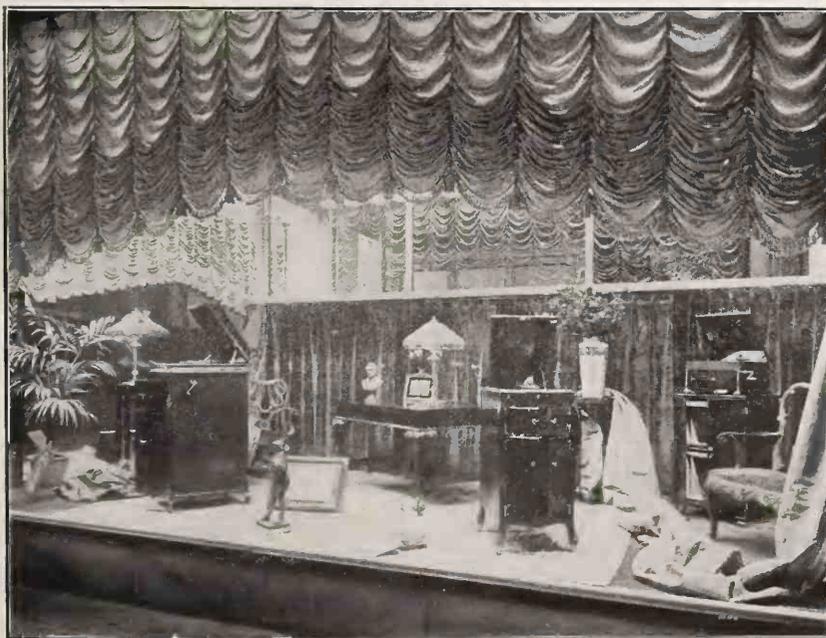
concerts being held in the beautiful salons. Arias and songs by celebrated artists in the musical world are heard and admired through the medium of the Victrola by enthusiastic audiences.

The talking machine department of the McCreery store is most beautifully furnished, and the attendance at these concerts has increased so rapidly during the past fortnight that larger quarters are imperative. A delightfully hospitable appearance is presented by the deep, luxurious chairs scattered about the showrooms, while the artistic

new department to date have exceeded all expectations. Expensive machines are featured in the company's publicity and the daily concerts are proving an irresistible magnet to Pittsburgh's music lovers.

CENSORSHIP OF FILM PLAYS.

Frank L. Dyer, president of the General Film Co., and well known in the talking machine trade through his connection with Thomas A. Edison,



McCreery's Window Display of Talking Machines.

atmosphere of the place is heightened by its beautiful pictures, tapestries and Oriental rugs.

The magnificent show window of the McCreery store contains a most attractive display of Victor

Inc., discussed the censorship question from the standpoint of moving picture men in last Saturday's Evening Sun, and protested against unfair statements by critics of film plays. He points out

that individual opinion is not a proper basis of censorship and says that lines should be drawn by law. He cites Mayor Gaynor in regard to decency of exhibitions and appeals for fair play and a proper consideration of this subject.

ACOUSTICS OF CONCERT HALLS.

Thomas A. Edison Makes Some Interesting Remarks in This Connection—Making Records to Relieve Imperfect Acoustics—How Singers Are Aided by Recognizing Imperfections.

The matter of acoustics in opera and concert halls has attracted the attention of Thos A Edison, who recently said that in the Metropolitan Opera House the force of sound is secured only in a few seats near the center aisles, back, close to the doors. "In front, on either side, and above, the music must of necessity be more or less unbalanced, and the cleverest acoustics cannot counteract this." Concert halls present the same disadvantages. "At concerts, now, the listener on one side of the hall hears too much bass. On the other side wood instruments or the strings are dominant. In playing for the phonographic records of the future, the orchestras will be so carefully distributed that each instrument will have its uttermost value in relation to the one spot where the phonograph is located and recording. Therefore, the person hearing music reproduced for them by this new instrument will have advantages which hitherto have been among the possibilities for but a small group at each concert."

Not only will our opera houses and concert halls be left in the lurch, but the singers and teachers will be startled by phonographic revelations of their shortcomings. Mr. Edison says in "Good Housekeeping" that he "was enabled to reproduce singers' notes exactly as they had been sung. This gave us all the beauties of the original rendition, but alas! it gave us all flaws as well. The latter were appalling, both in number and in magnitude."

But let us not despair. All this will help, not hinder, the best music:

"When the tiny dots which register the sound upon a phonographic cylinder can be subjected to a microscopical examination and exact measurement, the slightest falsity is at once scientifically and mathematically discernible.

"The influence of this advance will be to startlingly improve the singing of the world, because it will make possible the discovery of imperfections which in the past have been glossed by emotions. These faults, thus revealed, will undoubtedly be found subject to correction, and thus singing will improve. All this will enormously simplify the labors of anxious mothers and of teachers who strive to impart musical training to the young. I have been studying music with as much intensity of late as I ever gave to any task, and I find few instruments, and practically no human voices, without glaring imperfections. I have had a great number of teachers in my laboratory, and have found them all at sea. They have had no standards, no measurements. Music has been, like other things, unorganized. Its standardization, its measurement, its organization, were the first steps in our experimenting."

In addition to all this, Mr. Edison has during five months tried nearly a thousand tunes or songs in an earnest endeavor to learn why certain music dies, why other music lives. Well, if he can ascertain that phonographically and cylindrically, remarks Mr. Finck of the Evening Post, the musical critic—think of it!—will be proved superfluous.

LISTS ON BACK OF ENVELOPES.

A recent letter sent out by the advertising department of the Victor Talking Machine Co. called the attention of Victor dealers to the preparation of a new list of Victor records, which will hereafter be placed on the backs of record envelopes. The company observes that any lists of records which are specially listed by the Victor Co. invariably meet with a steady and profitable sale. The general list is divided into twelve smaller lists, and Victor dealers are asked to examine the records featured very carefully, and place their orders in time to reap the benefits of the envelope advertising.

UTILIZING HEART THROBS AS TRADE TICKLERS.

How Dealers in Talking Machine Field May Use to Advantage the Letters Received from Patrons in Their Advertising as Well as in Their Campaign of Publicity—Give a "Human" Touch to Ordinarily Dry Text Matter That Interests the Public.

The next time a customer goes off into ecstasies over a particularly beautiful selection, suggest to him that after his arrival home, and he has listened once more to the entrancing air (records always sound so much better by one's own fireside, you know; hence a stimulus to his already bubbling ardor) he give vent to his enthusiasm through the medium of a eulogistic letter to his dealer, the same to be used for publicity purposes.

Do you realize, Mr. Talker Man, that epistles with throbs in them—not materializing from your own futile brain, you understand, but emanating straight from the heart of a wonderstruck patron—make corking advertisements?

They must be the real thing, however, and you should always be in a position to place in brackets at the close of every throbbing ad. [Name on request.]

I will wager that the majority of persons who purchase a dozen records at your store, go into raptures over at least one. This being the case, if they can be induced to jot down for your special benefit just what effect the overture, song, recitation, or instrumental solo, has upon their nerves, you and the public will be the gainers.

Testimonials have been used with the greatest success since the day when advertising was an infant in swaddling clothes, and they always will be.

The talking machine is the eighth wonder of the world; even the skeptical admit this to be true. It is your duty, therefore, Mr. Talker Man, to emphasize the fact in every way possible. You see, it works out this way: The higher opinion the public holds of the talker, the better the prospects for good business.

Now, the gooseflesh letters I have told you about will answer this purpose admirably. They will supply the necessary force, and do it in a manner to demand undivided attention and vociferous applause.

To illustrate my point I will endeavor to give you an idea of the character of epistle that will do you the most good from an advertising standpoint; taking it for granted, of course, that it is authentic and can be verified.

Extract from an actual letter received by the writer:

"Last night I came home from the office unusually tired. After a lonely dinner, I threw myself down into my lounging chair and opened the pages of the evening paper, scanning the lurid headlines. They swam in a black blur before my aching eyes. I tossed the sheet from me in disgust.

"Sitting there with my eyes closed, listening to the patter of the rain against the library windows, I worked up a strenuous attack of blue devils.

"Nerves! I raved at myself. You cannot stand the pace as you did twenty years ago, old chap. You're a decrepid derelict and a menace to navigation—?" "The street door opened with a rush and there flew into the room, all wet and fragrant and gloomy from the rain, a dainty figure in a storm coat—my daughter Marjorie.

"The horrid old party at the Blakes is off. Daddy mine and we are going to spend a long evening together, just you and I—and the Amberola."

"I had never been very strong for the talking machine, but to please my little girl, I smiled resignedly and waited.

"She placed a record of 'I Will Love You When the Silver Threads Are Shining Among the Gold' upon the mandrel, and coming close behind my chair, ran her nimble fingers through my scanty locks.

"The orchestral introduction, it seemed to me, was particularly melodious, due to the new diamond point reproducer and blue amberol record, my daughter has since informed me. It soothed my frazzled nerves wonderfully, at any rate, and the

contact of these caressing fingers helped some, too, I guess.

"Then a lyric tenor, the one they speak of in vaudeville as 'the man with tears in his voice,' began to sing. All at once my mind rose upon enchanted wings and swung heavenward to the bosom of a rosy cloud.

"You have read tales about the effects of opium upon the nervous system—how it leads a fellow's senses into flower-strewn meadows where gay plumaged birds make love the day long, and the perfume of blossoms is overpowering?"

"Well, Mr. Romain's song must have had a similar effect upon me.

"At the organ, dear, last evening,
You sang me that old time song,
Silver Threads Among the Gold."
* * * * *

"Time retraces itself for fifty years and I am young again.

"The evening shadows are gathering within the quaint New England parlor. At the square piano,



Soothing and Exhilarating.

with her snowy hands upon the keys, and her sweetness intoxicating me, sits my sweetheart of long ago. The reflected glory of a wonderful sunset illuminates her dear face as she sings 'Silver Threads Among the Gold.'

"That old time song enthralled me
With its plaintive melody,
And you seemed to ask me
Will I constant be;
Then with all my heart I answered,
Yes, through all eternity."
* * * * *

"She closes the piano, and we stroll hand in hand out into the fragrant night. The moon is climbing up the sky above the pines on Lone Mountain, and a great horned owl is screaming from the dead oak across the river.

"In a sylvan vista where the moonbeams gleam, we plight our troth.

"I will love you when the silver threads are shining among the gold

Just the same as when love's story first was told.
I will always want you near me in my arms, dear,
to enfold,

When the silver threads are shining among the gold."

"The golden orb of the night has winged its aerial way through space to the zenith where it swings like a mammoth lamp glorifying the celestial dome with its mellow radiance, and the great horned owl is 'whooping!' his mate.

"If life's summer days were over,
And upon your locks I'd see
"Silver threads among the gold."
I would be as true and faithful,
As I promised you to be
Long ago in days of old.
In my heart it's always summer
When love's flowers bloom anew,
And I'll always keep them

Blooming, dear, for you;
Tho' we both grow old and feeble
I will be steadfast and true
• Just the same, dear, as of old."

"I come back to realities with a start. The record is still playing, the silvery tones of the wonderful voice swinging gloriously through the second chorus.

"Been dreaming, daddy mine? Why your eyes are wet! Don't you like the song?"

"I gazed at my daughter through a mist of tears. When I could get a grip on myself I answered. 'I have been thinking of your mother, Marjorie.' Then remembering her anxious question, I added, and my voice broke a little I fear, 'The song is superb; let's have some more like it.'

"I fired up my old jimmie pipe and we passed a never-to-be-forgotten evening. Marjorie says the Amberola is a great institution, and, as in every thing, her old daddy agrees with her." [Name on request.]

There are many records upon your shelves, Mr. Talker Man, which will bring out to even a greater degree the throbs and thrills than the one dealt with in this story, but if a simple ballad such as "I Will Love You When the Silver Threads Are Shining Among the Gold" will furnish material for a letter like the foregoing, you can readily see what a more dramatic selection would do.

Imagine a veteran writing you after listening to "Just Before the Battle, Mother," as sung on a blue Amerol record by Will Oakland, or others of that type. It would make good advertising, all right; would it not?

In conclusion, permit me to advise you to try out this proposition of gooseflesh letters and get some mighty cheap and effective advertising.

HOWARD TAYLOR MIDDLETON.

A BOON TO THE "SHUT-INS."

The following touching extract from a letter recently received by the Victor Talking Machine Co., reprinted from *The Voice of the Victor*, tells its own story:

"Will you allow a suggestion? My wife is a 'shut-in' and has been so for years. We purchased a machine (Victrola) for her enjoyment and to bring home to her hearing things she could not hear at all owing to her physical disability. I have often thought if you would, in your advertisements, call attention of the buying public to the fact that the Victrola is a comfort to the 'shut-ins' it would direct their attention to the matter. We did not realize in our home how much brighter we could make the days until the Victrola came into it. This is not for publication at all—just simply a quiet suggestion from one who is grateful for the comfort he has been able, through your instrument, to give another."

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

SELLING VICTORS IN RICHMOND.

Great Business in Talking Machines Done by the Corley Co. in Virginia Capital Indicated by Size of Single Shipment, Pictured Below.

(Special to The Talking Machine World.)

Richmond, Va., March 10, 1913.

An idea of the tremendous volume of business in Victor talking machines transacted by the Corley Co. of this city, can be gleaned from a glance at the accompanying photograph, which shows only one of several shipments of Victor products received by this enterprising company within a recent date.

The Corley Co., which is capitalized at \$200,000, succeeding the Cable Piano Co., has long occupied a position of distinction in this city as representatives of pianos of national reputation, and since their incursion into the talking machine busi-



Big Shipment for Corley Co.

ness they have been equally as successful as Victor jobbers as with their line of pianos which is headed by the Mason & Hamlin, Conover and Cable.

The first months of the year have shown a greatly increased volume of business in Victor talking machines as compared with the same months of last year, and it would now seem as if there would be no let up in activity this year, judging from the way orders are coming in, provided, of course, sufficient machines can be had from the factories to meet the demand.

WHOLE BLOCK OF BUILDINGS

To Be Added to Victor Plant During Year—Work of Razing Many Structures to Make Room for New Factory Buildings Commences.

It is related that a Scotchman, on a visit to New York some time ago, viewed the work on the new subway, the many streets torn up and blocked as a result of building operations of various sorts, and remarked that it would be a fine city when it was finished. The same conditions exist in regard to the plant of the Victor Talking Machine Co. in Camden, N. J., with this difference, that though the plant is never completed, it seems, it nevertheless affords a handsome and impressive view, which grows more impressive as new buildings are added.

Although it seems only a matter of weeks since the last new buildings added to the Victor Co. plant were ready for occupancy, there now comes the announcement that work has begun on the demolition of an entire block of buildings, some of them four and five stories in height, to make room for several more additions to the Victor factory. The first of the new buildings, all of which will be six stories high and of concrete construction, is to be completed by August 1.

When you hit the ceiling, come down gracefully and carefully.

HOW HEAT AUGMENTS SOUND.

Member of Talking Machine Trade Suggests That Use of Hot Air Might Improve Reproductive Qualities of Machines.

A member of the trade calls the attention of the Talking Machine World to a recent item showing how the sound of a telephone may be augmented materially through the use of heat, and wants to know whether this idea cannot be applied to the talking machine for public purposes. The clipping referred to is as follows:

"In experimenting with telephones surprising results were obtained by a Danish engineer named Petersen by simply heating the transmitter. It was found that this increased the volume of sound very considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that all at a far corner of the big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer named Germain made practically the same discovery some time before, but it was not put to use. Now Professor Haunover, of the Danish State Experimental establishment, has taken up the matter and finds that a simple apparatus may be made for heating the microphone transmitter of a telephone and thereby enable messages to be

transmitted by telephone a much greater distance than is possible under ordinary conditions.

"The reason for this is simple enough. The heating of the microphone transmitter results in making the air about it rarified, and this naturally carries the sound better. For telephones extending over high and weather exposed mountain peaks and in such places where there is difficulty in making the sound carry well, this heating can be resorted to and the line made clear as a bell."

This is a matter entirely too complex and technical for even the editor to pass judgment on, and we prefer to pass it along to the acoustical experts and great inventive minds connected with the talking machine companies.

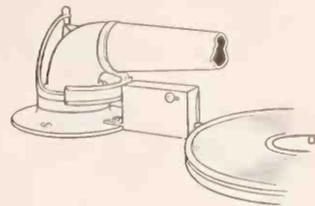
One thing is sure, that the amount of hot air that passes over the telephone at times, particularly when little attention is paid by telephone operators to the demands of customers, ought to augment, and does undoubtedly enlarge the sound, it not of the 'phone, of those who speak into it.

MAKING KNOWLEDGE PAY.

Salesman's Personal Stock in Trade Consists of Ideas Which Can Be Turned Into Money.

A salesman turns his knowledge into money. He sells his ideas just as the lawyer sells his knowledge of the law, the physician his scientific knowledge of the human body, the merchant his wares or the railroad president his ability to secure new traffic and to handle men, etc. All salesmen to a greater or less degree command the consideration that knowledge compels, and they all profit by this knowledge to the degree that they know what they have to sell.

Knowledge wins confidence, also customers, and the salesman who does not have a firm grasp on his line has double the task to perform that the other fellow has. He not only must sell his goods, but he must first give the customer confidence, and this, to a man without real knowledge, is a difficult proposition. Once stumble or falter—*bon soir!*



M. S.

Automatic Start and Stop

ONLY PERFECT AUTOMATIC STOP THAT HAS BEEN PRODUCED for the following reasons:

1. Simple to operate.
2. Always Stops.
3. Neat in appearance.
4. Price, Nickel-Plated, \$3; Gold-Plated, \$4 (Canada and Foreign Countries add duty).
5. Uses screw on tone-arm collar to fasten it (thereby not injuring cabinet of machine).
6. NOTHING to bump arm (thereby jarring wax loose on diaphragm).
7. NOTHING to weigh heavily on tone-arm (thereby wearing tone-arm out of alignment in tone-arm collar).

You owe your customers any knowledge that you may gain through trade papers of the latest improvements, therefore as a progressive dealer send your jobber an order for M. S. Stops, and your customers will commend you for selling so great a convenience as the M. S. Automatic Start and Stop.

Mr. Thomas Mykins, the inventor of the M. S. Automatic Start and Stop, has sold and repaired talking machines for nearly fifteen years. For the past three years he has devoted all his spare time to invent an automatic stop. Previous to the M. S. he discarded three designs which worked effectively, but were too large to be neat in appearance.

Mr. Mykins has resigned his position as manager of the Victrola Department at E. W. Edwards Department Store (Rochester, N. Y.) to personally supervise the manufacture of the M. S. Stops.

Mr. John A. Clark, Manager of Sales, has been associated with the talking machine business for a number of years, having conducted a retail talking machine business at Katonah, N. Y., and later was traveling salesman for the Columbia Graphophone Co., and recently for E. J. Chapman (Victor Distributor), Rochester, N. Y.

Mr. Clark has designed highly attractive literature regarding the M. S. Start and Stop, and will gladly ship whatever amount any dealer can use for his mailing list—TELL US HOW MANY? We do the rest.

Talking Machine Accessories Manufacturing Co.

306 Livingston Building,
31 Exchange St.,
ROCHESTER, N. Y.

OPPORTUNITIES IN FOREIGN RECORD TRADE.

Talking Machine Men Not Fully Alive to the Great Opportunities That Exist in Appealing to People of the Various Nationalities Residing in the United States to Whom the Songs of Their Native Lands Are Always Popular—Opportunity for Specialists.

"Does the average dealer appreciate the opportunities of the foreign record trade, is a question that often appeals to me as a very serious problem," states A. Heindl, manager of the foreign record department of the Columbia Graphophone Co., in discussing the possibilities of the dealer developing a profitable trade in foreign records. "There is no doubt but that the foreign record industry is in its infancy, and the active and 'live-wire' dealer is taking advantage of every oppor-

average dealer to promote the sale of the foreign record is the fact he does not specialize enough in presenting his stock to possible purchasers. For example, let us suppose there is a dealer situated in a small city where there is located a colony or a large number of people of the Hebrew race. Here is an opportunity to carefully solicit this trade in a thorough and essentially personal manner. It is not enough for the dealer to merely send his prospects for Hebrew records a general form letter telling of the arrival of some new Hebrew records. He should write individual letters to his clients, calling their attention to the fact that the best known Cantor in Europe has recently made records that are artistically perfect and unusually typical of a Cantor's art. Invite the prospect to hear the new records at his convenience, bring some friends with him who are also interested in Hebrew records, and gen-

intensely musical Hungarian people, whose love of native land is traditional. Their favorite musical instrument is the czimbalon, and the sale of records featuring this instrument is invariably heavy. for the Hungarian parent takes delight in teaching his children the precepts of his native land and the music and customs that are favorites there. The foreign record plays a double role in a case like this, for it not only amuses the older folks, but educates the children in a broad and valuable manner.

"The dealer would be surprised in many ways if he would take the time to become fairly well



Neapolitan Trio in Stage Costumes.

tunity to push the sales of these records and bring them to the attention of his clients at every opportune time.

"The field in this special branch of the talking machine trade should particularly appeal to the small dealer with a comparatively small store in an energetic and thriving city, where the populace is what is colloquially termed 'the plain ordinary people,' and as a rule making comfortable salaries the year round. The dealer who takes the time to investigate the status of the foreign record trade will find in the great majority of such towns as I mention that a substantial percentage of the people is foreign born, and very seldom, if ever, forget their home love for their native land. In the mill sections of this country, in the mining centers and in all cosmopolitan cities or towns the possibilities for the



Russian Accordeon Player in Native Dress.

erally impress the prospect with the fact that he will secure Hebrew records that are as perfect as can be produced, and musically and characteristically symbolic of his religious faith. Appeal to his home love and make your argument individual. You will be surprised at the excellent results that will materialize from the pursuance of these methods.



Celebrated Lithuanian Choir, Newark, N. J.

acquainted with his possible clients for foreign records. Among other things he would soon learn that many of the foreign people in his territory speak a dialect or uncommon language that is derived from some of the older tongues but differs in many ways. An instance of this may be found in the Lithuanian records that are now on the market. There are a surprisingly large number of Lithuanians in various parts of the country that speak this language, and it is natural to suppose that any records sung or played in the native tongue will find a ready market with these people. The dealer should become familiar with every language on the foreign record list, for he will discover many foreign tongues listed that he has overlooked when soliciting trade for his foreign record list.

"The talent for the production of foreign records is oft-times found in many peculiar places and under odd circumstances. Many of the best Neapolitan singers have been found in dark, ill-smelling basements where the light rarely enters and empty bottles bar the entrance. Cabaret shows, restaurants and music halls have all given their quotas to the foreign artist list, and no incident nor report, no matter how trivial, is overlooked in the search for talent. Alpine yodlers, Russian accordeon players and Scandinavian



Group of Famous Alpine Yodlers.

profitable sale of foreign records are immense, and I am sure that the dealer who gets after this trade in earnest will reap profitable results.

"The main drawback in the campaign of the

"It is often advisable that the dealer should impress upon the prospective purchaser how valuable the foreign talking machine record is from an educational standpoint. Take, for instance, the



Swedish Glee Club.

choirs are but a few examples of the extensive research necessary in the successful compilation of a foreign record library that will offer splendid opportunities for the dealer."

HENRY C. BROWN AS A NIMROD.

The Victor Publicity Manager Writes an Interesting Account of His Experiences After Big Game in the Canadian Wilds.

The many members of the talking machine trade who are personally acquainted with Henry C. Brown, advertising manager of the Victor Talking Machine Co., but who are not familiar with the manner in which he spends his leisure, would not imagine that the heart of a mighty hunter beats behind his mild and at times retiring exterior, but the fact remains that Mr. Brown counts among his hobbies that of going after big game in the Canadian wilds, and, what is more, getting it.

In the March number of Forest and Stream, the magazine for sportsmen, Mr. Brown recounts in a thoroughly interesting manner one of his experiences while on the trail of the moose in New Brunswick last fall. His story, which is entitled "The Bull Moose that Charged," tells of the tracking of the moose, the cleverness of the guides in bringing them to the call and of a fight between two bull moose for the possession of a charming lady of the moose family. The hunting party had trailed the moose and gotten within easy shooting distance when Mr. Brown balanced himself on a tree trunk and let fly at the larger of the bull moose. The recoil knocked Mr. Brown off the tree, and when he recovered his footing the moose was charging at a speed that made the Twentieth Century Limited appear like a slow freight in comparison. Only quick work with the rifle stopped the animal's rush and saved the hunters from injury.



H. C. Brown in Hunting Togs.

In his article Mr. Brown proves himself to be an excellent descriptive writer as well as an originator of telling advertising. The article is illustrated with a number of interesting pictures, one

showing the author in hunting togs and with a belt full of cartridges around him, reproduced herewith by courtesy of the publishers of Forest and Stream, that indicates his intention to add to his laurels as a Nimrod.

GRAND OPERA IN DALLAS.

Has Helped the Sales of Grand Opera Records —Many Noted Artists Heard—Columbia Managers Well Pleased with Conditions.

(Special to The Talking Machine World.)

Dallas, Tex., March 8, 1913.

The visit of the Chicago-Philadelphia Grand Opera Co. to this city the past week has aroused unusual interest in the sale of talking machines and records, as the majority of the members of the company have produced records which have been most popular with owners of talking machines. The various stores handling the Columbia and Victor machines and records capitalized the visit of the Grand Opera artists by featuring the various records which they have made, and to good purpose.

It is interesting to note that six members of the visiting opera company are on the Columbia roster of artists—Mary Garden, Margaret Keyes and Messrs. Sammarco, Daddi, Dufranne and Henri Scott. The Watkin house report the greatest activity with the Columbia goods. Recent visitors to the city were George W. Lyle, general manager of the Columbia Co., accompanied by Manager Fuhri, manager of the Chicago Columbia store. Both express themselves well pleased with conditions in this part of Texas.

<p>FOR EDISON PHONOGRAPHS List Price 15c each</p>	<p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p> <p>TRADE MARK RECORD BRUSH Formerly called the "PLACE" Record Brush</p>	<p>FOR VICTOR and COLUMBIA Talking Machines List Price 25c each</p>
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<p>NO. 2 BRUSH IN OPERATION</p>	<p>No. 1 Fits Triumph</p> <p>No. 2. No. 2. Standard and Home</p> <p>No. 3. No. 3. Gem and Fireside</p>	<p>IT SAVES THE TONE You can't afford to lose this protection.</p> <p>BRUSH IN OPERATION</p>
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No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED BY **BLACKMAN TALKING MACHINE CO.** 97 CHAMBERS STREET, NEW YORK
J. NEWCOMB BLACKMAN President "The White Blackman"



In the new Columbia reproducer Number 6, we have produced a tone that is not only pre-eminent, but perfect. And judging by the thousands of reproducers ordered by Columbia dealers, the men who come directly in contact with the user agree with that statement.



Columbia Graphophone Company
Tribune Building, New York

CONVINCING ARGUMENTS FOR PRICE MAINTENANCE

Made by Senator Robbins Before the Judiciary Committee of the Senate of New Jersey Previous to the Passage of the "Seven Sisters" Bill—Quotes Interesting Letter of H. P. Ripley, of Leavenworth, Sent to D. D. Anthony, Member of Congress.

Prior to the passage of the "Seven Sisters" bill in the State of New Jersey the manufacturers of patented articles selling at a fixed price, and especially the Victor Talking Machine Co., made a strong fight against the particular bill prohibiting any agreements between two parties for the maintenance of stated prices. Though the objections did not accomplish the desired result, some interesting arguments were made before the Judiciary Committee of the Senate of New Jersey, as was the case in the hearing before the House of Representatives of Washington in the instance of the Oldfield Bill, when the many virtues of the fixed price were dwelt upon at length.

One of the most interesting and at the same time thoroughly convincing arguments offered before the New Jersey body by Senator Samuel K. Robbins was a letter written by H. P. Ripley, a dealer in talking machines and sporting goods of Leavenworth, Kans., to D. D. Anthony, a member of the House of Representatives. Mr. Ripley's letter, which made a strong impression upon those to whom it was read, was as follows:

I am in receipt of yours of the 20th, in which you express your opposition to monopoly, whether entrenched behind a patent, or unfair business methods. This may be all right, but does the right of a manufacturer to fix a retail price on an article of his own manufacture, so in-trench him?

I handle several lines in which the retail price is most carefully restricted, notably Victor and Columbia Talking Machines, and Eastman Kodaks. My contract with each of these parties is ironclad, no inducements of any kind being allowed, either by the distributor to me, or by me to the consumer. You cannot name a manufacturer in the country that goes to greater length to enforce these clauses in their contract with dealers. But do any of them enjoy a monopoly? Most decidedly not.

Though the Victor and Columbia factories, I suppose,

turn out 95% of the machines and records used in the country, I have opportunities to buy talking machines and records from others, at less price than I pay for these goods. So long as other factories can turn out goods at less than these people, in what manner is their business unfair, or wherein does their restricted price clause help them? The minute their goods come down in quality to the level of the machines offered at less money, that moment is a goodly number of their customers going to leave them.

The same applies to the Eastman Kodak Co. They have plenty of competition, by some very large concerns, but this company has done more to develop the industry, spends more money in experiments and investigations, and does more to educate the people in the art of photography than all others combined. Their goods are in demand everywhere, not because there are not others to be had, but because Eastman stuff is absolutely as fine as can be made, and they have spent I suppose millions of dollars in teaching the public, through the press, that this is the case.

As to the fairness of their business methods, I am willing to stake everything I have that the largest dealer in New York City cannot buy goods from these people any cheaper than I can, and when your children come in here to buy an Eastman film, or a phonograph record, you and they know that the smartest photographer, or the most expert judge of phonograph goods can go no where in the world and buy either article one cent cheaper, or not one bit better than they are getting it.

So much for patents, and unfair business methods, now for the good of our country, state and city.

Which is the ideal condition for these United States—that of having the merchandise distributed by mail order houses and the department stores, located in a few of the large cities, who exist by selling goods of doubtful merit at cut prices, or of having a multitude of such cities as your own, built up by the small merchant, like myself, who is handling the best, not the cheapest, merchandise that he can buy, and who is selling this merchandise to you, and to your children, at a fair profit, a profit mind you, that is not excessive, but one that enables him to live respectably, help build up the city, and incidentally the country, pay his bills and be a general credit and help to the community.

And this profit is assured him by the very fairness of the manufacturers of these patented articles, who are game enough to say to Marshall Field, Montgomery Ward and

others of that ilk, "You cannot sell goods of ours one cent cheaper than our smallest customer."

It strikes me that these very patent laws allow them to be absolutely fair in their business methods. Allow these large houses to sell these articles at cut prices, and as an advertising proposition to them it would be equal to their selling postage stamps at 75 cents on the dollar, the only difference being that the first would be at our loss, and the second at their own.

Give these people the right to cut prices on these articles of known value, and what is left for me to do? I can either buy goods of unequal quality, and at a lower price, and so compete with them, or I can, like the Arab, fold my tent and steal away, leaving a nice little store room at 406 Delaware Street vacant; one place less where you and your family can buy reliable merchandise, from a personal friend, at short notice; one less advertiser for the Leavenworth Times, one less member of the Commercial Club, one less taxpayer in the county, and one less customer for the butcher, the baker, and the candlestick maker. To offset that, there would, of course, be three more applicants to Montgomery Ward who, encouraged by the parcel post bill, are even now adding \$39,000,000 to their capital stock and putting up branch houses in San Francisco and New York, they can get help a little cheaper, and they will have a few extra thousands in dividends to spend, little of which, I imagine, will be spent in Leavenworth.

Vote for the Oldfield Bill and you will get your monopoly all right; it is simply a question of whether you want your monopoly to consist of the Mail Order Barons, and Department store owners, to whom the very thought of a "Live and let live" policy is obnoxious, or whether it is to consist of manufacturers, who are making such good goods, advertising them so thoroughly and treating all, customers and consumers, with such fairness that it is the dealer's greatest pleasure to handle their goods, and a consumers greatest pride that his camera is an Eastman, or his talking machine a Grafonola or Victrola, or, to get a little closer home, that his gun is an Ithaca, and his shells "Winchester." I cannot sell you a Field shell, you want that old reliable "Restricted Price" Winchester. Think it over, from the standpoint of "The greatest good to the greatest number."

Sincerely,
(Signed) H. P. RIPLEY.

J. H. Dodin, secretary of the Eastern Talking Machine Dealers' Association, spent a couple of days in Philadelphia last week for the purpose of conferring with the officers of the Talking Machine Retail Dealers' Association of Philadelphia regarding a combined campaign by various dealers' organizations with a view to securing a special list price for talking machines sold on instalments.

Schafford Record Albums

Furnished in Brown Silk Cloth or Viennese Imitation Leather;
Gold-Plated Rings.

Made of quality materials by skilled workmen. Because of the volume of our Album business our prices are cut to 52½c. each for the 10-inch Album (17 envelopes) and to 75c. for the 12-inch album; also made with 17 envelopes.

SEND FOR ILLUSTRATED LITERATURE
AND BECOME ACQUAINTED WITH THE
FASTEST SELLING RECORD ALBUM.

The Schafford Album Co.

26-28 Lispenard Street

New York

JOBBER TO HOLD CONVENTION AT NIAGARA FALLS.

Atlantic City Close Second in Favor of Members—Exact Date of Meeting Not Announced—President Blackman Tells of Efforts to Defeat "Seven Sisters" Bills Recently Passed in New Jersey—Secretary Buehn's Letter to Governor Opposing This Legislation.

The vote recently taken by Secretary Buehn, of the National Association of Talking Machine Jobbers, as to the place of holding the 1913 convention was decided by the members in favor of Niagara Falls. The detailed vote was as follows: Niagara Falls, 4; Atlantic City, 31, and Norfolk, Va., 1. Members of the association were notified of the result, and a banner crowd in point of numbers is expected at Niagara Falls this summer when the convention is called to order.

President Blackman calls the attention of the members of the association to the fact that they were represented at the recent hearings on the "Seven Sisters" anti-trust bills that were passed in New Jersey this month over the protests of the allied business interests of the State, who sent delegates down to Trenton to argue against them.

Mr. Blackman went down to Trenton, not only as a jobber interested in New Jersey trade, but as president of the National Association of Talking

Machine Jobbers. He made an excellent address in the Senate chambers, protesting against the passage of the bills, particularly No. 43, which has as its object the cessation of fixed prices, and makes it a criminal offense to fix the prices of goods. This bill was described in detail in last month's World.

The association went on record as protesting in conjunction with other business interests against the passage of the bills, and the following telegram was sent to the then Governor Wilson by Secretary Buehn of the association: "The National Association of Talking Machine Jobbers protests against the passage of Senate bills 43 and 44, which, I understand, come up before the House for consideration within the next day or two. We believe that these bills are highly injurious to the best interests of the business men of our country, as well as the consumers of the lines of goods affected. (Signed) LOUIS BUEHN, Secretary."

ward are showing substantial gains in sales over any previous years, and the commendation of our trade for these higher priced machines has demonstrated to us that they are giving universal satisfaction to their users."

NEW COLUMBIA REPRESENTATIVES.

During the past month the following additions to the list of Columbia Graphophone Co.'s representatives were noted: Atherton Furniture Co., Prockton, Mass.; Wm. J. Conbery & Sons, Trenton, N. J.; Economy Furniture Co., Scranton, Pa.; F. F. Krause, Cleveland, O.; Cleveland-Manning Piano Co., Atlanta, Ga.; George Lake, 1497 Madison avenue, New York; Globe Graphophone & Supply Co., 1462 Second avenue, New York; Walsh & Perry Co., Carthage, N. Y.; Dominick D'Antonio, 141 Fifth avenue, Brooklyn, N. Y.; Henry Taubman, St. Johnsville, N. Y.; Snellenburg & Co., Philadelphia, Pa.; Wise, Smith & Co., New Haven, Conn.; O. W. Wuertz Co., New York, N. Y.; Ernest Youngjohn, Norristown, Pa.; Walter C. Kantner, Reading, Pa.; Alex Gordon, Chicago, Ill.; Thomson-Felder Co., Barnesville, Minn.; Atherton Furniture Co., Lewiston, Me.; J. H. Styles, Oakland, Cal.; J. Raymond Smith, San Francisco, Cal.; Tiedemann & Woodburn, Everett, Wash.; Denver Dry Goods Co., Denver, Col.; Boggs & Buhl, Pittsburgh, Pa.; Rochester Furniture & Auction Co., Rochester, Pa., and Carl R. Kierner, Paducah, Ky.

WILL EXHIBIT IN NEWARK.

The products of the Columbia Graphophone Co. will be exhibited at the convention of the American Physical Education Association, to be held in Newark, N. J., the 26th of the month.

Prof. Goodwin, of the company's educational department, who will be in attendance at this meeting of the physical education teachers of the country, will deliver an address during the course of the convention. He states the Columbia machines will be used by the various lecturers at the convention to illustrate their talks.

SEEK TO HAVE SUIT SQUASHED.

American Graphophone Co. Files Motion to That Effect on the Statement That No Proper Service Was Obtained in Suit of National Talking Clock Co. Brought Against Them.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1913

The American Graphophone Co. filed a motion in the Federal District Court here a few days ago to quash a suit for \$199,599.97, brought by the National Talking Clock Co., of this city. The motion was based on the statement that no proper service was obtained in the suit, as the service read to George W. Lyle, vice-president and general manager of the Columbia Co., at the office here was not sufficient. The papers in the case recite a good deal of history of the talking clock, which at one time was considerable of a sensation among promoters and advertising men here. The idea was that at every few minutes, as met the needs of advertising demands, the clock would by spoken words call attention to some business. The Graphophone company was engaged to manufacture the clocks at \$110 each, and it seems, did manufacture some 250, which were used in Brooklyn. More than 50,000 of the clocks were to be built, but those accepted by the Talking Clock Co. proved unsatisfactory in Brooklyn, where they were exhibited, and this suit is the result. The defendant claims that the clocks were faulty because of defective records and improper mechanical work. A supplemental contract figures in the complaint, but the damages asked appear to be the profits the promoters saw in the deal.

CREATES NEW VICTOR DEALERS.

Schmelzer Arms Co. Signs Up Two Prominent Kansas City Piano Houses as Victor Dealers—Place Large Initial Orders for Products.

(Special to The Talking Machine World.)

Kansas City, Mo., March 10, 1913.

The F. G. Smith Piano Co., in this city, which has been featuring the Columbia line of Grafonolas, has also added the complete Victor line of talking machines and Victrolas, through the efforts of the Schmelzer Arms Co. Four additional demonstration booths are being erected in the Smith store for the accommodation of the Victor goods.

Another recent deal that was particularly pleasing to A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., was the signing up of the Means & Pearson Piano Co., of this city, as Victor dealers.

Both concerns placed large initial orders for both machines and records, and plan to give the Victor line active representation.

GREATEST TRADE IN FEBRUARY.

Remarkable Activity with the New York Talking Machine Co. in All Departments—What Manager Williams Reports.

"We have just closed the greatest February in the history of our business," states G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor jobbers. "We are certainly well pleased with the steady continuation of our business, and the outlook for March and April is splendid. There was never such a demand for Victor goods as exists at the present time, and our dealers tell us that their business for this time of the year is 'way beyond all their expectations."

"The national publicity campaign of the Victor Talking Machine Co., which has been a feature of its co-operative policy for years, is certainly bearing fruit, and I do not hesitate to predict the biggest year in history for the sale of Victor products."

"The demand for Victor records is really something enormous. Grand opera, semi-classic and popular selections are all selling fine, and our customers are more than pleased at the comprehensive selections of new records that are listed each month by the Victor Co. One of our dealers recently remarked that there had not been the slightest falling off on his trade in records since last fall, and his opinion seems to be the general consensus of the trade's ideas, as our orders for records are coming in faster week after week."

"There has been a noticeable and constantly increasing demand for the higher priced types of machines since the first of the year, and Victrola No. XVI. is more popular to-day than it ever was before. The machines that retail from \$75 up-



A MUSICAL BOOKSHELF

"Echo" Albums Containing 80 Records

Rock Bottom Prices on Record Albums

TRADE NET } 50 CENTS each for 10 inch sizes
on }
Reasonable Quantity } 55 CENTS each for 12 inch sizes
(Made to retail at \$1.00 and \$1.25)

Not Glued

Not Glued

Not Glued

Every Record Pocket is doubly stitched to back, making the Echo Album the strongest book on the market.

Every Echo Album is strongly bound in heavy cloth covers and flexible expanding backs. All contain Sixteen heavy green manilla record pockets, numbered and with special index on inside covers.

Sample sent by Parcel Post for 12 cents additional

Echo Album Company

926 Cherry Street
PHILADELPHIA

RECENT COURT DECISION AND ITS BEARING

On Price Contracts Based on Patent Rights—Courts Have Always Upheld Talking Machine Manufacturers Against Contract Violations—The Views of Louis F. Geissler and Elisha K. Camp Are Interesting and Timely—Latter Quotes Many Supporting Cases.

The recent decision by Judge Ray in the United States District Court, New York, in the suit of the Waltham Watch Co. vs. Chas. A. Keene, a retail jeweler of New York, sustaining the latter's position, has caused quite some comment and resulted in some misunderstanding of the exact situation in the talking machine trade.

While the litigation was based on an allegation of an infringement of patents owned by the complainant in that certain watch movements had been sold in violation of the price contracts at which they were placed on the market to be sold by the retail trade, Louis F. Geissler, general manager of the Victor Talking Machine Co., when asked for an expression of opinion as to what bearing this decision would have on the talking machine trade, said:

"The conditions under which this suit was brought and decided differ in many respects from the grounds upon which this company would bring suits in cases of contractual violations. We believe the Victor contract system can only be invalidated by an act of Congress changing the United States Patent Rights. The Victor contract has been carefully drawn, based on decisions of the United States Supreme Court. It has been sustained before the United States Courts quite a number of times, and by the United States Court of Appeals a number of times, which would seem to justify us in believing that it is pretty well seasoned legally."

The legal advisers of the leading talking machine companies are of the opinion that the higher courts will reverse the Ray decision, it being absolutely opposed to all previous rulings on this question of fixed prices, particularly those recently given by Judges Lurton and Van Deventer of the United States Supreme Court, covering the right of fixing prices for resale. In fact, there have been a great number of decisions affirming the right of the owner of a patent to retain title in the article transferred sufficient to restrict the manner of its use or the price at which it shall be sold, and so make the purchaser a mere licensee. These have been enumerated by Elisha K. Camp, counsel of the Columbia Graphophone Co., as follows: Columbia Graphophone Co. vs. Hill Piano Co.; Edison Phonograph Co. vs. Kaufman; Edison Phonograph Co. vs. Pike; Victor Talking Machine Co. vs. The Fair; National Phonograph Co. vs. Schlegel; Rubber Tire Wheel Co. vs. Milwaukee Rubber Works Co.

Summarizing some of these decisions, Mr. Camp referred to the case of the Kaufman department store in Pittsburgh, which is most pertinent. This concern purchased Edison phonographs, but refused to sign an agreement. Later they found a small dealer who dealt with Thos. A. Edison, Inc., and from him they purchased phonographs. When they attempted to sell them at a cut price, however, an injunction prevented them.

In the case of the Victor Talking Machine Co. vs. The Fair, Judge Baker, of the Circuit Court of Appeals decided: "Within his domain the pat-

entee is czar. The people must take the invention on the terms he dictates or let it alone for seventeen years. This is a necessity from the nature of the grant. Cries of restraint of trade and impairment of the freedom of sales are unavailing, because in the promotion of the useful arts the Constitution and statutes authorize this very monopoly. The owner of a patent who manufactures and sells the patented article may reserve to himself as an ungranted part of his monopoly the right to fix and control the prices at which jobbers or dealers buying from him may sell to the public, and a dealer who buys from a jobber with knowledge of such reservation, and resells in violation of it, is an infringer of the patent."

In the case of Bement vs. the National Harrow Co. the court decided: "The object of the patent laws is monopoly, and the rule, with few exceptions, is that any conditions which are not in their very nature illegal with regard to this kind of property, imposed by the patentee, and agreed to by the licensee for the right to manufacture or use or sell the article, will be upheld by the courts; and the fact that the conditions in the contracts keep up the monopoly does not render them illegal."

In Thos. A. Edison, Inc., vs. R. M. Smith Mercantile Co., the stock of an authorized dealer in talking machine records was damaged by fire. Later it was abandoned to an insurance company, which sold this stock to a salvage company. This salvage company, in turn, sold it to the defendant. It was held that defendant, having offered such records for sale at cut prices with knowledge of the restrictions under which they were originally sold, was subject to an injunction restraining a resale at less than the contract prices.

The decision of Judge Van Deventer, of the United States Circuit Court, in the case of the National Phonograph Co. vs. Schlegel, delivered when the judge was on the Circuit Court of Appeals bench, and which was quoted by Justice Lurton, of the United States Supreme Court, with approval, in part follows:

"An unconditional or unrestricted sale by the patentee, or by a licensee authorized to make such sale, of an article embodying a patented invention or discovery, passes the article without the limits of the monopoly, and authorizes the buyer to use or sell it without restriction.

"But to the extent that the sale is subject to any restriction upon the use or future sale the article has not been released from the monopoly, but is within its limits, and as against all who have notices of restriction is subject to the control of whoever retains the monopoly. This results from the fact that the monopoly is a substantial property right, conferred by law as an inducement or stimulus of useful invention and discovery, and that it rests with the owner to say what part of this property he will reserve to himself and what part he will transfer to others and upon what terms he will make the transfer."

In fact, all decisions of the higher courts so far



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

have been in favor of the maintenance of fixed prices, and those talking machine concerns that have endeavored to disobey these rulings have been restrained by injunction. At the present time there are two or three concerns out West against whom action has been brought preventing them from selling below the fixed price.

"SIMPLEX" EXPLOITATION

Shown at Food Show in Brooklyn and Wins
Much Attention—Clever Publicity.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturer of the "Simplex Start and Stop" device, is one of the exhibitors at the Food Show being held this week at the Thirteenth Regiment Armory, Brooklyn, N. Y. The company occupies space in the booth of the Pease Piano Co., and has on exhibition a number of Victrolas equipped with the Simplex device.

The company is distributing a large amount of literature at the show, and many inquiries have been received as a result of this publicity. A feature of the circulars and descriptive matter that is distributed from the booth is a two-page pamphlet illustrating a cartoon made by Maurice Ketten, the prominent cartoonist, especially for the Standard Gramophone Appliance Co. This cartoon illustrates a humorous article on the Simplex, and has created considerable interest. In order to attract people to the Pease and Simplex booth, a mirror attachment reflecting the workings of the Simplex on a Victrola was constructed, and as a result the booth is always filled with curious and interested visitors.

Dan W. Moore, road man for the company, returned to New York Monday after a very successful trip through the Middle and Northwest. Mr. Moore was away about six weeks, and during that time lined up a very large number of jobbers and dealers to handle the "Simplex Start and Stop."

BROADENS FIELD OF OPERATION.

Louis J. Gerson, buyer of the talking machine departments of the John Wanamaker stores at New York and Philadelphia, is also in charge of a new automobile department to be established in Loth stores. The line of cars to be handled will be the Buffalo Electrics, and Mr. Gerson is taking hold of the new department with the same energy that he devotes to the "talker" end of the business.

Ysaye, the violinist, who plays exclusively for the Columbia Co., is announced as a soloist with the Symphony Orchestra, of St. Louis, Mo., during March, and the Columbia Co. is arranging for a sharp advertising campaign for record business on the occasion of his visit.



"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY

"Dustoff" de Luxe

Made of wilton fabric mounted on oxidized metal holder. Each in a box and 12 in display carton. Retail for 50c. each (in Canada for 75c.). Liberal trade discount.

to all owners of talking machine records, for their use before playing ensures a wonderfully clear and distinct tonal reproduction, free from blurs and scrapings, and, besides through removing the cause of friction in the needle track lengthens the life of the record.

"DUSTOFFS" are proven fast sellers wherever displayed and there is a good profit in them for you. Circulars free with every shipment—and cuts too if requested—YOUR JOBBER CAN SUPPLY YOU, or write us direct.

Write for details of our special advertising imprint proposition.



"Dustoff" (Regular Model)

Made of wilton fabric mounted on finely finished wood holder. Each in a two-color carton.

Retail for 15c. each (in Canada for 25c.). Liberal trade discount.

MINUTE SHINE COMPANY, Sole Mfrs., 280 S. E. CANAL STREET, PROVIDENCE, R. I., U. S. A.

DEMONSTRATION OF PATHE FRERES PHONOGRAPHS

Which Occurred in New York Last Week, Attracted Attention of Talking Machine Men—Several Interesting Styles Displayed—Machines and Records Will Be Presented to the American Trade by the Pathe Freres Phonograph Co.—Detailed Plans Soon.

Invitations were recently sent out to many members of the local talking machine trade to hear private demonstrations of the products to be marketed by the Pathe Freres Phonograph Co. at temporary showrooms in the Delmonico Building, New York. The products displayed represent the entire line manufactured by Pathe Freres in Paris, France, and which have been introduced in all parts of the Old World.

The products shown include the "Pathéphone," "Pathégraph," "Duplex Pathéphone," "Pathé Reflex" machines and a representative stock of Pathé disc records in all sizes. These machines and records will be presented to the American trade by the Pathe Freres Phonograph Co., a company organized under the laws of Delaware with a capital stock of \$3,000,000, and the following officers: Emil Pathé, consulting engineer; J. A. Berst, president; T. E. Lamontagne, vice-president, and S. J. Shlenker, secretary and treasurer. Mr. Pathé's headquarters are in Paris, and Mr. Berst is vice-president and general manager of the Pathe Freres Moving Picture Co. in New York.

In response to the invitations issued by the company, a large number of visitors crowded the demonstration rooms and expressed pleasure and satisfaction with the performance of the various machines. The "Pathégraph," a special phonograph used in teaching languages, music and singing, reproduces not only the sound, but shows simultaneously each word in large letters in different languages as it is produced. It can be used in schools for teaching purposes and in illustrating lectures. The "Duplex Pathéphone," a double phonograph used for reproducing operas, plays

and lectures of several hours' duration, has been in constant use since the demonstrations commenced in New York.

In Europe this machine is used in connection with actors and actresses who do the acting while this machine produces the music and singing. This company controls a large repertoire of operas produced by the leading opera companies, and it is planned to develop this end of the business in America. The large sized records containing complete operas were listened to most attentively by enthusiastic audiences during the past week. The operation of the machine is continuous; all it requires is a feeding of the discs. There is no change or use of a needle, as in all the Pathe machines a sapphire ball is used, which need never be changed; where electricity is used no winding is required.

J. A. Berst, the president of the company, sailed for Europe the early part of the month, to be away about three weeks, and the actual presentation of the Pathe products to the American trade will probably be taken up in detail very shortly after his return from the other side.

In the course of an interesting chat with *The World*, an officer of the company was most enthusiastic over the outlook for the future, and stated that they have already enough orders on hand from American jobbers and dealers to keep them busy for a year. Detailed plans as to manufacturing arrangements, prices, etc., will be shortly ready for publication. "Our company is going ahead rapidly, and it is only a matter of a very short time before we start an energetic campaign," stated this official.

ASSOCIATION'S STRONG FIGHT

Against the Oldfield Bill Has Been Successful for a While Anyway—Both Jobbers and Dealers Carried on Active Campaign Against Bill Which Died with the Recent Congress.

While the change in the administration in Washington, D. C., has officially resulted in the death of the Oldfield bill, the many arguments over the bill and its passage, both in favor of the measure and against it, were of a nature that should insure careful study, in order that those interested in price maintenance may be in a position to assert their position in an intelligent manner should other legislation of similar character appear.

Following the suggestions of the prominent manufacturers, the various talking machine dealers and jobbers protested strongly against the passage of the bill, both by personal letters and through their organizations, to their representatives in the national legislature. In this connection the Eastern Talking Machine Dealers' Association rendered notable service. A strong resolution against the Oldfield bill was drafted by the dealers at a meeting in January and forwarded to every Congressman and Senator in the United States. Encouraging replies were received from Champ Clark, Speaker of the House of Representatives, and other members of the national legislature. One Congressman, whose name does not matter, however, took somewhat of a peculiar view of the resolution and wrote in part as follows: "Do you think it is the business of Congress to maintain the individuality of merchants or force them to or not to become the servants of somebody, whether

gigantic or otherwise? * * * Is it not the desire these days for many people to inaugurate a system of competition, either guerilla, cut throat or otherwise? As in the dark ages the people feel abundantly able to take care of this feature regardless of whether or not they are." The foregoing sentiments, together with others embodied in the Congressman's letter, brought forth a long reply from Secretary J. H. Dodin, in which the desirability of fixed prices as a protection to the manufacturer, his workmen, the dealer and the public were well and intelligently set forth.

With the menace of the Oldfield bill removed temporarily the Eastern Talking Machine Dealers' Association has again turned to the question of a fixed instalment price in addition to a fixed price for talking machines, and an active campaign in this direction has been started. It is the belief of the majority of the dealers that the instalment price should be fixed and advertised generally, with a fixed discount from that price allowed for cash. In other words, instead of running a chance of antagonizing a customer by adding 10 per cent. or \$20 to the cost of a \$200 machine on the instalment plan, the price of the machine should be \$200 on instalments and \$180 or so for cash. Just how the manufacturing companies view the proposal at the present time has not been stated.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Increase for the Month.

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

The total exports of talking machines, records and supplies for January, 1913, amounted to \$210,770, as compared with \$226,660 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,685,956.

Simplex Automatic Start and Stop Device

The Victor tone arm is balanced and swung without friction about a steel pivot. The Simplex is not attached in any manner to the tone arm, and does not add weight or friction to destroy this balance.

Easily and accurately operated in the dark, without scratching the record, an actual condition which only the Simplex meets.

The price is right! The confidence of the customer who buys on the dealer's recommendation is not lost by a sale of the Simplex.

The first and original automatic start and stop device—defies imitation.

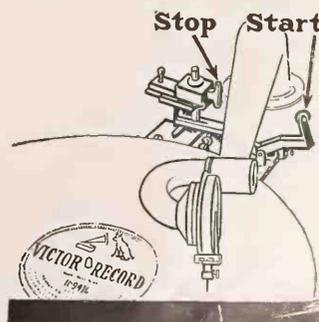
To prove absolutely to every dealer the universally recognized superiority and merit of the Simplex, here is

OUR OFFER

We shall send on memorandum to any dealer one SIMPLEX AUTOMATIC STARTING AND STOPPING DEVICE returnable in 30 days. Only one SIMPLEX will be sent to a dealer under this offer.

WRITE NOW

STANDARD GRAMOPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.



The PURENOTE Pad.

(Patent applied for.)

This pad is made of the finest felt and is impregnated with a compound which lubricates and preserves records. It contains no oils, grease or deleterious substances of any kind. It improves reproduction, diminishes scratching and prevents adhesion of dust.—A duster, polisher and lubricator all in one.

PRICE 25 CENTS

VOX HUMANA TALKING MACHINE CO.

Nantucket, Mass.

Send for circular illustrating and describing the Record-saver, a little attachment which coats disc records with pure Graphite, improves their tone, reduces scratch and trebles their life. Simple and Scientific.

From Ysaye:

Your method of perpetuating the characteristic tone of the violin unquestionably excels all others. I recognize in every note my individual manner of expression. The records occupy a unique place in my esteem as artistic and scientific achievements.



Columbia Graphophone Company
Tribune Building, New York

ST. LOUIS TRADE COMPLAINS OF STOCK SHORTAGE.

Certain Styles of Victors and New Edison Disc Machines Anxiously Awaited—Aeolian Co.'s Victor Activity—Columbia Men Making New Records—Silverstone Enthusiastic Over New Edison Disc Phonograph—Neglected Field of "Talker" Salesmanship.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1913.

The talking machine business in St. Louis is good, but it would be better if the jobbers had all of the machines they wanted or could get them. There is variation to this complaint this month, as all jobbers are complaining, not merely the Victor jobbers as is usually the case.

Victor jobbers are short of XIV. and XVI. models—very short, more so than at Christmas time if anything. Of course these models are the ones that are in demand.

The Edison line is short of disc machines, especially the \$250 model, and the shortage of records still is embarrassing, although the record feature is not as serious as was the case when no deliveries at all could be made.

Irby W. Reid, the Columbia manager, who took charge a month ago, has got step with the working of his force and says that he likes St. Louis, likes his new work and is more than pleased with the totals shown at the end of his first month.

Mr. Reid has moved his desk back among the accountants, where he is apart from the ordinary selling activities, leaving the front store to the supervision of Sales Manager Byars. He said:

"We have not yet carried out our plans for a grand opera record demonstration because the grand machine we want to use has not arrived. However, the concert plans are ready all but the date, and I soon expect to show St. Louis something about the Columbia and grand opera, or have St. Louis show me something. I think this field is one that we can afford to cultivate in this city."

General Manager Lyle was a caller at the Columbia store for several days, and expressed himself as well satisfied with the work being accomplished.

"This shortage of machines often gets on the nerves," said Harry Levy, of the Aeolian wholesale talking machine department. "Before Christmas we assured the trade all would be well after the holidays. The holidays are gone, but we are still explaining. The telephone is burdened with complaints, and the mail brings more. It seems during the last few days that we have convinced the trade that we are playing fair with everybody and that the factory is giving us a fair deal. I mean by that that jobbers everywhere are short of machines and that retailers everywhere are necessarily complaining. Several of our dealers have tried to buy elsewhere, and are convinced of this condition.

"The divorcing of the jobbing and retail departments of our local store had added to the troubles. Our retail department can kick just as hard about curtailed orders as anybody else, and so you see our house is divided against itself. As the Victor jobbing business for all the Aeolian stores is handled through this department, you see the kicks from our own system amount to considerable, and because of our being so close of kin they kick even

harder than the others who are outside the fold.

"One rift in the clouds, however, is the progress we are making with record sales through means of the parcel post. We preferred to try this new venture out quietly by tipping off small dealers before making a strong pull for that business. But we have organized for it now, and I am confident that it will mean a great deal to the small dealers. Our mail almost has doubled already, and we are just getting started. It is like this: Few small town dealers can carry a comprehensive record stock, and Mrs. Jones asks that six records be procured for her. Formerly the dealer would ask her for a few days' time in hopes that he could get other orders to lessen the percentage of express charges. Under the parcel post system he rushes that order along at slight expense and delivers the six records before the customer changes her mind, makes money on the sale and pleases Mrs. Jones. We are glad to aid the customer, and there is satisfaction all around."

Sales Manager Charles Byars, of the Columbia Co., was prompted to remark a few days ago on the greatly neglected field of talking machine salesmanship. "The line seems to require special adaptability," he said, "and only a few make good. A few days ago I put on a man who had successfully sold pianos and automobiles. He is allowed a fair salary and a percentage, but he has done nothing. In the several years I have been employing salesmen I have experienced a good many such disappointments. The trade always is seeking salesmen; possibilities equal to those on which a few men earn as high as \$175 a month always are few, yet men are very hard to find. I believe from talks with men employing salesmen in our line and others that a smaller percentage of applicants in the talking machine line really develop than in other lines, yet the prospect before them in this constantly growing industry is greater than in most other lines. Some of those who make the best success are those who give least promise, and it is hard to discover any common qualities in them. Hence I have concluded that there is some peculiar quality that makes for success that does not obtain in other lines."

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, who keeps closely in touch with local conditions, says that local and nearby trade is in a very healthy condition. Dealers generally are satisfied and optimistic. Improved record conditions have relieved embarrassments of a year ago and the satisfaction is general, orders are free, and customers are asking for quality goods.

Manager Robinson, of the Thiebes Piano Co. talking machine department, was off duty the first of the month because of illness.

The Bollman Bros. Piano Co. is making a combination of a \$50 Victor machine and a record cab-

inet the subject of a special advertising campaign.

President Mark Silverstone, of the Silverstone Music Co., is quite enthusiastic over his new Edison disc phonographs, his new store at 1124 Olive street and the new name of his company.

"Our greatest trouble," says Mr. Silverstone, "is in keeping in stock the styles of disc machines the trade is demanding. We telegraphed the other day for twenty of the \$250 machines, and that was in addition to mail orders. The records are coming in nicely, and we expect as soon as the machines now ordered get here, to catch up and keep even with the trade. I am congratulating myself daily on my removal to a larger wareroom. We could not have handled the business we now are doing in the old store."

Mr. Silverstone took advantage of the introduction of the Edison talking pictures in local theaters to advertise: "We have the same voice in our talking machines. It was the perfection of the disc machine that held Mr. Edison back so long in perfecting the talking pictures. Come to our store and be convinced that the voice is the same." In speaking of the advertisement, he said:

"The people accepted the invitation, and during the past week we have demonstrated the machine and records to more than 1,500 persons in our informal concert hall here on the first floor. A surprisingly large number of persons have stopped after the concerts and asked terms, and we are holding a number of sales for delivery as soon as the machines arrive."

In this same ad Mr. Silverstone announced that he had perfected an attachment for reproducing Columbia and Victor records on the machines. He sent a copy of this to the Edison head offices, and in immediate reply was asked to discontinue such advertising and also not to apply and such attachments on pain of losing the jobbing privileges. His attention was called to a notice on the machines that no attachments shall be put on them, also that only Edison records shall be played.

The Silverstone Co.'s new store is quite attractive. There are four demonstration booths on the main floor, and on the second floor are two more booths and a grand opera demonstration room. In keeping with his declaration that pianos were to be a side line, Mr. Silverstone is making them so in his store arrangements, and says that he is doing a satisfactory piano business. His arrangements for keeping the disc records are on the flat pigeon-hole order, each record in a box.

In connection with the opening of the disc phonograph trade, J. W. Scott, from the factory, has been here for several days and is demonstrating the machine at the Hotel Jefferson and interesting downtown merchants with a view of establishing retail agencies. E. D. Bostwick, also of the home office, is here in the interests of the dictating machines. Several good orders recently have been filled for these instruments, including the General Electric Co. local office, the Wabash railroad, the National Power & Light Co. J. K. Savage is manager of this department.

Robert Borland, recently of the Aeolian Co., is manager of the repair department, and Louis Horwitz has been engaged to travel in Missouri and Illinois in the interests of the jobbing trade.

HEALTHY CONDITIONS IN 'FRISCO'S RETAIL TRADE.

Business, Present and Prospective, in Excellent Shape—Central Phonograph Parlors Open in Oakland—W. S. Gray's Active Campaign—Agencies for New Edison Line Taken by Many New Concerns—Emporium Talking Machine Department's Activity.

(Special to The Talking Machine World.)

San Francisco, Cal., March 8, 1913.

January and February are usually rather quiet months in the sale of musical instruments, but this year business has kept up in good shape during both these months, with no great falling off after the rush of the holidays, and now with the regular spring activity near at hand prospects are very bright. The jobbers and distributors have been shipping out orders as rapidly as they could get the goods for delivery, which indicates a healthy condition in the retail trade.

Exclusive Columbia Shop in Oakland.

A new exclusive Columbia shop has been opened in Oakland by W. S. Styles under the name of the Central Phonograph Parlors. He is located at 388 Twelfth street, and has his place fitted up in first class shape. The quarters are commodious, having a large reception room and several sound-proof demonstration rooms. The walls are white enamel, with blue decorations artistically arranged, which produce a very pleasing effect. Mr. Styles is well known to the trade, having been manager of the Columbia Graphophone Co.'s Oakland retail store when it was in operation, and since its closing has been head of the talking machine department of the Madison Furniture Store in San Jose. Mr. Styles opened with a complete list of Columbia machines and records, and is very much encouraged by the interest that has been shown in his establishment the first few days it has been in existence. He feels that there is a good opening on that side of the bay, the only dealers in Oakland up to this time handling Columbia goods being Clancy & Le Clair at the Kohler & Chase store.

Finds Conditions Good Throughout State.

W. S. Gray, local manager for the Columbia Graphophone Co., is continuing his short visits to dealers in different sections of the State. He has made several trips the past month, and is now getting ready to go South. In all sections, he says, he has found that dealers are doing a nice business. When in Stockton recently he made arrangements with Treadway Bros. to take the agency for the Dictaphone in connection with their stationery and office supply business. Mr. Gray has been assured deliveries of the new Columbia Grand within the next few days, and in view of this fact several hundred announcements have

been sent out from the wholesale office in this city to prospective customers.

New Head for Davis Music Co. Department.

The talking machine department of the E. R. Davis Music Co., Stockton, Cal., is now under the management of Miss June Clark, who was with the California Music Co. prior to its removal to San Jose, and since that time has been with the Columbia Graphophone Co. here.

Lively Times with Edison Representatives.

The local Edison enthusiasts continue very active in the introduction of the disc machine. E. L. Sues, traveler for the Pacific Phonograph Co., is now calling on the trade in Nevada with very good results. J. E. McCracken is about ready to go on the road again after spending a few weeks at headquarters. A. V. Chandler, general representative of the Edison Co., is working the southern part of the State, being accompanied on some of his trips by O. A. Lovejoy, manager of the wholesale department of the Southern California Music Co., Los Angeles, Edison distributors for the Southwest.

New Agents for Edison Disc Line.

A. R. Pommer, manager of the Pacific Phonograph Co., says he has lined up several new dealers since the introduction of the Edison disc machine, who before did not handle talking machines at all. One of the largest of these is the John Breuner Co., of Sacramento, who has a large furniture house. Another is the Art Shop, 1600 Haight street, San Francisco. It is rumored that a large exclusive Edison talking machine store is to be opened in the retail district of this city, providing a suitable location can be obtained.

New Edison Machines Well Received.

The new Edison \$80 machine, which is being distributed to the jobbers, promises to fill a real demand on the Coast, also the new model school machine. Manager Baley, of Babson Bros., says the new Edison products have already stimulated trade to a great extent, the advantages of the diamond reproducing feature and the Blue Amberol records being a strong appeal.

The Santa Rosa Music Co., of Santa Rosa, Cal., conducted a special demonstration of Edison disc machines during the recent citrus fair held in Cloverdale.

Dealers from Interiors Placing Orders.

Among the country dealers in town recently placing orders for spring stocks were Robert Logan, of Logan's Music Co., Salinas; J. S. Riggs, from Santa Maria, and Ira Jones, manager of the talking machine department of the A. J. Pommer Co., Sacramento.

Burbank Gives Victrolas to Schools.

The Wiley B. Allen Co. received a pleasant surprise a few days ago, when Luther Burbank visited their talking machine department, listened to several selections on Victrolas, and left an order for five machines, to be supplemented by about \$500 worth of records. Later it was learned that the machines were gifts to the public schools of Santa Rosa.

Talker Man Prominent in New Association.

A. G. McCarthy, of Sherman, Clay & Co., is a member of the police and publicity committee of the newly organized Downtown Association, the nucleus of which was the former downtown committee of the San Francisco Chamber of Commerce. The association has for its object the development and improvement of the downtown district. Mr. McCarthy reports Victor business, both wholesale and retail, as showing decided gains over the month of February a year ago. The sale of Mischa Elman's records has been stimulated by his engagements here and in other cities along the Coast.

Eilers Music House in this city is offering to take talking machine outfits in part payment for pianos and players.

Attracting Bargain Hunters in Emporium.

Manager Morgan, of the Emporium talking machine department, has enjoyed a nice business the past month, especially the last days, when the formal spring opening was being held in the women's ready-to-wear departments. Among the people calling primarily to look at the fashions a good many responded to the invitation to visit the music department on the floor above.

H. S. Gutermute, who has a chain of stores in Sonoma County, has opened the New Music House in Sebastopol, and placed H. Freeman in charge.

HANDLE EDISON DISC PHONOGRAPH.

Thomas F. Morris Opens in Newton as Edison Distributer—Admirably Arranged Quarters.

(Special to The Talking Machine World.)

Newton, Mass., March 7, 1913.

Thos. F. Morris has opened an attractively arranged store at 297 Center (Nonantum square), this city, for the exclusive sale of the new Edison disc phonograph, for which he will act as a distributor. The fixtures throughout are in antique oak, and the majority of supplies in the store are furnished by the Globe-Wernicke Co. The furnishings of the private hearing rooms are of the Spanish leather craftsman style. The arrangement of the entire establishment reflects credit on Mr. Morris, who intends to go after business in a vigorous style.

MANY LETTERS OF COMMENDATION.

The National Publishing Co., of Philadelphia, Pa., is receiving many letters of commendation for its disc record albums. These albums are made in two sizes, to fit ten and twelve-inch records, and are admirably gotten up and finished. Among the commendatory letters recently received by the National Publishing Co. are those from the Wiley B. Allen Co., San Francisco, Cal.; the Aeolian Co., New York; the Oakland Phonograph Co., Oakland, Cal.; the R. S. Williams Co., Ltd., Toronto, Cal.; the Portland Phonograph Agency, Portland, Ore., and others.

If you don't feel enthusiastic, get up and rub against some fellow who does. Recharge your batteries and do the hard thing first; it will stimulate your nerve.

To gibe visitors, or to give fresh and flippant answers, even to stupid and impudent people, is a great mistake. Meet rudeness with unflinching politeness and see how much better you feel.

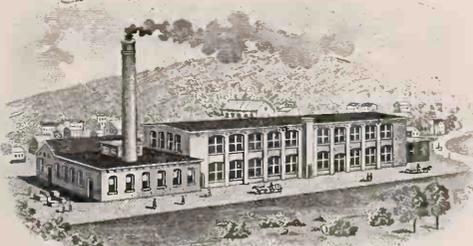
The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.

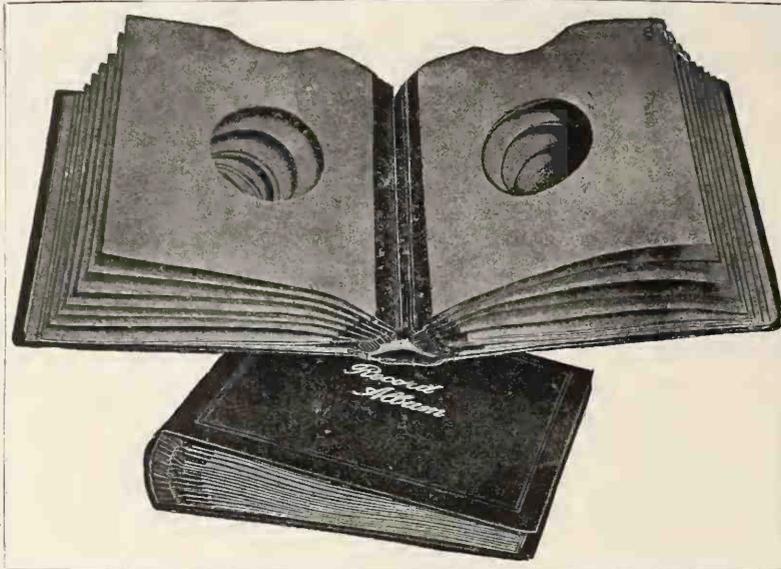


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS.

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

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

SOUTHERN CALIFORNIA NEWS.

Business Most Active—Sturgis-Bowring Change—Talking Machine Shop Closes Out—Movements of Talking Machine Men—G. J. Birkel in San Francisco—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., March 5, 1913.

Business in the talking machine line has been very active during the past few weeks, and conditions show that there is nothing to hinder the continuing of this satisfactory condition, although a shortage on some types of Victor Victrolas still prevail. The Edison disc phonograph is still meeting with favor among many dealers, and large orders for this line are received daily by the jobbers.

Owing to the ill health of Jas. H. Sturgis, of the Sturgis-Bowring Music Co., 714 South Grand avenue, Geo. H. Bowring has purchased the interest of Mr. Sturgis and the firm is now the Bowring Music Co. A great success has been achieved recently in the talking machine department. Mr. Bowring states that the prospects for the Victor and Columbia lines look very gratifying.

Geo. J. Birkel, of the Geo. J. Birkel Co., of this city, is spending several days in San Francisco, where he and Mrs. Birkel are visiting relatives.

N. W. Schireson, of Schireson Bros., is the proud father of a baby girl. Now Mr. Schireson possibly has occasionally another kind of music furnished rather than a phonograph.

H. B. Henmann, manager of the talking machine department of the J. B. Brown Music Co., reports a wonderful increase in business as compared with 1912.

The Talking Machine Shop on West Fourth street has sold the entire stock of goods to the Southern California Music Co. Frank Moreno, proprietor, has rejoined the sales force of the talking machine department of the Southern California Music Co.

The T. J. Johnston Music Co., 415 South Main street, has enlarged its Victor stock.

Scott T. Allured, manager of the branch store of the Wiley B. Allen Co., of San Diego, Cal., was in Los Angeles a few days, and reported business in the talking machine field was on an upward bound. The special concerts given each month on the Victrola are causing much interest in that city. Mr. Allured makes this feature a dress affair, and engraved invitations are sent out.

Ralph H. Paulin, general manager of Brown's Music House, Santa Barbara, Cal., was a recent visitor to Los Angeles. The new branch store at Ventura, Cal., as well as the home store are enjoying an excellent trade.

NOW THE "TALKING" SIGN.

Latest Contribution to the Many Means of Attracting Public Attention—New Machine May Aid the Future Orator Lacking Lung Power or the Silver Tongue.

However one may feel regarding what Mrs. Gamp (if her lot had been cast in this electric age) would have called the "anæsthetics of the electric sign," there can be no question as to its practical effectiveness and mechanical ingenuity. It has been made to mimic pretty much everything in nature, from running horses to waterfalls and scurrying mice. It has, in fact, brought about a new era in street advertising, and its possibilities are far from exhausted. A new application, called the "talking" sign, has recently been devised. From the Electrical World the following details are taken:

The sign is operated by a perforated paper ribbon similar to the ones used by mechanical piano players. This ribbon is prepared by a keyboard perforating machine, working apparently on the same general principle as a typewriter. The work is rapid, and the ribbon is ready for use as soon as "run off," which admirably adapts the machine for night news bulletins. A fixed succession of sentences of any length can be displayed. It is called a talking sign, because, as ordinarily adjusted, the letters of light "form at the right, cross

the vision, and disappear to the left, enabling words and sentences of any length to be displayed."

It ought to be a relatively simple matter to apply this principle to a combination of bulletin board and typewriter, so that an operator at a machine indoors could announce the news as it came in over the wire, every letter and word flashing out on the bulletin board outside, as the corresponding keys were depressed. By some such direct electrical connection between a machine or a pen, and a large display board, the seventh rate orator with a puny voice, could talk to his thousands as easily as he of thunderous thorax. Silver-tongued orators would be at a discount, because everyone could be electric-tongued and write their messages in golden yellow letters for ten or twenty thousand at a time. Indeed, it calls for no very violent flight of imagination to picture a phonographic receiver connected with the luminous bulletin board, thus eliminating the pen or typewriter, the words being translated directly into light.

Such an invention would find many uses. For one thing, it might somewhat abate what that ancient victim of an overfed liver, Monsieur Guyot, called the "eternal bawling in church." Many an inherently good sermon thus freed from the oral hesitations, inaccuracies, and general vocal impediments of the author, would do its work—impress its lesson—more deeply and surely. And furthermore, it would unerringly expose those hibernating deacons who close their eyes during the sermon that "nothing may interfere with close attention to the minister's words"—or for some other generically similar reason. The illuminated sermon would leave the deacons no choice but to keep their eyes open.

The engagement is announced of Miss Gertrude G. Lyle, daughter of George W. Lyle, general manager of the Columbia Graphophone Co., to Richard H. Arnault, of Scarsdale, Westchester county, N. Y. The announcement was made at a Valentine party given to Theta Phi Sorority at the home of Miss Lyle in Hackensack, N. J.

DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

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

No recent announcement has a greater significance than this:



Felix Weingartner, famous musician and composer, guest conductor of the Boston Opera Company, and at different times conductor of most of the famous opera houses of Europe, has just conducted two famous orchestra selections for the Columbia.



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

CLEVELAND TRADE IN FLOURISHING CONDITION.

Activity in All Departments of Factory of United States Phonograph Co.—McNulty Exhibits Model of New Talking Machine—Activity with Columbia Co.—New Edison Kinetophone Interests—Increased Victrola Demand—News of Month Worth Noting.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

There is great activity in all lines of trade and industry in Cleveland. Large appropriations by the city, the railroads and the steel interests are being made, amounting to millions of dollars. These large expenditures are permeating all classes of industry, and is quite as perceptibly manifest in the talking machine trade as in any other. The dealers are all busy, and would be still busier if they could obtain all the goods they could sell. The business is certainly in a most flourishing, healthy condition.

Local demonstrations of the new Edison kinetophone are daily attractions at the Hippodrome. This added feature of the vaudeville bill is proving the premier feature at that resort. It would seem that it is destined to revolutionize the moving-picture business.

The talking machine dealers generally are installing the Simplex automatic start and stop device on many of their demonstration machines. They recommend the device unreservedly, and it is meeting with the approval of the public.

G. R. Harris, formerly of Boston, the new Dictaphone manager, has taken hold of the business and is pushing it with vim and vigor. He is pleased with the outlook.

F. K. Dolbeer, general manager of sales of Thomas A. Edison, Inc., and G. H. Bolan, demonstrator of the company, were visitors here during the last week in February. They were daily visitors at the Woman's Exposition and were active co-workers with Laurence A. Lucker in demonstrating the Edison phonographs.

George D. Ornstein, of the Victor Co., Camden; Perry B. Whitsit, of the Whitsit Co., Columbus; J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, and J. C. Flynn, of the Ohio Music Co., New Castle, Pa., were visitors with the talking machine trade during the past week.

At the annual banquet of the Technology Club of Northern Ohio—in commemoration of their loyalty to the old Massachusetts Institute of Technology—at the Hotel Statler on the evening of March 1, in the unavoidable absence of the president of the institute, he sent a record of welcome and congratulations, which was reproduced on a talking machine. The applause of the attendants attested their appreciation of his utterances and the manner of their delivery.

In his office at 352, the Arcade, H. B. McNulty is exhibiting a model talking machine of his invention. It is a combination disc machine, which plays all makes of disc records. The writer heard a number of records played, including the Columbia, Victor and Edison, one after the other in quick succession, the manipulation of the machine being very simple and effective. The model is of cabinet construction and operated by a spring motor.

R. M. Wertheimer has taken the agency for the United States, and is exploiting the German post-card phonograph record.

Activity in all departments prevails at the factory of the United States Phonograph Co. G. M. Nisbett, sales manager, stated that business was continuing remarkably good, and that sales were better than they had been, showing a continuous increase from month to month. The factory is, in steady, continuous operation, with a full complement of operatives.

A call at the office of the American Multinola Co. elicited the information that the machine had now been perfected in every detail and would soon be placed on the market.

Conditions at the Columbia store are entirely satisfactory. A large force is kept busy receiving and shipping goods. All the various types of machines are displayed in the large reception room, and the several demonstration booths are in constant use, while sales are daily increasing in both the retail and wholesale departments. Representatives of the Witt Music Co., Lorain; the Norwalk Piano Co., Norwalk, and Henry Martin, of Sandusky, O., were visitors at the store, and ordered the new Columbia grand to be included in a substantial list of other types and records.

H. D. Berner, Columbia dealer in the Taylor arcade, is having an excellent trade.

Very prosperous conditions exist at the store of the W. F. Frederick Piano Co. Norman H. Cook, manager of the talking machine department, said: "Business continues very satisfactory except for a shortage of the popular types of Victrolas, especially Nos. XI and XIV, which seem to daily become more popular. We find, however, that our increasing record business is, to a great extent, taking care of our lost trade. We are opening a new and complete Victrola department in Youngstown, from which we expect as great things as we are getting from our Canton store. The business coming from the Canton branch is far in excess of our expectations when opened nine months ago."

W. H. Buescher & Sons Co. report business fine, covering the entire line of Victor machines and records. The demand was said to be for the highest-priced instruments, which is constantly increasing, as well also for the higher type of records. Miss M. A. Brown, well and favorably known in talking machine circles, formerly with the Columbia Co., has accepted a position in the sales department of the Buescher Co.

The B. Dreher's Sons Co. report business in the talking machine line is keeping up well. The company is giving considerable attention to this department and is attracting a desirable class of customers.

At the Edison distributing store of Laurence A. Lucker business is reported extremely good by E. O. Peterson, manager. He said it was only a question of obtaining a sufficient supply of records, and

that sales of the new disc phonographs, the Amberola III, and the Blue Amberol records were constantly increasing. A number of sales of the disc machines were made at the exposition. Mr. Lucker said he was highly pleased with conditions at the local store.

The Eclipse Musical Co. is doing a very extensive business, especially in the wholesale department. P. J. Towell said that if all the goods could be obtained to meet the requirements of the demand the volume of business at the present time would be equal to that during the busy holiday season in both departments.

Since the company has been able to partially replenish the stock of machines and records, the Collier & Sayle Co. report trade quite active for Victors and Victrolas in both the retail and wholesale departments.

CONDON SPECIALTIES POPULAR.

New Talking Machine Accessories Introduced by the Condon Autostop Co. Meet with Excellent Demand—Special Price Rebate on Condon Autostop.

The Condon Autostop Co., 109 Broad street, New York, which recently introduced a number of new improvements in the nature of talking machine accessories, is more than pleased with the cordial reception accorded these products. These new accessories consist of "Noset," the Autostart stop, an improved fiber needle cutter, and "Dolcetone," an article to be placed inside the sound box in order to produce a sweeter and more mellow tone. The "Noset" in particular has created a most pleasing demand, and the company is taxed to full capacity to fill the orders being received each day.

In a recent chat with The World, an official of the company remarked as follows on the condition of the company's business and its future policy: "The entire talking machine trade, dealer and jobber has been rebated on account of the reduction in price of the Condon Autostop. This article formerly retailed at \$3 in nickel plate and \$4 in gold plate, and the prices have been reduced to \$1.50 and \$2, respectively. An inventory was requested from each member of the trade throughout the country and a rebate allowed when the stock was reported to us. This rebate may be taken up by the dealer or jobber for any article we manufacture, including 'Noset,' the Autostart stop. Co-operation with dealers and jobbers has always been a pride with us and we have tried to facilitate the merchandising of our products with our many accounts by making it possible for the trade to enjoy a continual profit on the Condon Autostop whether they purchase their goods at the new or the old prices.

"There has been a surprisingly large trade with our 'Noset,' and although we had anticipated a good demand for this article, the call for the device has really exceeded our highest expectations. We are rapidly arranging the many details incidental to the allowance of our rebate, and judging from the expression of approval from our many clients, we will undoubtedly close a banner year with all our products."

SALTER'S FELT-LINED SHELF CABINETS



No. 102 DISC CABINET

Size 31½ in. High.
Top 21½ x 21 ¼ in.

THIS CABINET FINISHED IN MAHOGANY OR ANY FINISH OF OAK.

Are the only ones that afford
PERFECT PROTECTION
to records.

THIS means satisfied purchasers and YOU know what THAT means—Mr. Dealer.

We call your attention to the increasing cost of goods of this description and advise that you send for our catalogue now.

SALTER MFG. CO.
337-43 Oakley Ave. - Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS and "SALTER ADJUSTABLE CORNERS"

STOCKS MELTING IN CINCINNATI.

February Business Heavy Enough to Clean Out Surplus Goods Accumulated During January
Columbia Advertising Develops Big Business.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1913.

Manager Dittrich, of the Rudolph Wurlitzer Co.'s talking machine department, appears to sum up the entire situation in the talking machine trade in this section when he said the sales were as heavy as the factory shipments would permit. He further stated: "February was all that could be expected in the way of machine sales. The month, however, exceeded its past reputation as a banner period for the sales of records. These were simply tremendous, and an immense stock, accumulated in January, melted away in a short time. Heavy reorders and prompt shipments on the part of the factory enabled us to meet the requirements of our customers almost in full. The machine situation remains about the same, however, in spite of increased shipments. Each increase in output is apparently counteracted by an increase in demand.

"From present indications, the usual spring slackening in business will not occur this year. There is every reason to believe that business will continue unabated through the summer. There is more business in sight now than there was before the holidays, and machines are now more plentiful. The dealers should not overlook this seemingly rare opportunity of doing business at a time when the talking machine line is ordinarily hard to move.

"The splendid March list of Victor records had an immense sale, and additional interest was stimulated by the list of turkey trots and the Masonic records, which aroused wide attention."

Joseph Krolage is not quite prepared to separate his talking machine business from the sheet music department. He has entertained this plan for several months, but is unable to get the accommodations which he wants. He has a plan for this in-

novation which he will carry out or continue as he is now doing.

Manager Whelen, of the Columbia Graphophone Co., says they have experienced the best February business in years, every department running far ahead of any previous February in the history of the Cincinnati store.

In talking over the situation, he stated: "The shortage of goods to supply this demand reminded us of the holiday trade. There is no way to account for this continuance of good business except that the talking machine business has to grow whether it wants to or not. The double page ad in the Saturday Evening Post about the middle of February of the \$20 'Eclipse' and the \$50 Grafonola 'Favorite' caused a real sensation in both the wholesale and retail departments, and the hardest proposition that we had to fight was to get the instruments to fill the bona-fide orders."

The new "Columbia Grand" is now on exhibition at the local Columbia store and is attracting considerable attention. "This instrument is the peer of them all, and the Columbia Co.'s factories are busy filling orders that are coming in from all parts of the country," says Mr. Whelen.

George W. Lyle, of New York, the vice-president and general manager of the Columbia Co., spent a day in Cincinnati the latter part of February.

The Dictaphone continues to keep the local salesmen on the jump, and many notable installations have been made during the past month. Business men are beginning to realize the advantages of the Dictaphone, and there has been a steady increase in sales all over the Cincinnati territory.

The Aeolian Co. says: "The Victor business is well up to our expectations for February. A remarkable number of Victrola XI's have been sold. This seems to be the most popular style at present, and we would like to have many more in stock. March should be a good month, as a splendid list of records is offered. These lists have been sent to all our customers, and we are looking forward to results."

WHY PEOPLE ADVERTISE.

Some of the Many Objects of Publicity as Carried on by Manufacturers and Merchants.

Advertising is done, among other reasons: To establish trademarks, good will, etc. To create acquaintance and confidence. To identify products and makes. To prevent substitution. To dominate the field. To insure against domination by others. To create an automatic demand. To increase sales, either by direct influence, or assist dealers, or both. To keep up sales that may be declining, due to depression, indifference or inroads of competition. To control and direct the demand to dealers, as against leaving them free to push favored goods. To own your own business and good will and control distribution. To tell your own story as you want it told. To discount or annihilate time in establishing a new or wider market.—Printer's Ink.

PILGRIM FATHERS REVISED.

That the moving pictures are a strong factor in the study of history is the opinion of a teacher in a primary grade, who relates this incident to prove it. She says that having read the story of the Pilgrims to her class, she asked the children to write it in their own words. The results amazed and astonished her, for in almost every case the Pilgrims—those grave, austere men whose very name makes us sit straighter even now—were described as cowboys, gay, dashing cowboys, making the welkin ring with their wild shouts and yells. Thinking it best to get an explanation of these highly imaginative productions, the teacher questioned one of the boys whose paper had been especially full of phrases of the "wild and woolly" West. The child looked at her in astonishment. "Why, don't you know, Miss —, down at the movies the Indians are always being chased by the cowboys. Nobody else ever fights with them, so we all thought Pilgrims were just some particular kind of cowboys."

HOW TO MAKE THE TALKING MACHINE BUSINESS PAY.

An Impromptu Lesson in This Respect Which Has a General Application Given by Max Strasburg to a Visitor from Another City—Formal Opening of Strasburg's New Store a Tremendous Success—Recent Visitors to City Include Salesmen and Travelers.

(Special to The Talking Machine World.)

Detroit, Mich., March 8, 1913.

An impromptu lesson on how to make the talking machine business pay, and pay big, was given by Max Strasburg to a visitor from another port this week. The man has a big piano store in a city of a hundred thousand population—large enough to make almost any business pay if properly conducted. He dropped into the Strasburg store, wide-eyed at what he saw—long rows of demonstrating rooms in both stores, a great case of records, luxurious carpets, mahogany chairs, elegant decorations. "How on earth do you make it pay?" he almost gasped. "We can't, in our town."

Mr. Strasburg asked him why. "How many machines have you got?" he queried.

"We have a four and a six, and I guess an eleven; oh, five or six good ones."

"We have seventy-five or eighty here, and we wish we had fifty more, but we can't get them. How many records do you carry?"

"Oh, five or six hundred."

"There's about fifteen or sixteen thousand in that rack. Right there is the reason you don't make it pay. Suppose some one came in your store and asked for a Victrola XVI. You'd have to say you haven't it in stock, but will get one, wouldn't you? Well, do you think that will bring you trade? Same way with records. If you have them, you'll sell them, but people won't wait for them. They will go elsewhere. It's the firm that carries the stock that does business, in the talking machine business, at least."

And it is to that fact that Mr. Strasburg ascribes his big success. He carries everything. He has another pointer for talking machine dealers, also—the result of the formal "opening" he staged February 19, 20, 21. As told in The Talking Machine World last month, it was an invitation affair, ten thousand bids being sent out. The store was crowded during all three days, with nearly all visitors astonished at what they saw. They told their friends, who came to look also. The store was most pleasingly decorated for the occasion with flowers and palms. Their fragrance and the beauty of the music impelled people to look, listen and buy. Holders of invitations kept dropping in for two or three weeks, and business has been so great ever since that it has been hard

work to care for it. Saturday, March 1, was the greatest day in the history of the company, exceeding even the best of the Christmas shopping days. Every one of the demonstration rooms was occupied from morning until ten o'clock at night. "It pays to advertise," was Mr. Strasburg's comment.

The improvement in quality of records is helping to increase the talking machine business. The public is being educated to better music. The more they hear of it, the better they like it, and the less they want of ragtime and popular airs. Theatrical attractions also help the trade. If a good opera comes along there is a marked demand for the records made by the stars of the company for several weeks afterward.

There is another side to that matter. The records of the talking machine companies teach the public who the opera stars and the concert stars are, and when they appear here they draw much larger audiences than was the case a few years ago, before the talking machines became so universally used.

There was a discordant note encountered in one or two of the stores. It is said that certain dealers are giving ten or twelve dollars' worth of records free with a good machine. This is only a form of price cutting, and is frowned upon by the dealers who are living up to their contracts.

It also is said, on good authority, that the same dealers who are doing this are offering commissions to parties not in their employ, especially to piano salesmen. The offers run as high as 15 per cent. Just why these things are, is hard to guess. They are the first evidence in years that the talking machine business here is in anything but the very best of condition. The big houses still have more business than they can get machines for, without making any concessions in the way of free records or paying commissions. No one would name the guilty parties, on the plea that it would be unethical.

Quite a number of talking machine salesmen flitted through the city last week. Among them was W. S. Brannigan, of Indianapolis, who has just been made manager of the Stewart Talking Machine Co. He was on his way to Camden, N. J., to try to squeeze some much-needed stock out of the Victor Co. J. Frank Cadell, of the inspection department of the Victor Talking Machine Co., and Traveling Representative Price, of the Indiana territory, and Encheigreen, of the Michigan territory, also called on the Victor folks here.

FISHING FOR BUSINESS.

Perseverance and Attention to the Bait Offered Through Medium of Advertising the Secret of Success.

You never heard of a really habitable stream or lake being fished dry, did you? You've heard lots of fellows say that this or that stream, wasn't any good—couldn't get a fish there—and then seen some other fellow come along a little later, drop his line into the same old place and pull out a fish, two, three and even more.

Queer, how those fish do act, isn't it? And how like those fish—and fishing streams and the fishers—are the retail stores and the various localities in which they are located!

You've fished and fished. You've advertised and advertised at what you think proper seasons. You've wondered and wondered why they didn't bite. You've seen some fellow down the street apparently playing the same game, but did you fail to notice that he never stopped fishing? That he advertised all the year round—that he changed his windows at least once a week—that his salesmen knew how to land 'em when his ads and windows brought them in?

He is a real, true sportsman. He's sticking right onto the job until they do bite. He's dangling bait all the time.



We practice what we preach

No one realizes the value of promptness better than we do. We know what it has done, is doing, for our business. You know as well as we do that being prompt with the goods goes a long way toward tying your customers up to you.

Promptness on the part of your jobber means promptness on your part for your customers—and we are in a position where we can preach "promptness", because we practice what we preach:

All goods shipped the same day the orders are received.

Our immense stock of Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts and other accessories, is a good start for our promptness, and our quick service does the rest.

Don't you want to "get in" on this "shipped-the-same-day" service? Write to-day for our catalog and our booklet, "The Cabinet That Matches".

Victor foreign records

Our stock includes the entire Victor foreign list—ready for immediate delivery:

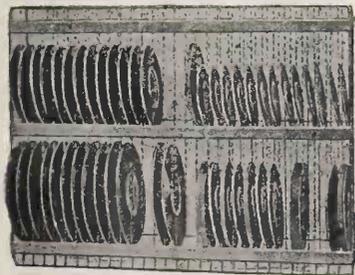
- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Roumanian |
| Cuban | Hungarian | Russian |
| Danish | Italian | Sistine Choir (Latin) |
| Finnish | Japanese | Slovak |
| French | Jewish | Spanish |
| French Canadian | Mexican | Turkish |
| German | Neapolitan | Welsh |

"If it's in the Victor catalog, we have it".

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.

81 Chambers Street New York



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE, PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse Wire Works

SYRACUSE, NEW YORK





It would be a star salesman who could substitute something else for a customer's demand for records by Ysaye and Bonci. And the same with the customer's demand for the "Regent" or the "Regent Colonial." The principal space in the Saturday Evening Post this week is given over to these four exclusive Columbia features.



Columbia Graphophone Company
Tribune Building, New York

RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

An Impression of Moscow and Its People—The Artists Including Cossacks and Sarts—Life of the Artists in St. Petersburg—Other Interesting Data.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

(Continued from February World.)

My first artist in St. Petersburg was the best Russian tenor, Sobinoff. He possesses a magnificent voice and sang six numbers in splendid style, all being criticized and passed by him before being packed for manufacture.

At this stage a curious predicament arose, for I was informed that all the artists of note were under agreement with a company termed the Artistic, which was actually a company of artists who recorded without a fee but received a royalty on their sales. Unfortunately for the irresponsible men and woman of the company the whole concern was being managed by a man with a perfidious reputation—strong but unpopular. This man had been earning his living by copying Gramophone-Victor records and selling them at prices much under the Victor. The Gramophone Co. eventually bought him up on the condition that he undertook not to repeat the offense. He did not, but he utilized the money he received—anything over \$3,000—for starting his father in the same business, from which, too, he conceived the possibility of his own company of artists.

We were informed of a certain dissatisfaction among the artists because they had not received any royalties, and we decided to approach the men with a view of persuading them to loan us artists for a monetary consideration. Knowing the man's reputation, we had to act dexterously with the money in our pockets, for in such cases as this money talks. It did in this compromise, for after ten minutes' conversation he agreed—or I should say we agreed—to his proposal. He was to loan us the famous artists we desired, he receiving for each artist the sum of 100 roubles (\$50), and further he was to fix the price or fees for the artists. In this manner he received from us the sum of \$600, while from the artists he received 20 per cent., and must have benefited to the extent of \$1,500. From one artist whom we were pleased to pay \$250 per song for ten songs his commission was \$500. However, through his assistance we were able to record such well-known artists as Kousnetzova, Bragin, Gvosdetskaye and Labinski, proving conclusively in this case that it was advantageous to hold the candle to the devil.

These famous Russian artists were exceedingly interested in the recording and I experienced no difficulty whatever. Through the poor packing of my recording wax I had some trouble with blinds, which was particularly annoying, having to record such important and expensive artists, and I was anticipating some trouble with the artists over this. I, however, was agreeably surprised, for not in a single instance did they object to sing again through bad wax. In fact, after the cause of the necessity of repeating a record was explained, I was asked after each record, "Does it look all right?"

The orchestra was above criticism, with the exception that they possessed the same trait as their Moscow confreres—lethargy. The conductor, however, was a man of keen perception, and there was no nonchalance while he was conducting. Davidoff was the most interesting artist of all—he sang the Russian gypsy songs with the accompaniment of the guitar; these songs are magnificent; the idiom is purely native and compares only with the Neapolitan songs, of which he has a thorough knowledge and of which I made four records. The beautiful Kousnetzova is already too well known in America for me to speak of her splendid voice and charming personality.

All these Russian artists spoke four languages, and in two cases spoke five, the fifth being English. I found them all decidedly more straightforward and truthful than any other European or American artists; for example, after listening attentively to a record being reproduced, a Russian will invariably acknowledge a mistake by voluntarily confessing it immediately the record has finished. Supposing he sings a trifle flat, he will, without comment or excuse, acknowledge his fault, apologize, and actually feel concerned over spoiling the wax. In other countries if a recorder explains apologetically that the artist is a trifle flat, he or she will immediately exclaim, "Oh! me; that is not possible—I never sing flat." On the second reproduction they will observe it in some cases, but will always say, "It certainly cannot be me; it must be the machine!"

I was sorry to learn that I should not be recording any choirs; the best of them had already been recorded in Moscow. There was, however, a choir of Asenish people from one of the Baltic provinces, a people resembling both the German and Russian type. They were Russian subjects, but their singing was certainly not in the least Russian, for a worse recording choir I have never met and hope never shall.

The military bands, of which I made three records, were all very good, especially the Imperial Guard Band. Here I experienced no trouble, and one of their principal boasts was the fact that they were never out of tune. The tenor Bragin is worthy of special note, for he sings with a tremendous power and at the same time retains a natural sweetness of quality. He is paying a visit to America in 1914 and should prove a big success.

During my stay in St. Petersburg (Petersbourg, the Russians call it) I had recorded twelve artists and three military bands. The cost had been, including my own expenses, interpreter, freight, \$11,500; or, having recorded 102 titles, a little over \$112 per record.

I left Russia with a feeling of regret, for here I had chanced upon a land of music and lovers of music. The artists were the best en masse that

has ever been placed together on a respective country's catalog.

From a talking machine recorder's point of view the chance the Russian market still offers for the trade is tremendous. Here is a population of nearly two hundred millions, the majority in the first stages of emancipation. In a few years Russia will be wide awake with reforms; at present she is merely stretching herself preparatory for the final awakening, when her masses will be clamoring for everything that is interesting and musical!

From Russia I left for India, where I encountered some curious experiences, and of which I shall write in my next article.

STORAGE BATTERY CAR SUCCESS.

Edison Invention Meets Every Test for Light Traffic in New York-Boston Run.

Officials of the New York Central Railroad have declared that the new storage battery car of Thomas A. Edison, tried out recently in a run from New York to Boston, had met every test and was a success. The trip of the car was the longest ever made under power from storage batteries and the car also established a record for speed, having attained forty miles an hour.

L. F. Vosburgh, general passenger agent of the New York Central, one of the officials who made the test trip, said to an Evening World reporter there seemed no doubt that the storage battery car was an economical and efficient means of travel.

"The car," he said, "will not serve in heavy traffic and will not be used in express service."

ISSUE SPECIAL DANCE NUMBERS.

Recognizing the country-wide demand for Turkey trots and Tango dances, the Victor Talking Machine Co. has just sent its dealers a list of six new dance numbers which will most assuredly prove profitable sales producers to the dealers. In addition to these six new dance numbers, the Victor Co. also publishes two more popular songs which are all included on their Second Turkey Trot Special order sheet. Accompanying the special list the advertising department of the company encloses a letter to the dealers calling attention to the demand for these new dance records, and suggesting that they take advantage of the current desire for this type of dance to reap a profitable harvest in record sales by means of active solicitation of their clients' needs and wishes.

POINTS TO REMEMBER.

When you reprimand a man (if you have to) do it in private; but when you commend him commend him in public.

Measure your work with a speedometer, not a clock. I don't care how long you took; I want to know how far you went.

FOUND VALUABLE IN SOCIAL AND ATHLETIC AFFAIRS.

Campaign to Place Columbia Talking Machines in Branches of Y. M. C. A. Throughout Country Proving Successful—Letters Which Demonstrate Efficiency of Talking Machine as Well as the Diversity of Purposes for Which It Can Be Utilized.

The Columbia Graphophone Co. is achieving considerable success in its campaign to place talking machines in the various Y. M. C. A.'s throughout the country. The many Columbia distributors have been paying particular attention to the development of this field, and in turn the dealers throughout the various territories are lending their hearty efforts to promote the sale of talking machines in their local Y. M. C. A.'s.

Although this campaign commenced but a short

branch, sent a hearty letter to the Columbia Graphophone Co. telling it of the pleasures derived from the use of the Graphophone. In part Mr. Workman said: "We are now using your machine in several different ways—during a recent informal entertainment; at our Sunday afternoon men's meetings, where we use sacred records, and at our shop meetings, where we use records of various types. * * * * At our meeting with the I. E. Palmer Co. yesterday the machine was



Used at Informal Entertainment in Y. M. C. A., New York City.

while since, the Columbia Co. has already received a number of unsolicited letters from Y. M. C. A.'s in different localities testifying to the merits of the Columbia Graphophone in its performances in many capacities. One of the illustrations shown

used, and where we formerly had 20 to 25 present we had about 75 in attendance to hear the address in connection with the machine."

The other illustration was taken at the 23d street Y. M. C. A., New York, where the Grapho-



Used with Success at Gymnastic Drills at Middletown Y. M. C. A.

herewith portrays the Columbia Graphophone Co. in use during gymnastic drills at the Middletown (Conn.) Y. M. C. A. In connection with the use of the graphophone in this particular instance, C. H. Workman, general secretary of the Middletown

phone is giving excellent results. In connection with the use of the machine at this branch, the Columbia Co. recently received an unusually interesting and most gratifying letter from Geo. J. Fisher, M. D., physical director of the interna-

tional committee, the governing body of the Y. M. C. A.'s throughout the country. Mr. Fisher's letter speaks in the highest terms of the efficiency and diversity of the talking machine when in use

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)
Washington, D. C., March 7, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

February 11.
Antwerp, 4 pkgs., \$154; Buenos Aires, 111 pkgs., \$44,807; Colon, 12 pkgs., \$613; Guayaquil, 4 pkgs., \$221; 15 pkgs., \$430; Havana, 42 pkgs., \$2,076; 28 pkgs., \$128; La Guaira, 6 pkgs., \$531; Liverpool, 7 pkgs., \$1,020; London, 16 pkgs., \$569; 170 pkgs., \$3,577; Montevideo, 2 pkgs., \$308; Port Antonio, 7 pkgs., \$259; Port Limon, 8 pkgs., \$214; Port of Spain, 1 pkg., \$133; Rio de Janeiro, 12 pkgs., \$1,944; Sydney, 37 pkgs., \$1,030; Valparaiso, 22 pkgs., \$916; 4 pkgs., \$108; Vera Cruz, 147 pkgs., \$6,159.

February 18.
Alexandria, 1 pkg., \$200; Cape Town, 9 pkgs., \$943; Colon, 5 pkgs., \$204; Guayaquil, 5 pkgs., \$184; Liverpool, 19 pkgs., \$1,213; London, 12 pkgs., \$1,450; 65 pkgs., \$3,343; Riga, 4 pkgs., \$733; Valparaiso, 33 pkgs., \$1,019.

February 25.
Berlin, 18 pkgs., \$452; Buenos Aires, 498 pkgs., \$34,233; Callao, 3 pkgs., \$136; Cape Town, 125 pkgs., \$2,150; Caracas, 26 pkgs., \$325; Colon, 2 pkgs., \$243; Guayaquil, 3 pkgs., \$183; Havana, 32 pkgs., \$1,183; Iquitos, 6 pkgs., \$953; Limon, 17 pkgs., \$350; London, 112 pkgs., \$4,103; Montevideo, 3 pkgs., \$187; Singapore, 34 pkgs., \$1,108.

March 4.
Buenos Aires, 7 pkgs., \$394; Callao, 4 pkgs., \$180; 2 pkgs., \$225; Cape Town, 5 pkgs., \$303; Chubut, 3 pkgs., \$157; Colon, 11 pkgs., \$286; 14 pkgs., \$381; Havre, 10 pkgs., \$139; Limon, 15 pkgs., \$414; London, 24 pkgs., \$952; Paea, 10 pkgs., \$501; Santiago, 4 pkgs., \$186; Trinidad, 4 pkgs., \$126; Valparaiso, 6 pkgs., \$438; Vera Cruz, 29 pkgs., \$290; Yokohama, 6 pkgs., \$374.

INVENTS NEW SOUND BOX.

Paul de Beaux, a well-known engineer, formerly of Leipzig and now residing in Wehlin-on-de-Elbe, makes an announcement regarding the perfection of the talking machine sound box, on which he has been working for some years. The system which he is improving consists of a special complicated connection between the diaphragm and stylus, by which all extraneous noises are to be eliminated, and the vibration of the diaphragm and stylus themselves muffled. His latest model, says a German paper, is a wooden box, and the diameter of the diaphragm is seventy-seven mm. The material of the diaphragm is just as uncommon as all other parts, namely, papier-mache, with a narrow steel band which passes over the middle of the diaphragm, and is glued on to it. The effect is excellent. It seems specially suited to certain kinds of records.

VICTOR PUBLICITY FOR MARCH.

The advertising department of the Victor Talking Machine Co. has just sent out to Victor dealers the usual set of proofs of advertisements to appear in the daily newspapers during the month of March. The headings of these advertisements are similar to those previously used, entitled "You don't have to wait until you feel you can afford a \$100 or \$200 Victrola—you can buy a Victrola for \$15, \$25, etc.," and "If you only knew what pleasure the Victor-Victrola brings into your home, you wouldn't be without it for a single day." Accompanying these proofs was the customary forceful letter to Victor dealers calling their attention to the value of strong publicity.

Fulfilling a promise is like filling a pail of water; you've got to be generous to come out even.

TALKER DEPARTMENT IN FAMOUS EMPORIUM STORE.

Talking Machine Department of the Largest Department Store on the Pacific Coast Is Featuring the Columbia Line in a Very Imposing and Artistic Way and Scoring a Large Measure of Success—J. J. Morgan as Manager Is Making Good.

(Special to The Talking Machine World.)

San Francisco, Cal., March 6, 1913.

Louis J. Gerson. Manager Morgan is a hustler in terior views of the "Emporium" department store in this city may give our friends in the East some idea of progressiveness on the Coast, and the beauty of our business establishments. The "Emporium," which is the largest department store on the Coast, is an aggressive and active business concern that is always on the look-out for any new methods of merchandising or any improved equipment that will tend to increase its efficiency. The growth of this store has been something fine, and all the residents of this city are proud of it. It was started many years ago in one of the best



Manager J. J. Morgan.

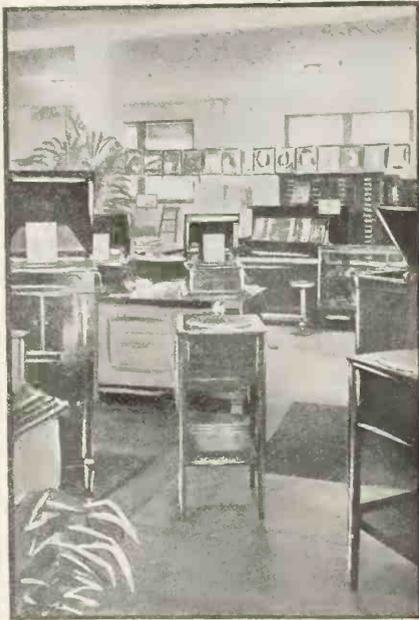
The latter part of the name was dropped, however, about ten or twelve years ago, and since then it has been known as the "Emporium." Like all other business houses, it suffered considerably in the fire of 1906, the building being entirely demolished with the exception of the front wall. Since the re-establishment of the store downtown it has made a wonderful record, adding depart-



San Francisco's Famous "Emporium."

ment after department, and is now constructing an addition to its present quarters.

The Columbia talker department, which it opened the latter part of 1912, is achieving a remarkable success under the able management of J. J. Morgan, who was formerly connected with the New York store of John Wanamaker under Louis J. Gerson. Manager Morgan is a hustler in every sense of the word, and his untiring efforts have certainly reaped results. The Columbia department is rapidly growing, and some idea of its activity may be gleaned from the fact that January business exceeded that of December, which was a banner month. The store takes advantage of every opportunity to strengthen its Columbia department by well-advised and opportune publicity, and as a result Columbia record sales are steadily increasing and keeping pace with the remarkable gains in machine sales.



Corner of Columbia Department.

locations of the city under the name of the "Emporium and Golden Rule Bazaar."

MARVELS OF KINETOPHONE.

Edison's Latest Triumph in the Talking Picture Field Introduced in New York and in Various Theaters Throughout the Country, with the Greatest Success—Attracts Large Crowds Everywhere Who Are Greatly Interested.

During the past month in New York and other cities throughout the country Edison's latest invention, the Kinetophone, was introduced with the greatest possible success. That Edison's name and his inventions are of potential interest was apparent from the unusual crowds that attended every theater where the new talking pictures were produced. The perfect synchronization of the talking machine and moving picture as displayed in Edison's latest invention amazed those present. The apparently impossible was achieved, the audi-

tors hearing and also seeing a musical performance, a minstrel show and getting an explanation from an Edison lecturer of this latest marvel by the wizard, who first gave to the world the phonograph and the moving picture and now has combined the two into the speaking picture show.

The scene was set to represent a modern drawing room. Enter a man in evening dress, who explained the new invention, illustrating some of its possibilities by picking up a whistle and blowing it, the whistle sounding clear and sharp; then throwing down a plate, the audience hearing the crash at the moment the shattered crockery touched the floor. Next was introduced a man who played the piano. Down the stairway came a graceful young girl, who, after the usual professional bow, lifted her violin to her shoulder and played a familiar air. Another young girl, clad in white, stepped forward and sang "The Last Rose of Summer," to the accompaniment of piano and violin.

Two great dogs, prancing and barking, followed their master into the room, dashing out at his heels in response to a cherry whistle and his kindly call. The performance ended with a complete minstrel show, presented by the Edison Minstrels, with interlocutor, end men, soloists, orchestra and all the other appurtenances.

It seemed beyond belief, but the beginning is only in sight. Imagine what it will mean to future generations to have the greatest singers of the world appear in grand opera or concert numbers, the action accompanying the song; to have Bernhard and other dramatic stars immortalize their art, so that one gets the spoken word, the stage picture and the acting simultaneously!

Imagine, too, as the lecturer said, what it would mean to-day if George Washington's great speeches, those of Lincoln and other of the famous men in history could have been perpetuated by this new device, which actually reproduces both sound and sight at the same time! We are making history every day, and the kinetophone will give future generations the complete story in every detail conquering time and distance in its triumphant march.

At a recent concert given in the Presbyterian Church, Hastings, Neb., L. B. Klugh, who was heard as a soloist and accompanist through the medium of the player-piano, utilized the Victor Victrola to very excellent purpose in accompanying the noted singers whose voices were heard to such great advantage, thanks to the perfection of the Victor records.

IN the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

FAST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.

There are one hundred and eighty-four selections, including Ysaye's great records, in the Columbia list for April, making one hundred and eighty-four selling chances from each recipient—and millions of people will see this list.



Columbia Graphophone Company
Tribune Building, New York

EDUCATIONAL VALUE OF THE TALKING MACHINE

The Subject of a Lecture Recently Delivered by Miss Frances H. Arnold, Supervisor of Music in Public Schools of Guthrie, Okla.—School Can Call to Its Aid One of the Most Entertaining Instruments Ever Invented, Says Prominent Educator.

Miss Frances H. Arnold, supervisor of music in the public schools of Guthrie, Okla., in a recent lecture referred to the educational value and importance of the Victrola in the school, as follows:

If the schoolmaster of 50 years ago were, by some miracle, permitted to spend a week in the schools of to-day, no doubt he would rub his eyes to test his vision, and then lose no more time in the effort to comprehend the great changes made in the vast scheme of education.

In the days when the three R's made up the total of schooling, the curriculum knew no such words as manual training, domestic science, physical culture, music, physiography and public speaking—but to-day these subjects play a very important part in education.

This paper is written to show how the school may call to its aid one of the most interesting, useful and entertaining instruments ever invented. It is not necessary to speak of the Victrola itself; we are all more or less familiar with its mechanics—but rather to open up new avenues of thought concerning its use; to show that through its inspiration a great world of riches, embracing the best of literature and the great masterpieces of music, is lying at our very doors, if we but listen.

The language of music is universal—it matters not whether we be American, German or Hebrew, all tongues can speak the emotions and translate the heart throbs of beautiful harmonies. The teacher of to-day shapes, to a large degree, the destiny of young people, and so of our country; they should open to their students glimpses of a world undreamed by them; they should awaken the minds by the use of noble example, and by placing before their pupils a high standard of things sought. To this end the educational world must take advantage of opportunities which stimulate the faculties, and which are sources of inspiration.

I wish to show you, by the use of a variety of records, in how many ways a Victrola may serve you, not simply as a feature of entertainment, but along many lines of school work.

The Victor Co. is furnishing a large number of records, suitable for use in many classrooms and in many subjects; in the lower grades the language stories, the little fables and the short rate songs are faithfully reproduced in clear, pure tones, in such a way that they are as clear as the teacher can give them, and the novelty of the production fascinates the little people into instant and tense attention; these may be tirelessly repeated, saving the voice of the teacher and leaving her free to suggest or to listen to the children themselves, as they repeat.

The intermediate grades are solving the problem of part music, and here the Victrola comes in strongly; the record of the Lullaby (No. 17,005) serves as a model—first the voices sing the two parts, then the 'cello plays the lower part alone, which may be hummed by the pupils, while the

violin plays the melody—finally allowing the children to sing in parts while the record is played. The best of literature is used in these songs, and the beautiful voices of Evan Williams, Alma Glück and Louise Homer fill the poems with more beauty.

As the grades advance in maturity of ear training, the quartets and choruses, the orchestras and military bands may be used to interpret the beautiful old folksongs, the ballads, the operas and symphonies, thus making the best of all great music as familiar to their ears as is the ever-present ragtime.

The influence of music is so broad and far-reaching that the wise teacher seeks its aid. To the supervisor who has every grade in its own rooms and upon different floors, and to the rural teacher whose conditions are exactly opposite, come the same perplexities and problems—for children are the same the world over—but with a Victrola some of the tense moments may be safely tided over with a stirring march or a game which calls for active rhythm, or perhaps just to listen to Whitcomb Riley recite his own "Raggedy Man" or "Out to Old Aunt Mary's."

In my schools the Board of Education sets aside every term a certain amount of money with which to buy records—we now have access to about 150 records and they are of a varied nature—a large number of violin, 'cello solos, many songs by Evan Williams, Lucy Marsh, Tetrizzini, a good many from the standard operas and, finally, the stirring music of the military bands and splendid orchestras.

My pupils know the essential and most interesting things concerning the masters of music—Handel, Bach, Haydn, Schubert, Beethoven, Wagner, Mendelssohn, Mozart—they recognize their pictures and are able to name many compositions and their composers; music is not a "dead" language to them by any means, but one which is at once entertaining and instructive.

The German teacher in high school uses the records of the "Lorelei," "William Tell" and other German songs, to see how quickly her pupils can translate or understand; the primary teachers use the same machine to reproduce "Three Billy Goats Gruff," and a little later the whole building echoes to the strain of a splendid march, and happy faces and lightly stepping feet testify to the enjoyment of perfect rhythm.

To the teacher in the country districts or the small town the Victrola should come as a "thing

of beauty and a joy forever," since it brings to offices in New York regretted to learn March 3 of singers and players in such an attractive and entertaining way that her standing in that town should be one of great influence for good.

On the other hand, in the cities where the great artists often appear, the Victrola will prepare the way for a better understanding of the opera or the solos on piano, violin or 'cello.

So, through the medium of this most wonderful machine, our school life should be greatly enriched, our work be made easier, our faculties more alert to distinguish sounds, our horizons widened, and to supplant the cheap and useless music with good wholesome material.

Place before young pupils the splendid records which will serve as models, and you will find your work uplifted by encouraging the best there is in your pupils, and let them know the joy of wholesome work in happy ways.

NOTE.—The following records were used at various places to illustrate the point:

Primary Grades—16998: "Baa, Baa, Black Sheep," "Little Shoemaker," "The Blacksmith," etc. Aesop's Fables, "Wolf! Wolf!" and "Three Billy Goats Gruff."

Intermediate Grades—17005: "Lullaby," two-part song. 64219: "Wynken, Blynken and Nod."

High School—35209: "Miller's Wooing." Bridal Chorus. 70052: Spinning Wheel Quartet from "Martha." Marching records and folk dances; No. 35204, No. 17002.

DEATH OF P. J. HURLBURT.

The staff of the Columbia Graphophone Co.'s offices in New York regretted to learn on Monday of the death of P. J. Hurlburt, connected for many years with the factory. Mr. Hurlburt died that morning after a sudden attack of heart trouble at his home in Bridgeport, Conn. He was, for over ten years, the official messenger between the factory and general offices, and often was intrusted with many important documents and all other matters requiring trustworthiness and special attention. He was about fifty-five years of age, and at one time was well known in the local retail trade.

TO HANDLE TALKING MACHINES.

Darius J. Stevens, who handles the Hallet & Davis line of pianos and player-pianos in Danbury, Conn., has enlarged his warerooms considerably and installed a talking machine department.

Wise, Smith & Co., a large department store of New Haven, Conn., have completed arrangements to handle the Columbia line of machines and records.

The O. W. Wuertz Co., the well-known Bronx piano house, has just arranged to handle the products of the Columbia Graphophone Co. in its two stores in the Bronx.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., March 10, 1913.

Phonograph Reproducer. Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,052,656.

This invention relates to phonograph reproducers and has for its object the provision of means whereby the stylus lever may have greater freedom of movement in tracking the grooves of the sound record, and particularly in movements transverse to the record groove.

While great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove is important for reproduction from any sound record of the hill and valley type, it is particularly important in the case of a record having 200 threads or a greater number of threads per inch, owing to the thin walls between the record grooves which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia.

In phonograph reproducers as commonly constructed, any movement of the stylus lever transverse to the record groove moves or twists the link connecting the stylus lever to the diaphragm, and a certain amount of inertia of this link must be overcome during the movement. This difficulty is overcome in the present invention by pivotally connecting the stylus lever to a floating weight which is pivotally connected to the sound box body, the pivotal connection therefor being in the same plane at right angles to the diaphragm as the link connecting the stylus lever to the diaphragm.

By this means the floating weight, which is mounted to have a limited movement transverse to the record groove, may so move transversely together with the stylus lever without moving the link from its normal position or in any way stressing or distorting the same.

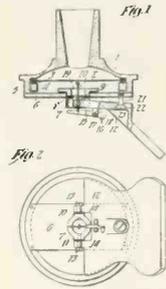
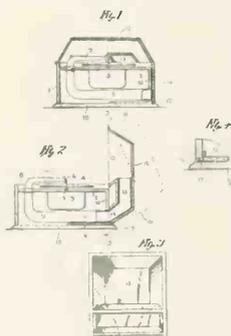


Fig. 1 is a central vertical section through a reproducer equipped with the invention, certain parts being shown in side elevation. Fig. 2 is a bottom plan view thereof.

Talking Machine. Frank L. Dyer, Montclair, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,054,096.

This invention relates to talking machine, particularly those of the so-called "hornless" type, and the object is to provide a simple compact structure in which the cover for the casing and reproducing mechanism may be adjusted when in open position to form a sound amplifying means for the reproducer. Preferably, a sound conduit or for the reproducer.



Preferably, a sound conduit or tube extends from the reproducer through the cabinet to one side of end wall thereof, provided with an opening in which the conduit ends. The cover has a properly proportioned sound conveying conduit formed therein, and the cover is so mounted upon the casing that when it is opened the sound conveying or amplifying surfaces within the cover are brought into alignment with the end of the conduit in the casing and caused to abut against the same so as to form a continuous sound passageway therewith. This is accomplished by means of movements, both of reciprocation and oscillation, of the cover with respect to the casing.

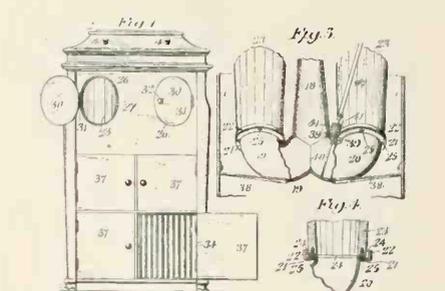
Fig. 1 represents a central vertical cross section through a cabinet and reproducing mechanism embodying this invention, certain parts being shown in side elevation and the cover being shown in closed position; Fig. 2 is a similar view showing the cover in open position, in which it forms a sound amplifier for the reproducer; Fig. 3 is a section on line 3-3 of Fig. 2 looking in the direction of the arrow, and Fig. 4 is a detail cross section taken on line 4-4 in Fig. 2.

Sound Reproducing Machine. Alfred R. Cunniff, Brooklyn, N. Y., assignor of one-half to Lipman Kaiser, East Orange, N. J. Patent No. 1,054,395.

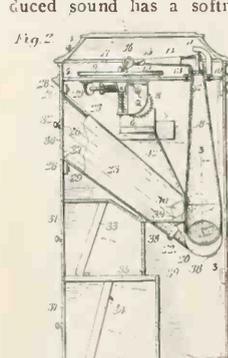
This invention has reference to improvements in sound reproducing machines, and relates more particularly to the cabinet type of sound reproducing machines where the sound amplifier is carried beneath the motor mechanism and the large end of the amplifier terminates at the front of the cabinet.

The object of the present invention is to materially increase the volume of sound produced by such type of machine.

In sound reproducing machines of the cabinet type the motive mechanism and the turn-table for supporting the sound record, as well as the sound box and the taper arm, or as it is sometimes called, the tone arm, carrying said sound box all follow the usual construction found in sound reproducing machines where the amplifying horn overhangs the turn-table, but the large end of the tone arm is turned downwardly and connects with a sound conduit which in turn is coupled to the small end of a sound amplifying horn or conduit housed in the cabinet and projecting forwardly from the rear



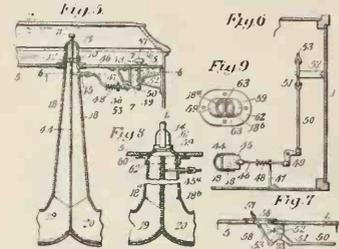
end of the cabinet to the front thereof where the large end of the amplifier terminates and is commonly closed in by doors, whereby the emitted sound may be modified at the will of the operator up to the full power of the machine. There is, however, a noticeable loss in volume as compared with the type of reproducing machines where the amplifying horn overhangs the tablet-carrying table, but there are advantages in the cabinet type of sound reproducing machine in that the reproduced sound has a softness and naturalness not found in the other type mentioned, and which for convenience of description may be termed the horn type. Moreover, the cabinet type of machine is provided with a cover for inclosing the revolving table, the sound box and tone arm, and the motor mechanism for driving the revolving table is housed in the body



of the cabinet, so that machine noises and the noise of the reproducing stylus upon the record tablet as well as such sounds as are caused by the reproducing diaphragm on the exposed face are all hushed, and only such sounds as travel through the sound conduit and are emitted through the large end of the sound amplifier

are observable by the listener, the freedom from extraneous noises materially contributing to the perfection of the reproduction of the sound record. By the present invention a very material lengthening of the sound conduit with corresponding increase in volume of the amplified sound is brought about, and, moreover, provision is made for a wide range of modification whereby the device is adapted to soft reproduction of sounds suitable for small rooms or a loud reproduction of the sounds suitable for large halls, or any intermediate degree of sound that may be desirable.

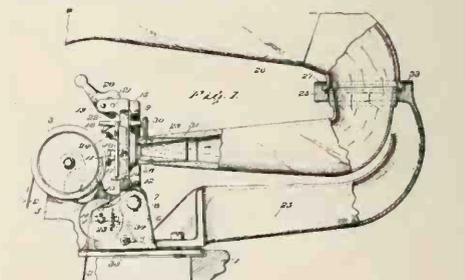
In the drawings: Fig. 1 is a front elevation of the cabinet embodying the present invention with



the controlling door of one of the sound amplifiers open and with one of the doors of a tablet containing compartment open. Fig. 2 is a front to rear vertical section through the machine with some parts shown in elevation and some parts broken away. Fig. 3 is a vertical section on the line 3-3 of Fig. 2. Fig. 4 is a section in substantially the same part as Fig. 3 but taken through the small end of one of the terminal amplifiers and of the adjacent portion of the neck connected thereto, the scale being somewhat larger than that of Fig. 3. Fig. 5 is a section at right angles to that of Fig. 2 and taken through the sound conduit where joining the pivoted end of the tone arm, parts being omitted, and showing a somewhat modified form of the invention. Fig. 6 is a section on the line 6-6 of Fig. 5. Fig. 7 is a section on the line 7-7 of Fig. 5. Fig. 8 is a section in part similar to Fig. 5 and showing still another form of the invention. Fig. 9 is a plan view of a coupling used in the structure of Fig. 8.

Graphophone. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,054,359.

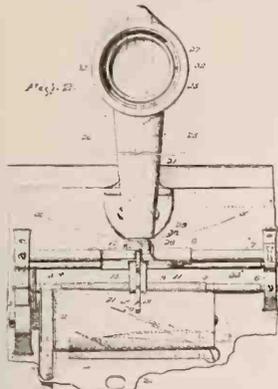
As heretofore constructed, graphophones and similar talking machines using the cylindrical form of record have generally employed a reproducer resting approximately upon the upper surface of the record, so that the weight of the reproducer rises and falls in response to the irregularities of the record as a whole, and the reproducer was sup-



ported by the advancing carriage in approximately a horizontal plane. In case an amplifying horn was employed, such horn has been carried bodily on the front side of the reproducer carriage, to the end that the reproduced sounds might be directed by the horn toward the front of the instrument; or if a larger horn is employed, the same has been mounted upon a stand in front of the machine and connected to the top of the reproducer and on the front side of the carriage.

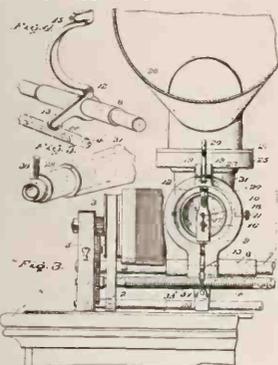
According to the present invention, the reproducer is mounted to the rear of the cylindrical record and rigidly fixed in the carriage, so that the reproducer as a whole is not capable of movement toward and from the record the reproducer stylus being pressed against the record by a spring tension. Furthermore, by the present invention the amplifying horn is mounted upon a rigid supporting bracket projecting to the rear of the machine, the horn, however, being so mounted on said arm

that it is capable of swinging so as to direct the open or mouth end of the horn to any point of the compass. Moreover, extending between the reproducer and the point where the horn is supported by the rigid bracket, there is a hollow sound-conveying tube preferably tapering in form, and so mounted upon the supporting bracket as to be capable of swinging in a horizontal plane, and also of more or less movement in a vertical plane,



though this last freedom of movement is not essential. The reproducer carriage, and hence also the reproducer, move in a right line past the cylindrical record, and in order that the union between the horizontal sound-conveying arm and the reproducer may be a continuous one (notwithstanding the increase of

distance between the axis of said arm and the reproducer as the same is advanced along the record), the said arm is connected to the reproducer by means of an expanding or telescopic joint. The carriage is advanced along the slide or way supporting it by means of a suitable nut en-



gaging the operating screw, and means are provided for simultaneously lifting said nut from the screw by overcoming the tension of the spring which holds it in operative position, and at the same time lifting the reproducer stylus from contact with the record, and likewise overcoming

ing the tension of the spring holding it against the record. Fig. 1 is a side elevation of this improved graphophone, parts being broken away for greater clearness of illustration; Fig. 2 is a top plan view with the amplifying horn removed, a portion of the same, however, being shown in dotted outline. Fig. 3 is a front elevational view with a part of the cylindrical record and supporting mandrel broken away in order to show the reproducer and connected parts. Fig. 4 is a broken perspective detail illustrating the nut by which the carriage is connected and operated by the advancing screw; and Fig. 5 is a perspective detail illustrating the telescopic joint between the reproducer and the connected tone arm.

CLERGYMEN AS TALKER PROSPECTS.

How Sales of Records and Machines May Be Made in This Special Field as Well as for Church Purposes Generally—Some Helpful Hints in This Direction.

Some helpful hints toward developing a wider avenue of distribution for the talking machine dealer are to be welcomed, and hence the following, which we cull from the Edison Phonograph Monthly, is worthy of consideration:

A promising field for a dealer to canvass is that of the clergymen of his neighborhood. Every church can profitably own at least one phonograph, if not several. Take the pastor himself. What better method to memorize his next Sunday's sermon than to talk it into the phonograph and then listen to his own delivery? It is the easiest and most expeditious way, for it obviates the necessity of writing out his sermon, or employing a stenographer.

Furthermore, he is enabled to judge his own sermon from the audience's standpoint, thereby



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

MUSIC MASTER
Solid Wood Horn



Better than ever
And still the best

Note This

It reveals **THE CHARM** of a singer's voice (the Public say). **IT IS PERFECTION; IT LEADS IN TONE.**

It has a national reputation and dates from the introduction of the Music Master; not the last change, but a good chance to try the much talked of

Music Master Solid Wood Horn
(The only Horn Guaranteed)

Simply write for samples.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

studying his own delivery and strengthening and emphasizing points that the phonograph makes apparent. The advantage of being able to dictate his sermon at any time, day or evening, to leave off where he must be interrupted, to take up the sequence again by starting the phonograph, are advantages that merit considerable attention, particularly by the young preacher desirous of acquiring a good delivery.

Then there is service that a phonograph may render to the sick, or the "shut in." A church that owns one or more phonographs can readily arrange to have them left on Saturday at the homes of the sick or aged, together with records containing the pastor's sermon (or parts of it) or a personal record from the pastor himself together with some religious selections, hymns or a solo. One of the largest and most influential churches in New Britain, Conn., has just inaugurated a service of this kind, and it is meeting with great success.

Then there is the church parlor that needs a phonograph as much as an organ or piano. It will entertain the various auxiliaries that meet

there, and add much to the enjoyment of their gatherings during the week.

Then, again, there is the Sunday school, particularly the primary classes. As an aid in teaching or a substitute for an absentee pianist, it will more than prove its worth.

It is a promising field as yet unworked. Who will be the enterprising dealer to start one church in his neighborhood to using the phonograph? Other churches will readily follow.

WAS A THOROUGH MUSICIAN.

When one is now asked if he is a musician he need no longer bow his head in shame and answer in the negative, if the conclusion of a witness in a recent court case is correct. He was being cross-examined.

"You're a musician, aren't you?" the attorney asked.

"Yes, I call myself that now and then."

"Well, what do you do in the musical line?"

"Oh, I can run a talking machine," the witness complacently answered.

RECORD BULLETINS FOR APRIL, 1913

COLUMBIA GRAPHOPHONE COMPANY.

SYMPHONY SINGLE-DISC RECORDS.

First Records made by *Yesayc.*

- 36514 Scherzo Valse Chabrier
- 36519 Berceuse—Lullaby Faure
- 36520 Concert in E Minor—Finale Mendelssohn
- 36521 Mazurkas, Op. 19 (a) Oberstass, (b) Menezier..... Wieniawski
- 36523 Rondino, Op. 32 Weustemps
- 36524 Hungarian Dance No. 5 in G Brahms
- 36525 Caprice Viennois, Op. 2 Kreisler
- 36526 Albumblatt Wagner

By *Bernice de Pasquali.*

- Double. Villanelle (The Lark's Song) (Dell'Acqua). 30936
- In English, with arch.
- I Pagliacci (Leoncavallo). "Stridono lassu" 36390
- (Oh! Birds in Freedom Flying). In Italian with arch.

Arias by *Henri Scott.*

- A5450 Le Caid (Thomas). "Air du tambour major" (Song of the drum major). In French, with orch.
- I Vespri Siciliani (Verdi). "O tu Palermo" (Oh! My Palermo). In Italian, with orch.

Arias by *Hector Dufranne.*

- A5455 La Jolie Fille de Perth (Bizet). Brindisi (Drinking Song). In French, with orch.
- Jongleur de Notre Dame (Masseuet). "Legende de la sauge" (Legend of the sage). In French, with orch.

Arias by *Zina Brozia.*

- A1243 Faust (Gounod). Jewel Song. In French, with orch.
- Thais (Masseuet). "L'amour est une vertu rare" (Love is a virtue rare). In French, with orch.

12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

- A5452 Blue Danube Waltz (Vocal arrangement—"Greeting to Spring" (Strauss). Columbia Light Opera Co. with orch. accomp.
- Carmena—Waltz Song (Wilson). Mixed Quartet: Grace Kerns, soprano; Mildred Potter, alto; Craig Campbell, tenor, and Frank Croxton, bass, orch. accomp.
- A5453 Love Divine, All Love Excelling, from "Daughter of Jairus" (Stainer). Walter Lawrence, boy-soprano, and Reed Miller, tenor, orch. accomp.
- The Holy City (Adams). Walter Lawrence, boy-soprano, orch. accomp.

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.

- A1274 A Woman's Smile, from "The Firefly" (Friml). Craig Campbell, tenor, orch. accomp.
- Sympathy, from "The Firefly" (Friml). Idelle Paterson, soprano and Andrea Sarto, baritone, orch. accomp.
- A1275 Just Awearyn' For You (Jacobs-Bond). Grace Kerns, soprano, orch. accomp.
- I Would That My Love (Mendelssohn). Grace Kerns, soprano, and Mildred Potter, contralto, orch. accomp.
- A1273 March of the Men of Harlech. (Ancient Welsh melody.) (John Caurd.) Gwent Male Glee Singers. In Absence (Dudley Buck). Gwent Male Glee Singers.
- A1262 La Traviata (Verdi). "Dite alla giovine" (Say to your daughter), Part I. Rita D'Orta, soprano, and Taurino Parvis, baritone, orch. accomp.
- La Traviata (Verdi). "Dite alla giovine" (Say to your daughter), Part II. Rita D'Orta, soprano, and Taurina Parvis, baritone, orch. accomp.
- A1276 Fantasy on Mendelssohn's Spring Song and Rubinstein's Melody in F. Mike Bernard, pianist.
- Fantasy on Pilgrim's Chorus, from "Tannhauser," and Finale to Rubinstein's Concerto in E Flat. Mike Bernard, pianist.
- A1272 Believe Me If All Those Endearing Young Charms (Words by Thomas Moore). Reed Miller, tenor, orch. accomp.
- Bendemeer's Stream (Gatty). Andrea Sarto, baritone, orch. accomp.

12-INCH DOUBLE-DISC RECORDS.

- A5451 Der Freischutz (Weber). Overture, Part I. Prince's Orchestra.
- Der Freischutz (Weber). Overture, Part II. Prince's Orchestra.
- A5454 Episcopal Litany Service, Part I. The Processional and Recessional. Boy-Choir of Church of St. Luke the Evangelist.
- Episcopal Litany Service, Part II. The Litany. Boy-Choir of Church of St. Luke the Evangelist.

10-INCH DOUBLE-DISC RECORDS.

- A1256 Wien, Bleibt Wien—March (Schrammel). Prince's Band.
- A Soldier's Dream of Old Home Songs (Arr. by Hager). Prince's Band.
- A1279 That Old Girl of Mine (Jones and Van Alstyne). Henry Burr, tenor, and Edgar Stoddard, Baritone, orch. accomp.
- Way Down South (Fairman). Peerless Quartet, orch. accomp.
- A1271 Casey Jones Went Down on the Robert E. Lee (Jones). Byron G. Harlan, tenor, and Arthur Collins, baritone.
- Whistling Jim (Morse). Peerless Quartet, orch. accomp.
- A1277 And the Green Grass Grew All Around (H. Von Tilzer). Walter Van Brunt, tenor, orch. accomp.
- Here Comes My Daddy Now (Gilbert and Muir). Gyrón G. Harlan, tenor, and Arthur Collins, baritone, orch. accomp.
- A1278 Georgia Land (Carroll). Peerless Quartet, orch. accomp.
- Oh! What a Beautiful Dream (Cooper). Ada Jones, soprano, and Walter Van Brunt, tenor, orch. accomp.
- A1280 The Sweetest Story Ever Told (Stultz). Vincent Buono, cornetist, band accomp.
- Silver Threads Among the Gold (Danks). Vincent Buono, cornetist, band accomp.
- A1281 Omena—Intermezzo (Hartz). Fred Van Eps, banjoist, orch. accomp.
- Dream of the Rarehit Fiend (Thurhan). Guido Deiro, accordion solo.
- A1282 Oh! What a Night (Gilbert, Muir and Abrahams). Ada Jones, soprano, and Walter Van Brunt, tenor, orch. accomp.
- At the Devil's Ball (Berlin). Maurice Burkhat, tenor, and Peerless Quartet, orch. accomp.
- A1283 Everybody Loves a Chicken (Jones). Peerless Quartet, orch. accomp.
- Fd Do As Much For You (H. Von Tilzer). Ada

- Jones, soprano, and Walter Van Brunt, tenor, orch. accomp.
- A1284 Some Boy (Stamper and Buck). Lillian Lester, contralto, orch. accomp.
- My Tango Maid (Havez and Lodge). Walter Van Brunt, tenor, orch. accomp.
- A1285 Melinda's Wedding Day (Piantadosi). Arthur Collins, baritone, and Byron G. Harlan, tenor, orch. accomp.
- Welcome Home (Berlin). Peerless Quartet, orch. accomp.

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

- No. Victor Opera Company. Size.
- 31879 Gems from "Faust".....Gounod 12
- Victor Light Opera Company.
- 31880 Gems from "Queen's Lace Handkerchief"..... Elson-Strauss 12
- 17272 Traumerei (Schumann) (Cornet with Vessella's Band).....Gambell and Rinaldi 10
- On the Sea (Mendelssohn). Victor Brass Quartet 10
- 17273 Thy Beaming Eyes (Gardner-MacDowell)..... Alan Turner 10
- When I Know That Thou Art Near (Abt)..... Elsie Baker-Fred'k Wheeler 10
- 17274 Who's Going to Love You When I'm Gone (Esrom-Morse).....Gambell and Burr 10
- I'd Rather be Kissed 'Neath the Mistletan Than Spoon Under Any Old Tree (Farran-Osborne).....Campbell and Burr 10
- 17275 When I Lost You (Irving Berlin).....Henry Burr 10
- The Hour of Love (McDonnell-Weymann)..... Frederick Wheeler 10
- 17278 All Night Long (Brooks). Ada Jones-Billy Murray Somebody's Coming to Town, from "Dixie" (Browne-Smith).....Billy Murray 10
- 17279 Underneath the Cotton Moon (Meyer)..... Collins and Harlan 10
- My Landlady, from "Follies of 1912" (Meirisch-Bryan-Williams).....Arthur Collins 10
- 17280 The Kingers (Weatherly-Löhr).....R. Werrenrath 10
- Three for Jack (Weatherly-Squire).....R. Werrenrath 10
- 17284 Faust—Ballet Music—Waltz, "Dance of the Cuban Slaves" (Gounod). Vessella's Italian Band 10
- Faust—Ballet Music "Dance of the Trojan Maidens" and "Mirror Dance" (Gounod)..... Vessella's Italian Band 10
- 17285 Way Back Home (Ersom-Morse). Peerless Quartet My Samba (Witmark) (with banjo and orchestra).....Collins and Van Eps 10
- 17287 Stephanie Gavotte (Czibulka) (Bell Solo)..... William H. Reitz 10
- Melody from "La Belle Helene" (Offenbach) (Harp zither).....Mme. Kitty Berger 10
- 17288 My Jaddie (A Scotch Love Song) (Toubetzky-Thayer).....Sue Harvard 10
- Forever and Forever (Farran-Osborne)..... Alan Turner 10
- 17289 Down the Field March (Friedman)..... Arthur Pryor's Band 10
- Knockabout March from "Way Down South" (Chambers).....Arthur Pryor's Band 10
- 17294 I'll Sit Right on the Moon and Keep My Eyes on You (Monaco). Helen Clark-W. Van Brunt Oh, What a Beautiful Dream (Fairman) (Op. 10) penheim-Cooper).....Walter Van Brunt 10
- 17295 Melinda's Wedding Day (Goodwin-McCarthy-Piantadosi).....Collins and Harlan 10
- Row, Row, Row, from "Follies of 1912" (Jerome-Monaco).....American Quartet 10
- 35273 Oh, Divine Redeemer (Gounod).....Olive Kline 10
- Over the Mountain of Sorrow (Smith-Tracy)..... Wilfred Glenn 10
- 35280 New Orleans Minstrels, No. 27..... Victor Minstrel Company 12
- Unlucky Mose (Darky Specialty) (unaccomp.)..... Golden and Hughes 12
- 35281 Serenade (Widor) (violin, cello, pianoforte)..... Tolfsen Trio 12
- Serenade (Blockx) (violoncello solo)..... Rosario Bourdon 12
- 35282 Shepherd's Life in the Alps—Fantasia with descriptive effects (Kling).....Arthur Pryor's Band 12
- Cosmopolitan Overture (Prendiville)..... Arthur Pryor's Band 12

PURPLE LABEL RECORDS

- Harry Lauder, Comedian.
- 60094 The Same as His Father was Before Him..... Terry-Wells-Lauder 10
- 70076 The Wee Hoose 'Mang the Heather..... Wells-Elton-Lauder 12
- Lucy Marsh, Soprano—Marguerite Dunlap, Contralto. In English.
- 60096 Tales of Hoffman—Barcarolle.....Offenbach 10
- Lucy Isabelle Marsh, Soprano. In Italian.
- 70094 Traviata—Ah fors' e lui (The One of Whom I Dreamed (Act I).....Verdi 12
- The Turkey Trot—Tango Special.
- 35277 "Waiting for the Robert E. Lee" (Medley Turkey Trot—Two-step (for dancing)..... Victor Military Band 12
- When the Midnight Choo Choo Leaves for Alabama—Medley Turkey Trot—Two-step (for dancing)..... Victor Military Band 12
- 17276 Row, Row, Row Medley—One-step (for dancing)..... Victor Military Band 10
- Argentine Tango (Roberto) (for dancing)..... Victor Military Band 10
- 17277 On the Mississippi—Medley Turkey Trot—Two-step (for dancing)..... Victor Military Band 10
- Maurice Tango (Silvio Hein) (for dancing)..... Victor Military Band 10
- The Second Turkey Trot Special.
- 17286 Everybody Loves a Chicken (Jones)..... Peerless Quartet 10
- Good-Night, Nurse (Gray-Walker).....Billy Murray 10
- 17291 Kentucky Days Medley (Turkey Trot) (Wenrich)..... Victor Military Band 10
- Silvery Bells Medley (Turkey Trot)..... Victor Military Band 10
- 17298 Too Much Mustard (Tres Moutarde) (Turkey Trot) (Macklin).....Victor Military Band 10
- Gettrude Hoffmann Glide (Turkey Trot (Hoffmann).....Victor Military Band 10
- 17281 Mariette (Turkey Trot) (Sterny-Courquin)..... Victor Military Band 10
- Parisienne (Turkey Trot) (A. Von Tilzer)..... Victor Military Band 10

NEW RED SEAL RECORDS.

- Enrico Caruso, Tenor. In Italian. (Piano accompaniment by Gattano Scognamiglio.)
- 87128 Pimpinella—Florentine Song (Op. 38, No. 6)..... Tschalkowsky 10
- Geraldine Farrar, Soprano. In Italian.

- 38413 Bohème—Mi chiamano Mimi (My Name is Mimi) (Act I).....Puccini 12
- 88412 Königskinder—Weisst noch das grosse Nest (Hast Thou Forgotten Our Nest? (Act II)..... Humperdinck 12
- Clara Butt, Contralto. In English.
- 88415 Elijah—Oh, Rest in the Lord.....Mendelssohn 12
- Enrico Caruso, Tenor; Ernestine Schumann-Heink, Contralto. In Italian.
- 89060 Trovatore—Ai nostri monti (Home to Our Mountains).....Verdi 12
- John McCormick, Tenor. In English.
- 64309 Sweet Genevieve.....Cooper-Tucker 10
- 64316 Molly Brannigan (Piano accomp. by Spencer Clay) (Old Irish Melody)..... 10
- Geraldine Farrar, Soprano; Ernestine Schumann-Heink, Contralto. In German.
- 87504 Wanderer's Nachtlied (Wanderer's Night Song).....Rubinstein 10
- Ernestine Schumann-Heink, Contralto. In English.
- 87129 When the Roses Bloom (Hoffmung).....Richard 10

TWO KREISLER SOLOS.

- Piano accompaniment by George Falkenstein.
- 64314 Schön Rosmarin (Fair Rosmarin).....Kreisler 10
- 74333 Liebesleid (Love's Sorrow) (Old Viennan Waltz).....Kreisler 12
- Alma Gluck, Soprano. In Italian.
- 74334 Parla Valse (Oh, Speak!).....Arditi 12
- 87125 Zarä—Zarä, piccola zingara (Zara, Little Gypsy) (Act IV).....Leoncavallo 10
- Alma Gluck, Soprano; Louise Homer, Contralto. In German.
- 88418 Hängel und Gretel—Suse, liebe Suse (Little Susie!) (Act I).....Humperdinck 12
- 87131 Hängel und Gretel—Hexenritt und Kumperswalzer (Witches' Dance).....Humperdinck 10
- Enrico Caruso, Tenor; Antonio Scotti, Baritone. In Italian.
- 89064 Don Carlos—Dio che nell'alma (Finale Act I).....Verdi 12

U-S PHONOGRAPH CO.

FOUR MINUTE SELECTIONS.

- 1638 Dreams of Childhood (Waltz).....U-S Concert Band
- 1639 Uncle Josh's Trip to Coney Island.....Cal Stewart
- 1550 Meet Me, Sweet Kathleen, in Honeysuckle Time.....Geo. W. Ballard
- 1578 I'll Sing Thee Songs of Araby.....John Barnes Wells
- 1629 (a) The Little Captain; (b) I Love the Old Doll Best.....Lillian Homesley
- 1559 Alice Where Art Thou?—With Variations (Harp).....Francis J. Lapitino
- 1536 A Soldier and a Man.....Henry Burr with Chorus
- 1576 Walther's Preislied—Prize Song (Violin).....H. L. Spitalny
- 1571 Oh Rest in the Lord, "Elijah".....Margaret Keyes
- 1531 Good-Bye Rose.....Will Oakland
- 1560 With the Wine on the Rhine.....Reed Miller
- 1617 Grand Valse (Concertina).....I. Proshnikoff
- 1640 Uncle Josh and the Insurance Agent.....Cal Stewart
- 1626 You're My Baby.....Edna Brown and Henry James
- 1610 Yum Pum Pa.....Ed. M. Favor
- 1684 Haviland's Happy Hits No. 3.....U-S Concert Band

MACHINE SHOP FOR VICTOR CO.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 8, 1913.
Ballinger & Perrot have completed drawings and specifications and awarded contract to Irwin & Leighton for a fire-proof machine shop for the Victor Talking Machine Co., on the east side of Front street between Market and Cooper streets, Camden. The new building will have a frontage of 86 feet on Front street and extend 170 feet in depth to connect with the present building of the Victor Co. It will be six stories in height.

ATTRACTIVE EASTER DISPLAY.

The New York Talking Machine Co., 83 Chambers street, New York, is showing this week a most attractive window display in the nature of the special Easter display recently sent out by the advertising department of the Victor Co. The records featured include a number of sacred songs that have proven to be unusually popular with Victor owners, and the scenery used, which portrays two choir girls and an organist, contributes to make the display typical of the sacredness of the Easter season. The text is printed in Old English type and the window's drawing powers are considerably enhanced by the use of the new display.

JUST INCORPORATED.

The Quincy Phonograph and Art Co., Quincy, Ill., has been incorporated with a capital stock of \$15,000 for the purpose of conducting a general business in talking machines and art specialties. The incorporators are: L. E. Caldwell, J. E. Caldwell and John F. Garner.

HANDLING THE EDISON LINE.

James L. Abbott & Son, of Fort Lee, N. J., are featuring the new Edison disc phonograph in their piano rooms at 25 Lemoine avenue.

The pupils of the Vineland (N. J.) High School, through the courtesy of the Victor Talking Machine Co., at the suggestion of Davies & Son, enjoyed a demonstration of educational and grand opera records one afternoon recently.

Leading Jobbers of Talking Machines in America

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



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

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

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

VICTOR DEALERS TRY US FIRST
We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.
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Where Dealers May Secure
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Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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- Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
- Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
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